

# GREENER SPACES BETTER PLACES

## A NURSERY MARKETING UPDATE

**Funded by the nursery levy, the Greener Spaces Better Places program is driving sales by educating Australians on the benefits of plants, and inspiring them to head to their local nursery to learn more.**

Building on the success of *The Plant Value Report*, this quarter has focused on keeping plants and their value top of mind in mainstream and social media, while supporting retail nurseries to drive sales.

The campaign directly supports the Demand Creation priority of the Nursery Strategic Investment Plan to shift consumer attitudes and grow plant sales:

- Educating consumers on the value of greenery;
- Inspiring more Australians to buy plants; and
- Positioning nursery products as essential to lifestyle and property value.

## AMBASSADOR PROGRAM

The next phase of *The Plant Value Report* brought the findings to life through three ambassadors, each helping to show a different side of plant value and care.

Neale Whitaker, renowned interior designer, shared ideas for styling homes with greenery. 7You highlighted why plants add value to homes, regardless of space. Jason Ballo, a prominent real estate influencer, will soon share insights on the role plants play in adding value to a property.

Together, this content shows the lifestyle, liveability and property value benefits of plants delivered through people Australians know and trust.



## ALWAYS-ON SOCIAL MEDIA

The monthly *Ask Me Anything* series continued this quarter, giving followers practical advice from nursery professionals. In February, Andrew Goldsmith, Creative Director at The Palms in Sydney, shared tips on plant care and styling.

Paid social activity across Facebook, Instagram and TikTok put this content in front of consumers **848,702 times** and generated **81,433 video views** in March alone. The strong results shows plant content is continuing to attract attention and helping keep plants top of mind for Australians.



Andrew Goldsmith, Creative Director at The Palms

## RETAILER CAMPAIGN

To convert in store interest into sales, 20 retail nurseries were engaged (expanded from five in phase one) across NSW, VIC, QLD, SA and TAS, to direct potential target buyers in-store.

Retailers received two levels of support:

- 1. Physical merchandising:** Signage with QR codes, take-home cards, and a quick-start setup guide to capture attention, educate and inspire purchase.
- 2. Digital toolkit:** Brandable assets, short-form videos, and a social media toolkit including suggested posts, captions and timings.

The campaign includes metro, regional, and destination centres which will help show how the activity performs across different retail settings and give a clear idea of impact.

Sales of participating plants are being measured alongside QR code scans, retailer and staff feedback, and observed customer engagement. A \$200 incentive is also on offer for the best retailer display.

*"This campaign gives people the tools to educate themselves about plants."*

Tim, Manager of Narara Valley Nursery.

