



Texas Superstar

Strategy Presentation

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Overview

Situation Analysis

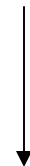
Industry

Product

Partners

Customers

(Primary/Secondary Research)



SWOT Analysis

Objectives

Overall Strategy



Each Target Group



Message Strategy



Media Plan



Budget

Other Recommendations



Gardening-Some Facts

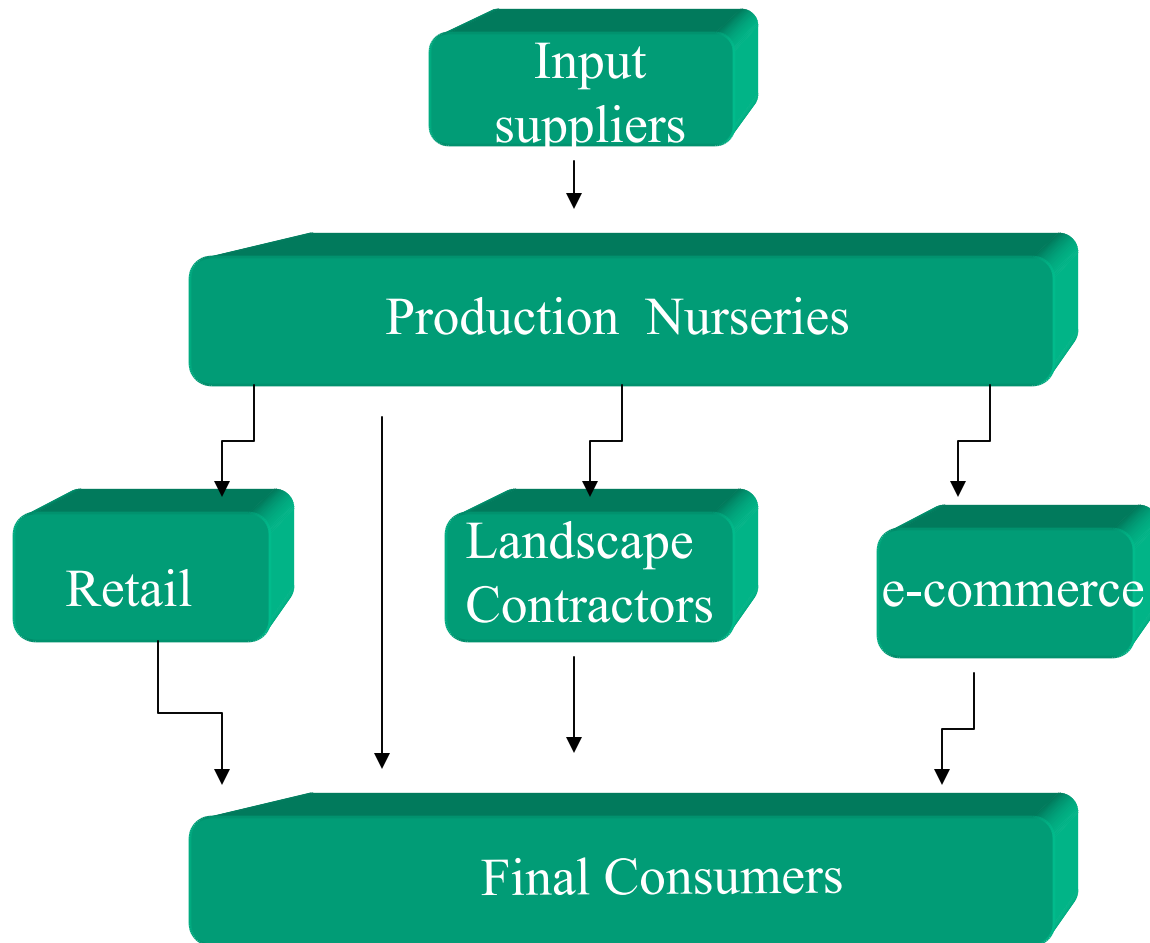
- 70mn households in the country involved with gardening. (69%) of total households.
- \$33bn industry in United States. Additional \$18bn spent on Landscape services.
- 15mn households shopped by Catalogs & websites in 1999. \$2.1bn spent on mail-order gardening material.
- 26mn households use the services of landscape, lawn and tree care professionals.

Texas Green Industry

- Worth \$9.76bn
- 50% contribution comes from 5 main cities
- Economic Impact through Home centers & mass merchants is around \$4.09bn.
- Home Centers, Mass merchandisers and retail garden centers have a market share of 38%, 30% and 32% at the retail level.



Market Structure



Product

Texas Superstars

- 33 Texas Superstar Plants
- Wide range
- Tested over 45 sites in Texas
- Environment-friendly
- Highly Tolerant

Belinda's Dream

- Perfect pink shrub Rose
- Designated Earthkind
- Hardest Rose around
- Highly disease tolerant
- Survives in highly alkaline soils



Competition

National
wholesalers

Hines Horticulture
Proven Winners

Regional
growers

Exotic Angel
Color Spot
Seville Farms

Texas
growers

Powell Farms
Turkey Creek Farms
Royal Lane Nursery

Home Depot

Lowe's

Wal Mart

Independent
Nurseries

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Primary Research

- Interview with ex-grower from Texas.
- Visits to Retail Garden Center, Home Depot and mass merchandisers.
- Views of Officials at the Capitol.
- Online Consumer Survey with 25 respondents.

Growers

- Growers interested in buying a cultivar for their region.
- 10% average mark-up for large nurseries.
- Seasonal business--almost 33% more sales in the first half of the year.
- Using a plant tag with a barcode is a necessity for Large growers.
- Growers trying to create retail brands by putting their own name tags





Landscape Firms

- Landscape design is showing the highest growth within the category.
- Older Americans (ages 50 and above) represent the largest customer Group.
- Homeowners in the South lead the spending on these services. South (30%), West (25%), Midwest (24%) and East (21%).



Retailers

Large Retailers/Home Centers

- More customer-oriented.
- Less variety and Cheaper Plants
- Slower decision-making.
- Ready to pay more for Organically grown plants
- Need constant attention from Growers.

Small Retailers/Garden Centers

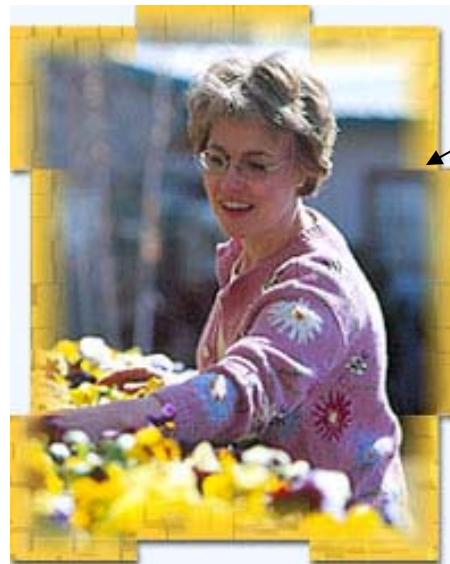
- Wider, more specialized product range
- Usually carry native plants
- Order weekly from small vendors
- Faster decision-making

Consumers

Typical profile

Age: 34-55yr

Married with Kids



Own House

PC at Home

HH Income \$40,000

Other Interests: Home decorating, knitting, walking
Buying decision based on aesthetics and Price



Consumer Behavior

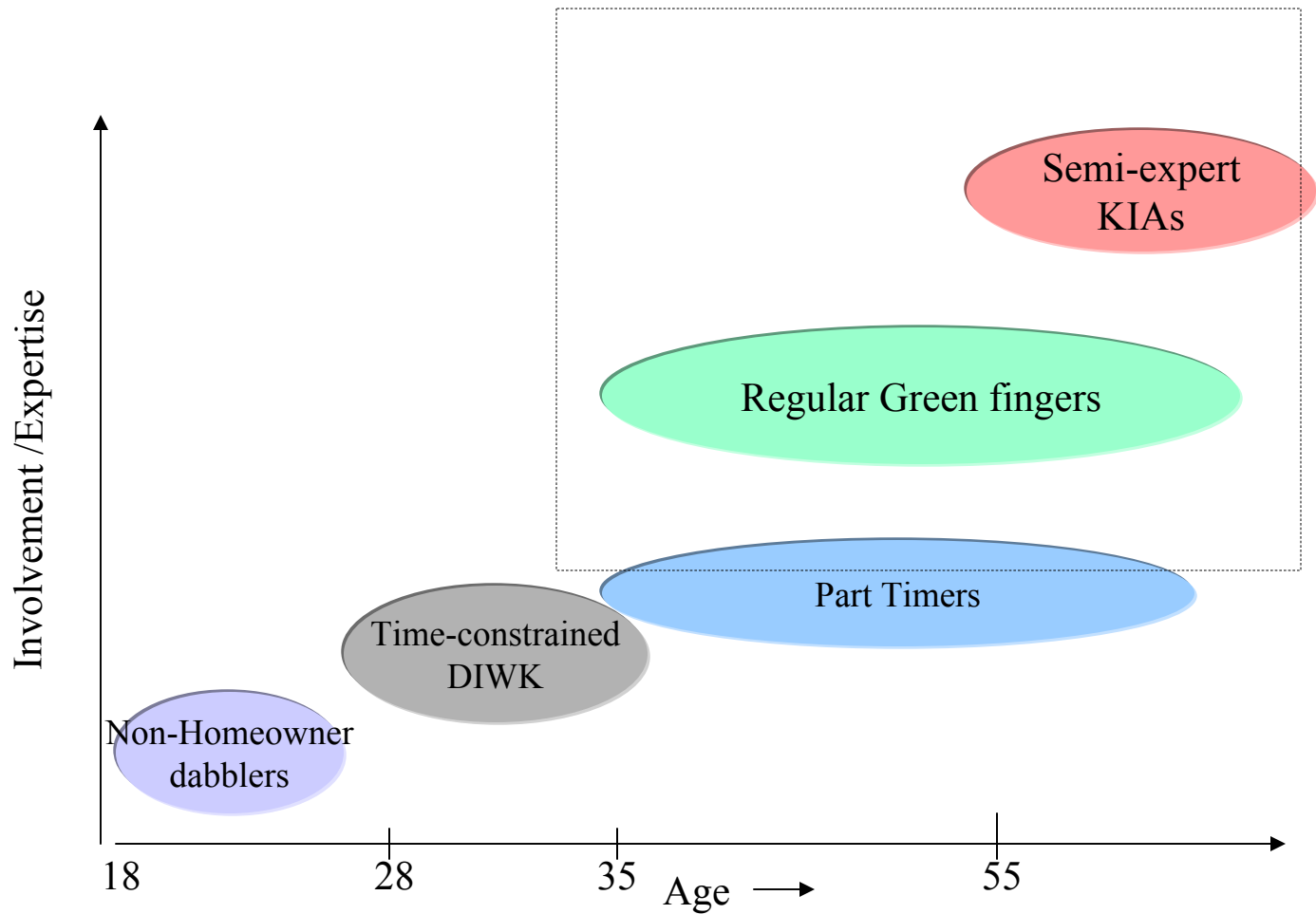
- Two-stop shopping is the norm
- All experienced gardeners doing some research. Regular online information search.
- Expert advice is religiously followed--Neil Sperry
- Impulse Purchase even by seasoned and planned gardeners
- Gifting Plants popular amongst gardening enthusiasts

Consumer Insights

- Avid gardeners are naturally outdoor people--their way of bringing the 'Outdoors In'
- Most consider gardening an 'altruistic pursuit.' Gardening buys are a zero-guilt investment
- Source credibility important--Not everyone is a gardening expert
- Wiser with experience--more planned, researched rational process



Consumer Segments





SWOT: Strengths & Opportunities

- Differentiated product for marketing. Broad product line (32)
- Partnership between TNLA & Dept. of Agriculture
- Appeals to environment conscious consumers
- Very few other efforts by marketers to sell branded plants
- Rose is one of the largest-selling horticultural plants in Texas

SWOT: Weaknesses & Threats

- Online initiatives are not at par with other industry players
- Brand ownership and all communication should be with one partner
- Large growers prefer selling plants under their own label
- Large retail centers look for large discounts rather than quality products.
- Competition is on grower as well as retailer levels



Texas Superstar Consumer Objectives

Brand Loyalty

Brand Equity

Brand Recognition

Trial

Awareness

1 year

5 years



Texas Superstar Channel Objectives



Relationship



Sales Targets



Trial



Awareness



1 year

5 years

Belinda's Dream Objective

Consumers

- Awareness
- Trial
- Association and recognition as Texas Superstar

Channel

- Awareness
- Product Stocking
- Promotion Objectives





Strategy: Texas Superstars

Short-term

- Use credible media and sources to inform the main consumer segments about Texas Superstars
- Educate the consumers about Texas Superstar through Advertising & PR
- Establish the brand through the use of logo and product benefits on all Belinda's dream POS and advertising
- Push strategy for retailers to promote TS



Strategy: Texas Superstars

Long-term

- Promote TS as umbrella brand through advertising, PR and online efforts
- Create Spring/Fall collection of plants to prioritize different plants each year
- Build long-term relationship with growers as a provider of quality products
- Build positive associations with Texas Superstar through sponsorships and shows

Strategy: Belinda's Dream

- Promote Belinda's Dream via sales promotions and POS
- Use co-op advertising with retailers to create consumer pull
- Capitalize on special occasions sales



Growers

Texas Superstar

Belinda's Dream

1. Plant tags with grower name and space for bar coding
2. Free TS pots-Launch Promotion
3. Sales representative
4. Trade Shows
5. Website



Retailers

Texas Superstars

1. POP material
2. Sales representative
3. Information brochures on TS
4. Website
5. Trade Shows

Belinda's Dream

1. POP material
2. TS pot promotion
3. Sales representative
4. Co-op advertising



Landscape Contractors/Firms



Texas Superstars

Belinda's Dream

1. Information kit on TSs
2. Discount for prominently using TSs in public landscape
3. Website
4. Trade Shows

Consumers

Texas Superstars

1. Advertising: print, radio, interactive and outdoor
2. Product Endorsement
3. PR efforts
4. WOM
5. POP
6. Website

Belinda's Dream

1. Mother's day Promotion (In-store & Radio)
2. Co-op advertising for Special promotions
3. POP
4. Special event promotions



Message Strategy: TS

Made in Texas, Meant for Texas

- Perfect for Texas (Scientific Claim, Expert endorsement)
- Environment friendly (low need for fertilizers, pesticides)
- Hardy plants (tested at 45 sites in the native soils)
- Low maintenance
- Locally produced



Message Strategy: Belinda's Dream

Not Just Pretty, Pretty Tough

- Beautiful pink rose
- Hardest Rose for Texas
- Low maintenance
- Designated earthkind



Creative



•Tag

•Poster

•Display Card

•Shelf Rail

•Brochures

• Print Ad

•Outdoor Ad

• Mother's Day Promotion

• Website





Belinda's Dream
Not Just Pretty, Pretty Tough



first Texas Superstar
designated earthkind
hadiest rose in Texas

"For the first time there is a plant that is not only meant to thrive in Texas environment but also protect it"

*Neil Sperry
The Texas Garden Expert*



Texas Superstar is a designated plant meant to grow and bloom in Texas. Tested over 45 sites throughout the state, backed by scientific expertise of Texas A&M Agriculture Program.

Environment friendly, highly tolerant and proudly produced by your Texas growers.

Made for Texas, Meant for Texas

Look for plants with Texas Superstar tags. For more information and other gardening tips log on to www.texasuperstar.com



DISPLAY BOARD



Mother's Day Card



BELINDA'S DREAM ROSE



LAURA BUSH PETUNIA

Texas Superstars

Perfect lanscape plants for your garden



JOHN FANICK PERENNIAL PHLOX



LORD BALTIMORE PERENNIAL HIBISCUS

Made in Texas, Meant for Texas

For more information call 1-887-99GO-TEX or ask your local retailer
Visit us at www.texasuperstar.com



Poster

Website

CONSUMERS

- List of retailers by zip code
- Growing plants in Texas info
- Where to buy related products
- Message board

RETAILERS

- List of growers
- POP order form
- Info brochure in PDF
- Sign up as a retailer
- Provide info about the store and other products featured

GROWERS

- Order Tags
- Order Pots
- Info brochure in PDF
- Provide info about the grower

• Info on TSs

- List of plants and detailed characteristics
- Releases of new (featured) TSs
- Spring and Fall collections
- Newsletter
- Links

Media

Medium	Objective
Radio -Neil Sperry Show	Neil Sperry is considered a Texas Gardening expert. His shows have a religious following and would help reach the Semi-expert and Regular Green finger segments.
Outdoor - Posters in 5 main cities	Awareness for Texas Superstar
Print -Gardens Magazine	Reaching regular Gardeners through a credible medium
Print -Texas Monthly	Reaching all Consumers, those who regularly garden and those who don't. Reaches high-income consumers with Texas loyalty and a penchant for the outdoors.
Online Advertising -HGTV.com, www.homegrowntexas.com	Reaches consumers who regularly go online for research and to plan what they want to buy.
Trade Shows	Interaction with growers throughout the state, business leads, relationship building.
Home & Garden Shows	Have large audience right before growing seasons. Awareness & Information about Texas Superstar.
Radio Promotion -Belinda's Dream	To create excitement around the new product and spread awareness.
Co-op/Retailer Advertising -BD Promotion	To reach the consumers through the Retailer databases and loyal customers.





Media Schedule

	April					May				
	1	8	15	22	29	6	13	20	27	
Radio										
Magazines										
Outdoor										
Online Advertising										
Retailer advertising										
Promotions										
Trade/Garden Shows										
PR										

	August				September					October				January				February				
	4	11	18	25	2	9	16	23	30	7	14	21	28	6	13	20	27	3	10	17	24	
Radio																						
Magazines																						
Outdoor																						
Online Advertising																						
Retailer advertising																						
Promotions																						
Trade/Garden Shows																						
PR																						

					Belinda's Dream
					Texas Superstar
					Joint



PR

- Press releases through Dept. of Agriculture & TNLA
- Schedule interviews of Texas A&M Scientists on ‘*The making of the TS*’ with Local News Channels
- Prominent display of Texas Superstar at Public places (like Capitol, UT)
- *Green neighborhood* with Texas Superstars. Adopting some poorer neighborhoods and beautifying them with TSs.
- Mother’s Day radio promotion publicity.
- Neil Sperry feature story (September – second growing season)

Media Budget: Texas Superstars

Texas Superstars				
Item	Cost	Insertions	Times	Total
Neil Sperry Radio	\$200	3 spots	8 shows	\$4,800
Gardens Magazine	3,060	1 insertion	2 issues	6,120
Texas Monthly	17,305	1 insertion	2 issues	34,610
Outdoor	3,000	5 posters	2 months	30,000
Neil Sperry Trade Show	15,000			15,000
Trade Shows	10,000			30,000
				\$120,530



Media Budget: Belinda's Dream

Belinda's Dream				
Item	Cost	Insertions	Times	Total
Neil Sperry Radio	\$200	3 spots	2 shows	\$1,200
Gardens Magazine	3,262	1 insertion	2 issues	6,524
Texas Monthly	17,305	1 insertion	2 issues	34,610
Outdoor	3,000	5 posters	2 months	30,000
Online Advertising	\$30/cpm	2 websites	2 months	6,000
Co-op Advertising	3,500	2 insertion	2 weeks	7,000
				\$85,334

POS Budget: Texas Superstar

Texas Superstars			
Item	Cost	Quantity	Total
Poster	\$2.33	6,928	\$16,142
Brochure	1.37	51,381	70,392
Shelf Talker	0.53	8,358	4,430
Easel Display	3.25	4,179	13,582
			\$104,546



POS Budget: Belinda's Dream

Belinda's Dream			
Item	Cost	Quantity	Total
Easel Display	\$3.25	4,179	\$13,582
Mother's Day Poster	2.33	6,928	16,142
Mother's Day Card	0.86	60,000	51,600
6" TS pots for Retailers	0.65	4179x20	54,327
			\$135,651



Total Budget

Total Budget (\$500,000)			
	Texas	Belinda's	
	Superstars	Dream	Total
Point of Sale	\$104,546	\$135,651	\$240,197
Media	120,530	85,334	205,864
Public Relations	25,000	25,000	\$50,000
Total	\$250,076	\$245,985	\$496,061





Other Recommendations

- Conduct joint events or sponsor shows with LBJ Wild Flower Institute, Botanical Research Institute of Texas and other such organizations (e.g. Plants and People 2002 in May at LBJ Institute)
- Sponsor an Annual Conference for Landscape firms & Contractors jointly with TNLA to create excitement and equity for TS
- Conduct lectures on special topics during growing season at key retail outlets—both Home Centers and Garden Centers
- Expand presence online and use Texas A&M experts to advise consumers online
- Do a brand-building TV campaign with credible spokespersons in the next few years



Thank You