MONTHLY PR REPORT

Dec-Jan

oasis® FORAGE PRODUCTS™

Garden Media GROUP

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PR HIGHLIGHTS

Media Momentum

The Holiday gifting season came to a close with a good boost from our syndicated guide. Total reach between that and the AP story in Nov reached almost **100 million.**

With more lead-time in 2024, we anticipate even bigger placements and interest in the kits for the gifting season.

MANTS

The MANTS show was a major success, with the booth attracting **8 media** and **dozens of IGC's**.

The tattoo theme was a fun and easy way to attract all kinds of folks into the booth to learn about the foraging products. Many folks we spoke to didn't know the role of foam in vases, so it was an educational moment and teaching lesson for us.

Floral Daily printed a round up of the best to see at MANTS, reaching **61K** and Kathy Jentz mentioned Oasis in her new products podcast episode. More stories expected!

Influencer & Social Strategy

We've initiated connections with potential influencer partners, setting initial steps for the upcoming campaigns. Upcoming discussions will delve into the specifics to ensure content aligns with the overall 2024 strategy.

Simultaneously, our strategic focus will align with developing the social and content marketing strategy. We will define objectives and style guides to set foundational initiatives for the year.

Media Hits 2023-24

Overall Reach: **94,826,277**

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floral daily

Jan 2024 | Floral Daily

OASIS included in Floral Daily's MANTS round-up story

REACH: 61,000

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US (MD): MANTS comes to a close

After two days, it is time for the final day of the Mid-Atlantic Nursery Trade Show (MANTS). It seems to be a busy edition, and vibes are high. Yesterday, we already shared some pictures from the exhibitors VitroPlus, Dramm, Pro-Mix and more. Today, we added some more pictures to that, with some that we received from Keri Wilsen of Garden Media Group, who is also present at the show. And, of course, much more pictures have been posted by the exhibitors, which are 932 exhibiting companies in total.

Oasis Forage team booth

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Jan 2024 | GardenDC Podcast

OASIS mentioned in GardenDC Podcast on MANTS

REACH: 2,500

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GardenDC Podcast Episode 177: New Plants and Products for 2024

New Plants an...

Share

In this episode of GardenDC: The Podcast about Mid-Atlantic Gardening, we talk with Peggy Riccio of PegPlant.com all about the new plants and products we saw at MANTS 2024. The plant profile is on Tillandsia and we share what's going on in the garden as well as some upcoming local gardening events in the What's New segment. We close out with the Last Word on If at First, You Don't Succeed, Try, Try Again by Christy Page of Green Prints.

If you liked this episode, you may also enjoy listening to:

~ GardenDC Podcast Episode 133: New Plants and Products for 2023

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PRWeb

Dec 2023 | PRWeb

GMG's 2023 holiday gift guide syndicated on the wire

REACH: 63,200,000

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Garden Media Group Releases The 2023 Holiday Gift Guide

NEWS PROVIDED BY
Garden Media Group
14 Dec, 2023, 13:00 ET

SHARE THIS ARTICLE

Garden Media's 2023 Holiday Gift Guide

Discover the ultimate gift for everyone from master gardeners to new plant parents, featuring blooming plants, tools, and décor to inspire green thumbs.

PHILADELPHIA, Dec. 14, 2023 /PRNewswire-PRWeb/ -- Green Goddess Gifts

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MANTS

The Oasis booth was buzzing with the sound of tattoos being applied ;). Day One was busier than usual, despite the weather with 932 exhibiting companies and 11,000 attendees. Oasis met dozens of IGC's and 8 media.

Media met:

- Katie McDaniel and Matt McClellan – Nursery Management
- Teresa McPherson – L&G Retailer
- Doug Oster – KDKA Pittsburgh
- Peggy Ricco – Peg Plant
- Kathy Jentz – Washington Gardener
- Claire Jones – The Garden Diaries
- Kristin Beane Sullivan – Garden Gate Mag

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Pending PR

- Valentine's Day Gift Guide
- Superstars for Spring
- Patrick Coleman at Garden Center Magazine interest in visiting HQ
- MANTS follow up

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Thank You!

Jennifer, Katie & Bridget

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