Branding
The Knock Out Rose

Background

The Conard-Pyle Co. hired Garden Media Group in 1997 to promote roses in general and shrub roses specifically.

Garden Media helped Conard-Pyle introduce The Knock Out® Rose to the trade in 1999. Knock Out® followed on the heels of other shrub roses, including Carefree Delight, that the firm was promoting.

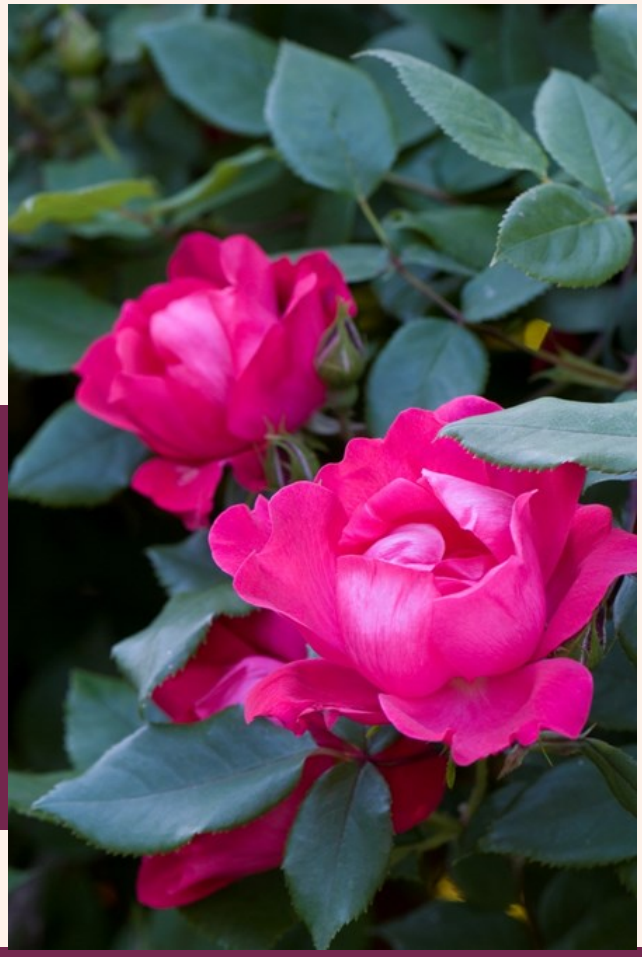
Since its debut, Knock Out has become one of the most popular flowering shrubs, not just roses, in America.

Positioning

The Knock Out® Rose was positioned from the first as a breakthrough flowering shrub, not a high maintenance rose.

It was positioned to be low-maintenance, disease resistant and easy to grow in gardens and landscapes. Not in fussy, isolated rose beds.

Goal & Objectives



The public relations goal was to generate excitement & build demand for the first "breakthrough shrub rose" and to drive customers to garden centers to ask for **The Knock Out® Rose** by name.

- Position The Knock Out® Rose as a an easy to grow flowering shrub – not just a rose - that provides four seasons of constant color.
- Establish The Knock Out® Rose as a low maintenance rose for all regions.
- Incite buzz for The Knock Out® Rose at the consumer level.
- Drive consumers to the Knock Out® Rose website for additional information.

Strategy

- Create a clear launch plan
- Tell the Knock Out® story, from the backyard breeder and awards to garden solutions and testimonials
- Free the rose from the traditional “rose bed”
- Help name the rose
- Leverage connections in the garden industry to introduce the rose to key garden media
- Create a positive user experience with key
- Introduce each new member of the “Knock Out® family”
- Position the rose differently over the 10 year period to drive home key messages and keep building momentum
    - AARS Winner
    - The no fear rose
    - The eco-friendly rose
    - The container rose plant
    - An enduring Star
    - A rose for the shade - Shady lady
    - Meet the breeder
    - Meet the Knock Out Family of Roses

Next Steps

- As The Blushing Knock Out® Rose & The Pink Knock® Out Rose joined the family and supply of the Original Knock Out increased, Phase II of the PR campaign kicked up in 2005.
- This included national media coverage & drilling deep into local markets.
- Micro-marketing to local newspapers and regional radio personalities drove sales directly to the door of the garden centers where eager customers asked for The Knock Out® Rose by name.

In The Garden with Mike Darcy

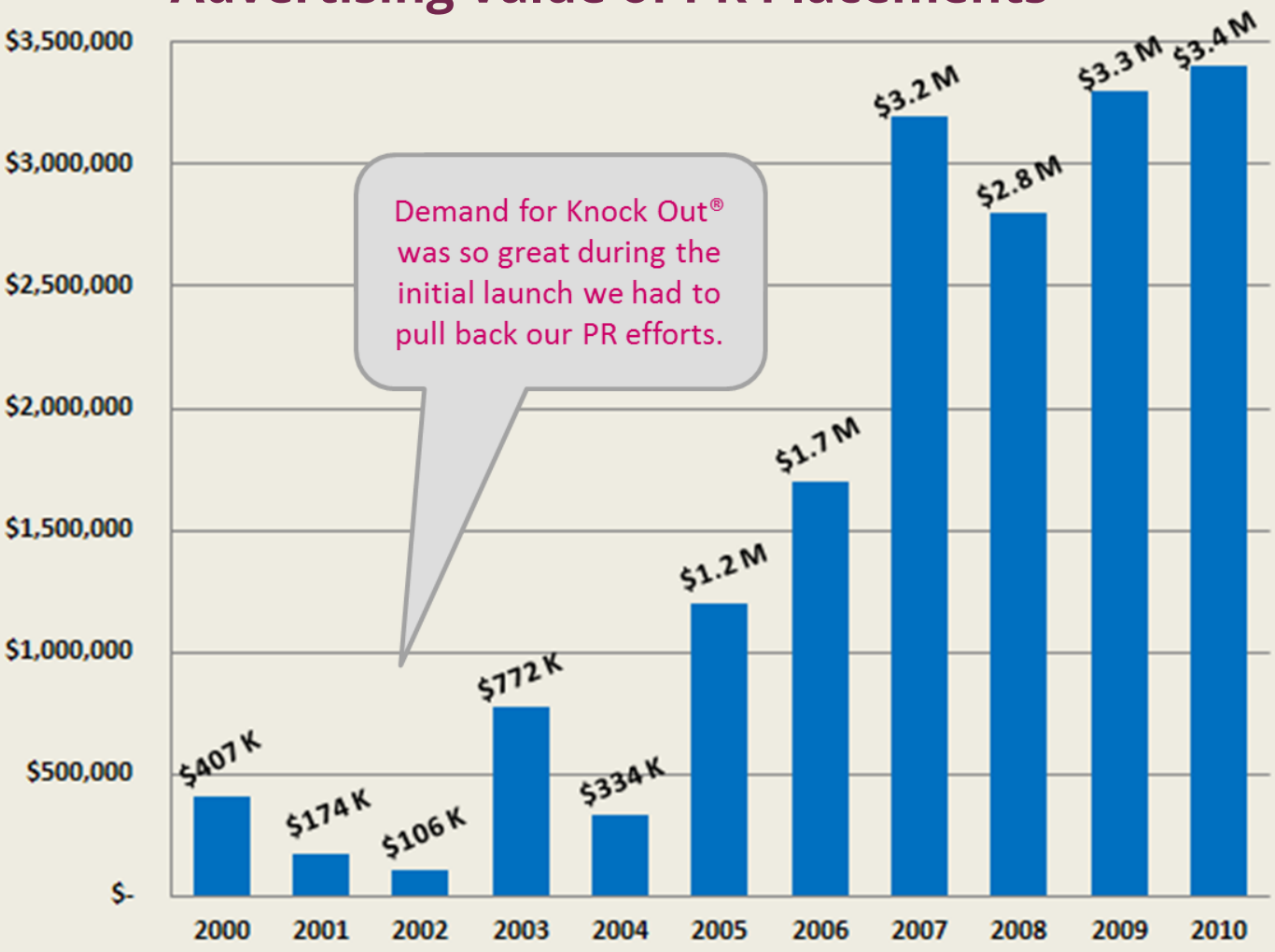
NO
CONSUMER
ADVERTISING
DOLLARS
WERE SPENT
PROMOTING
KNOCK OUT®
IN THE FIRST
10 YEARS.

Product Launch Results

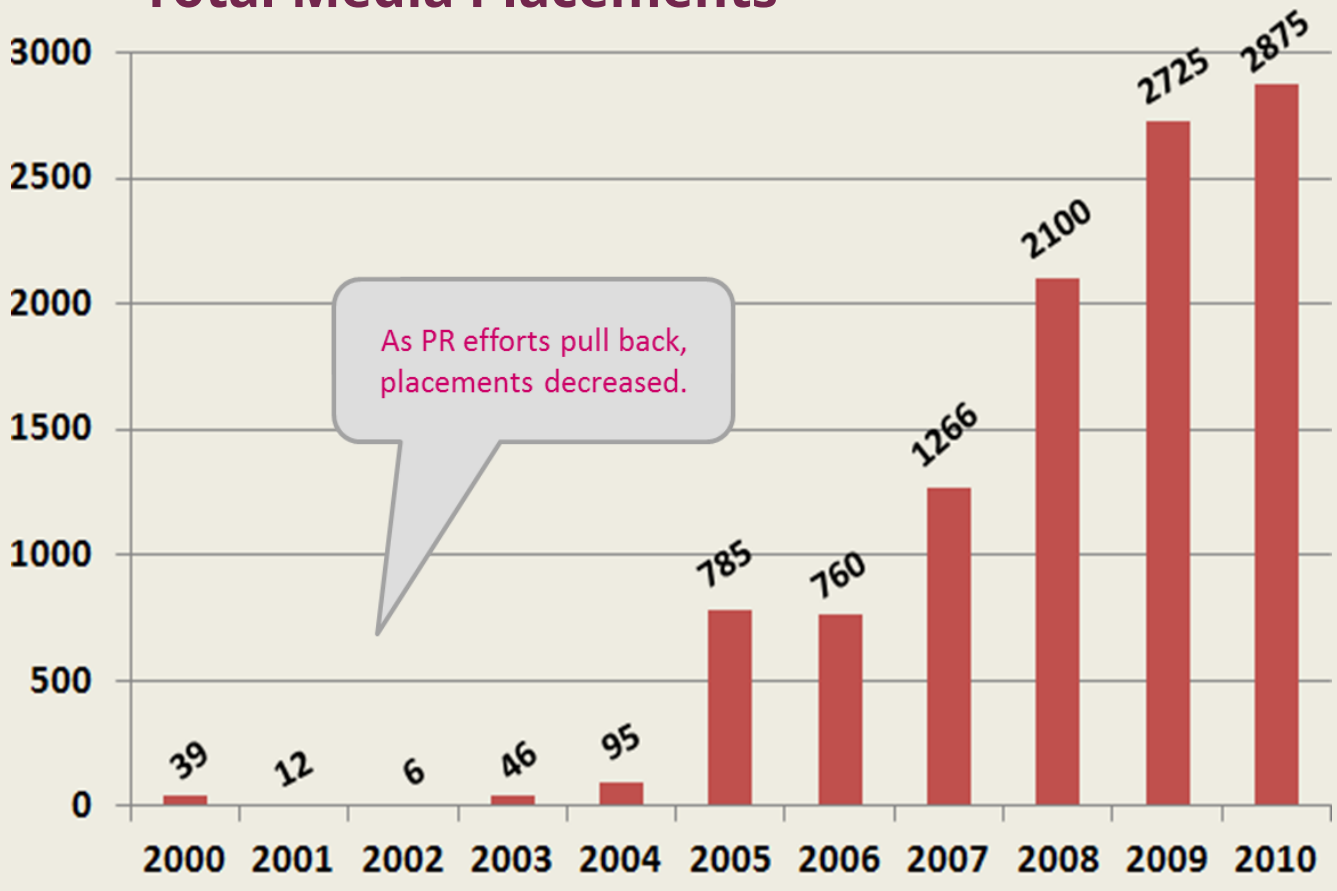
- Far exceeded original sales estimates in 2001, the original Knock Out sold at twice the expected rate
- In 2002, pulled back PR efforts until supply could catch up with demand
- By 2004, demand was so high that people were buying 5-10 plants per purchase
- By 2010, Knock Out® was the #1 flowering shrub, not just rose, in America!

In **10 years**, Knock Out® PR placements reached more than **700 million** consumers & generated **$17.4 million** in ad value!

Advertising Value of PR Placements



Total Media Placements



Building Momentum

Knock Out® was reintroduced each year in Garden Media's Garden Trends Report

- Low-maintenance landscapes
- Clean and simple designs
- Container gardening
- Year round color
- Masses of color
- Eco-friendly

gardens

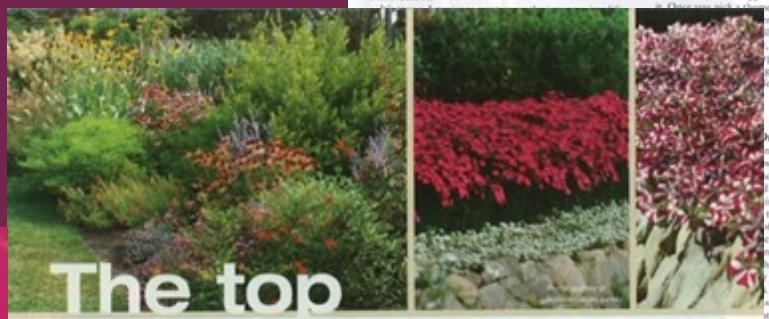
Gardeners are really digging into their backyards with the latest summer trends. Since growers remain static about as long as their plants, which isn't very long, here's what's hot—that is, what will keep you cool!

Garden Trends 2007

Garden Trends for 2004

from the Garden Media Group

What's In - What's Out for Gardening Next Season


The top gardening trends

A return to shared values will fuel Americans' desire to spend more time—and money—on their outdoor spaces, our forecaster says.

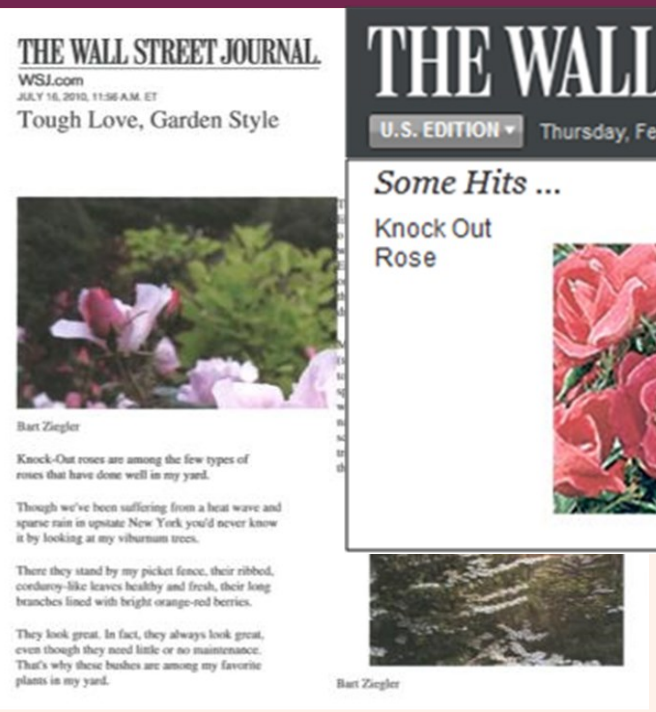
what's in	what's out
Main Street	Wall Street
Edible gardens	Lawns
Slow gardening	Instant gratification
Mindfulness	Bling
Gardening with nature	Gardening with chemicals
Natives	Divas

Media Hits

Consumer Magazines

Multiple Features in Southern Living

Major Newspaper Coverage Including multiple hits in The Wall Street Journal


THE WALL STREET JOURNAL.
WSJ.com
JULY 16, 2010, 11:56 A.M. ET
Tough Love, Garden Style

Bart Ziegler

Knock-Out roses are among the few types of roses that have done well in my yard.

Though we've been suffering from a heat wave and sparse rain in upstate New York you'd never know it by looking at my viburnum trees.

There they stand by my picket fence, their ribbed, corduroy-like leaves healthy and fresh, their long branches lined with bright orange-red berries.

They look great. In fact, they always look great, even though they need little or no maintenance. That's why these bushes are among my favorite plants in my yard.

Bart Ziegler

THE WALL STREET JOURNAL.
U.S. EDITION · Thursday, February 3, 2005

Some Hits ...

Knock Out Rose

The Dallas Morning News

A HIGHER GOAL

Voting with the enemy?

12 AYCOCK

HOUSE & GARDEN

Riveting roses

Hardy and low-maintenance, these old and new choices are winning rave reviews

TV, Internet & Radio

About.com

Trade Coverage

Targeted Syndicated Articles

Telling the Breeder's Story

Horticulture

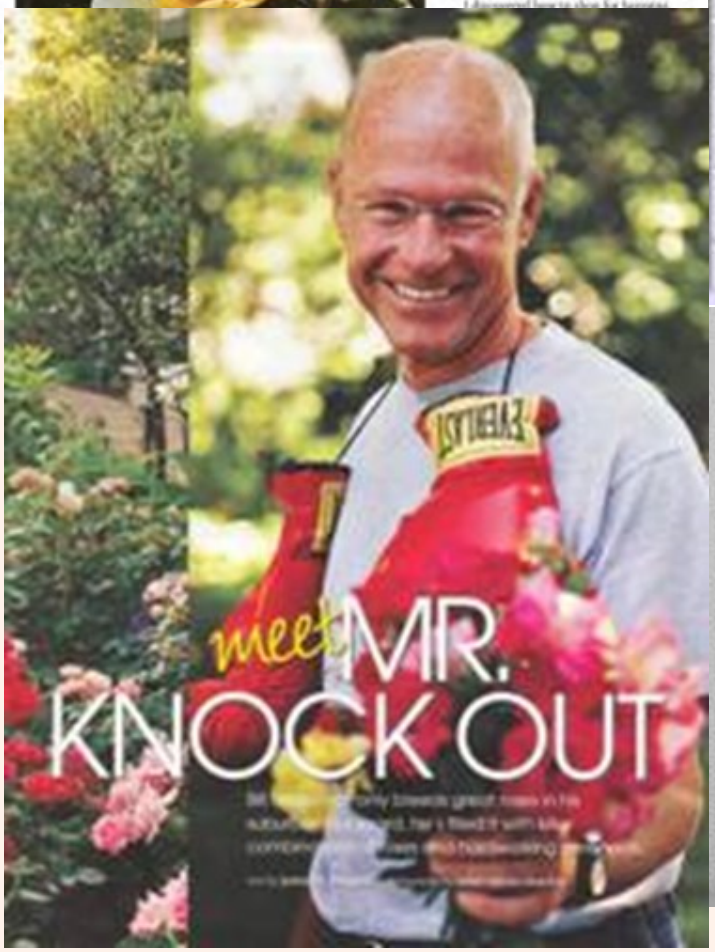
By William J. Radler
Creator of the Knock Out Rose family

THE MAKINGS OF A
KNOCK OUT

A lifelong love of roses—and years of trial and error—combined to create a rose unlike any other

My dream to grow roses began with one plant in my parents' backyard. Years ago, while visiting my grandparents, I picked up a rose catalog from the coffee table and flipped through it. That's all it took to discover a treasure trove of visual treats in extraordinary shapes, sizes and colors. The seed was planted—I was hooked on roses.

At nine I purchased my first rose, which I found out years later was 'Signac.' My parents, concerned that I should spend my money wisely rather than on a plant that they thought was doomed to fail, suggested other alternatives, but I was determined. I wanted to get more colors, more sizes, and more fragrances that I had seen in the rose catalog.



gardens

A man outstanding in his field (of roses)

GARDENS

A Dogged Rose Breeder Lifts His Favorite Flower Out of the Doldrums

Garden Media's Branding Power

- Hundreds of millions of Knock Out® Roses have been sold since its launch in 2000
- Today Knock Out® is one of the most widely sold shrubs in garden centers and a staple in the garden
- They are planted along highways, mixed in corporate and city parks, town squares, and highlighting shopping centers and golf courses
- Garden Media played a key role in making that happen

Want to Build your Brand?

Contact us for a free consultation and learn how we can help build your brand!

Susan@GardenMediaGroup.com

www.GardenMediaGroup.com

610-444-3040