



'SIMPLY CALLA' ON 2 A4 SHEETS

SUMMARY OF 'SIMPLY CALLA 2015-2017' MARKETING & PROMOTIONAL STRATEGY

KEY POINTS FOR 2015-2017

- 'Simply Calla' as overarching promotional concept for Zantedeschia and Aethiopica.
- As a product, Calla is 'embraced' by florists, but particularly used and (specially) purchased for unique arrangements.
- However, 80% of florist turnover is generated by bouquets and combinations/mixes; the role of Callas in bouquets or 'product combinations' is still too limited: thus this offers opportunities for market expansion for Callas.
- Calla is not on the florist's 'weekly' shopping list, so is not included in the standard range (penetration is low, thus visibility with consumers is low).

OBJECTIVES FOR 2015-2017

- Improving penetration of Callas on the shop floor: Keep strengthening position within florists' 'standard' floral display.
- Making Calla more 'accessible', without undermining its unique character.

PRIMARY TARGET GROUP

- Florists that already purchase Callas regularly but hardly use them in their bouquets or product combinations.





STRATEGIC DIRECTION FOR 2015-2017 (7 FOCUS POINTS)

- Position Calla as a credible player in bouquets (Simply Bouquet).
- Present Calla/Aethiopicas as a 'stylish object' (Simply Stylish).
- Collaborate with partners intensively to create a synergistic effect that feeds into results for activities/promotions.
- Utilize florists as ambassadors: Not we, but they will tell our story.
- Support target groups, especially with developing their businesses and to profit as Calla.
- Exploit Bouquet Moments: for example, take advantage of Mother's Day.
- Focus own activity on 'the florists'. Reach 'the consumer' via partners only.

ACTIVITIES PROPOSED FOR 2015 (OUTLINE)

- Continue to implement/reinforce the website and Facebook as key tools for telling and promoting the Simply Calla story.
- To this end, we will develop new, inspirational and relevant visual material in the form of films and photographs. Focus on bouquets and 'stylish objects' with Calla.
- Generate traffic to the website and increased Facebook 'likes' via online and offline activities, including use of sleeves and trade media.
- Collaborate with trade partners with a focus on positioning Calla as a bouquet product, with emphasis on joint promotions aimed at stimulating sales to florists and 'drawing attention' in the Cash&Carry.
- Collaborate in the Bouquet Tales project aimed at encouraging florists to distinguish themselves with beautiful bouquets (6 promotional product groups: Just Chrysant, Hortensia, Anthurium, Avalanche+ Roses, Pure Seasonal and Simply Calla).

FUNDING AND BUDGET

- The basic budget for developing and implementing the Simply Calla project for 2015, 2016 and 2017 is €100,000 per annum.
- The contribution from flower growers (50%) is 0.2% of turnover for Zantedeschia (VBN code 10302700).
- The contribution from bulb growers and breeders (50%) is set at a fixed amount (per hectare).

