EN

Magical POS material



Magical®
HYDRANGEA

Magical Hydrangea

Six months of flowering pleasure

The Magical hydrangeas for home and garden are extremely strong, and with a little love and attention they will flower for at least six months.



Magical Hydrangea - Natures biggest gift

Nature is our greatest source of inspiration, and we find its stunning colours enchanting. Colours that surprise, change and ensure that no two days are the same. This gift of nature can be found in every one of our indoor and garden hydrangeas. Powerful, eye-catching plants that flower for up to 150 days in ever-changing shades.





USP's Magical Hydrangea

- Daylight changes the colours of the Magical hydrangea flowers. The bright shades gradually take on a romantic, autumnal glow of dark red or grey green.
- More than 150 days of flowering - that's what a Magical hydrangea brings to your home or garden.



The benefits for retailers



Presentation

1) High sales and profit potential
2) Shelf life is long
3) Eye-catching presentation with attractive concept
4) Wide and varied range; seasonal and flowering plants
5) Available in different potsizes between 10,5cm and 10 litres



Indoor Hydrangea

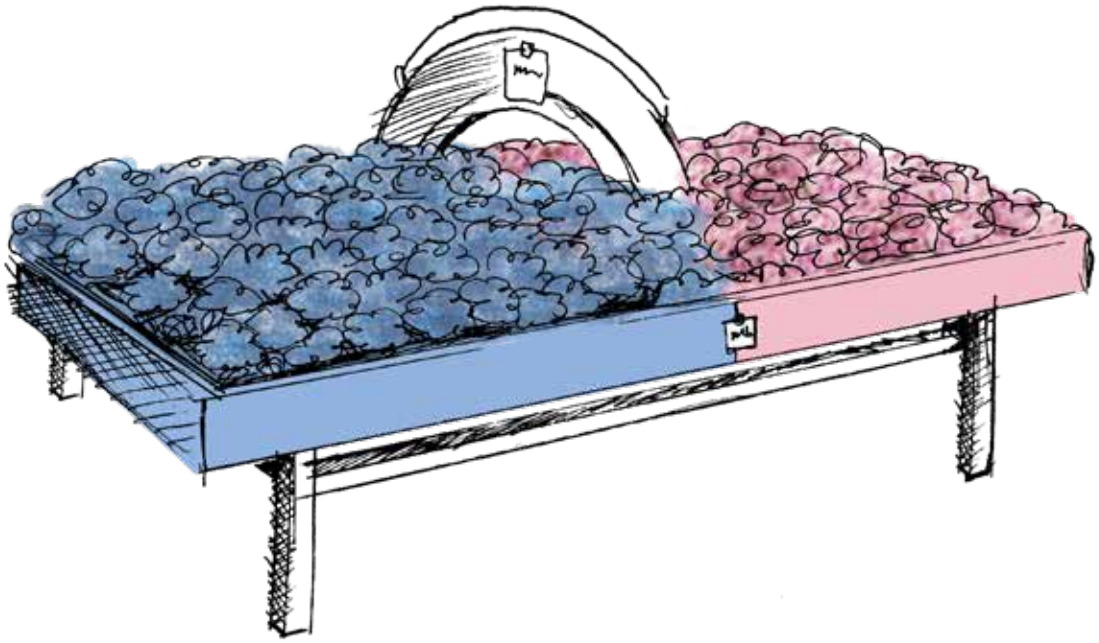


Table division

(size 3080 mm x 1680 mm)



Hydrangea Magical® blue 10,5 cm = MAGBL10,5
Hydrangea Magical® pink 10,5 cm = MAGPI10,5
Hydrangea Magical® blue 12 cm = MAGBL12
Hydrangea Magical® pink 12 cm = MAGPI12
Hydrangea Magical® blue 14 cm = MAGBL14
Hydrangea Magical® pink 14 cm = MAGPI14



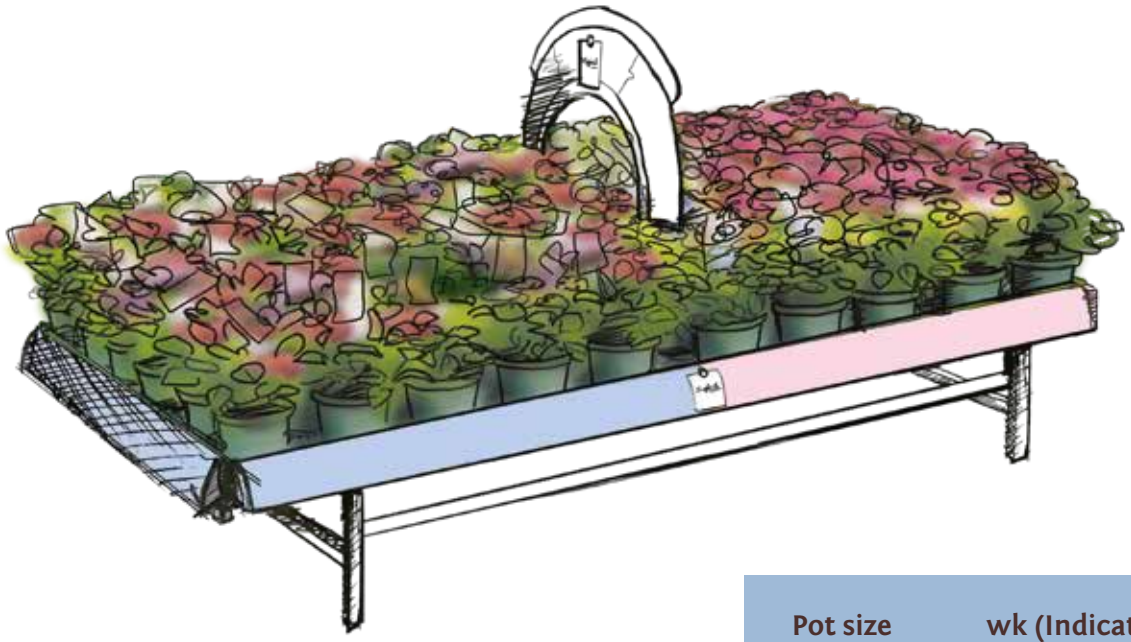
MAGBL10,5	MAGBL10,5	MAGBL12	MAGBL12	MAGBL14	MAGBL14	MAGBL14	MAGPI14	MAGPI14	MAGPI14	MAGPI12	MAGPI12	MAGPI10,5	MAGPI10,5	MAGPI10,5
MAGBL10,5	MAGBL10,5	MAGBL12	MAGBL12	MAGBL14	MAGBL14	MAGBL14	MAGPI14	MAGPI14	MAGPI14	MAGPI12	MAGPI12	MAGPI10,5	MAGPI10,5	MAGPI10,5
MAGBL10,5	MAGBL10,5											MAGPI10,5	MAGPI10,5	MAGPI10,5
MAGBL10,5	MAGBL10,5	MAGBL12	MAGBL12	MAGBL14	MAGBL14	MAGBL14	MAGPI14	MAGPI14	MAGPI14	MAGPI12	MAGPI12	MAGPI10,5	MAGPI10,5	MAGPI10,5
MAGBL10,5	MAGBL10,5	MAGBL12	MAGBL12	MAGBL14	MAGBL14	MAGBL14	MAGPI14	MAGPI14	MAGPI14	MAGPI12	MAGPI12	MAGPI10,5	MAGPI10,5	MAGPI10,5
MAGBL10,5	MAGBL10,5											MAGPI10,5	MAGPI10,5	MAGPI10,5
MAGBL10,5	MAGBL10,5	MAGBL12	MAGBL12	MAGBL14	MAGBL14	MAGBL14	MAGPI14	MAGPI14	MAGPI14	MAGPI12	MAGPI12	MAGPI10,5	MAGPI10,5	MAGPI10,5
MAGBL10,5	MAGBL10,5											MAGPI10,5	MAGPI10,5	MAGPI10,5
MAGBL10,5	MAGBL10,5	MAGBL12	MAGBL12	MAGBL14	MAGBL14	MAGBL14	MAGPI14	MAGPI14	MAGPI14	MAGPI12	MAGPI12	MAGPI10,5	MAGPI10,5	MAGPI10,5

Point of sale materials





Garden Hydrangea



Pot size	wk (Indication)
2L	wk 4 – 13
5L	wk 18 – 37
3,5 L – 10L	wk 18 – 24

Table division

(size 3080 mm x 1680 mm)

Hydrangea Magical® Amethyst blue C5 = ABL23
Hydrangea Magical® Amethyst pink C5 = API23
Hydrangea Magical® Noblesse C5 = N23
Hydrangea Magical® Revolution blue C5 = RBL23
Hydrangea Magical® Revolution pink C5 = RPI23
Hydrangea Magical® Sapphire C5 = S23

ABL23	ABL23	API23	N23	N23	RBL23	RBL23	RPI23	S23	S23
ABL23	ABL23	API23	N23	N23	RBL23	RBL23	RPI23	S23	S23
ABL23	ABL23	API23	N23	N23	RBL23	RBL23	RPI23	S23	S23
ABL23	ABL23	API23	N23	N23	RBL23	RBL23	RPI23	S23	S23
ABL23	ABL23	API23	N23	N23	RBL23	RBL23	RPI23	S23	S23
ABL23	ABL23	API23	N23	N23	RBL23	RBL23	RPI23	S23	S23

Point of sale materials

Instore promotions













The rainbow has generated over **15%** higher sales at other gardencentres.

Help the customer to choose

Research shows that both the long flowering period and the colour-changing are characteristics that appeal to consumers. It is therefore important to present the Magical hydrangea identifiably at the point of sale. With the right communication on the shopfloor you can help the shopper make their choice.

Magical colour change

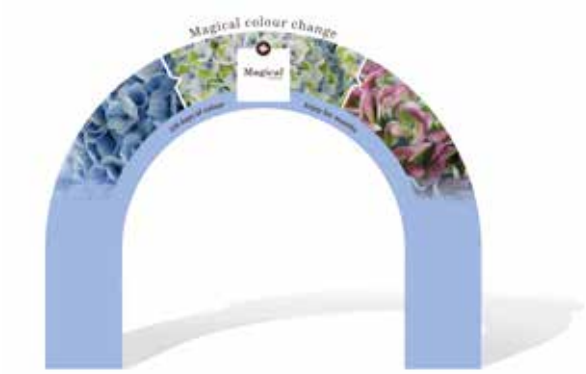
The fact that Magical hydrangeas change color at least three to four times in one flowering period is something you can experience in our hydrangea bulb, under which you can stand. Experience how the colors of the plants influence everyone's mood; an appealing eye-catcher for the shop floor or during other magical moments.



Explore the full range of Magical point-of-sale materials via the Marketingportal

www.magicalhydrangea.com/en/marketingportal/

The Magical Hydrangea Marketing team is ready to help you, both in preparation and during the hydrangea season, to respond together to the wishes of your consumers. We do this in almost all countries where our plants are available.



Rainbow



Poster A3



Photography & Videos

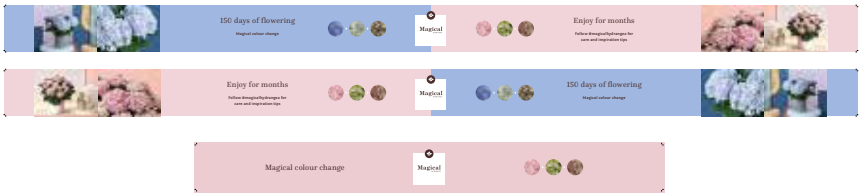


Table banner



Pallet cover and Mobile



Display blocks



Planter

Promotion campaigns

MAGICAL® CAMPAIGN MOMENTS

Have a colourful spring

Start of the new hydrangea season.



Period: week 6 to week 17

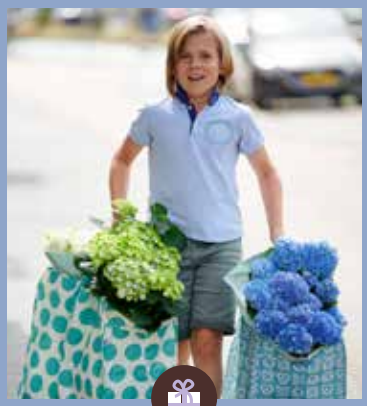
Goal: To stimulate the sale of both Magical garden and indoor hydrangeas.

Message: The colourchanging hydrangea is available.

Marketingtools: Point-of-Sale material, social media, product & atmosphere photography, press release and editorial material.

Create 'Magical Moments'

Promotion of special days as a relevant retail moment.



Period: week 18 to week 22

Goal: To promote Magical indoor hydrangea as a special gift for special holidays.

Message: With Magical you give more than a hydrangea.

Marketingtools: Point-of-Sale material, social media and product & atmosphere photography.

Blooming into the summer

Broaden consumer knowledge and strengthen brand loyalty.



Period: week 25 to week 35

Goal: Distribute care videos and other material with tips on proper maintenance of Magical Hydrangea in the summer.

Message: Hydrangea is the summer bringer in your garden.

Marketingtools: Point-of-Sale material, care videos and social media.

Enjoy beautiful autumn colours

Broaden consumer knowledge and strengthen brand loyalty.



Period: week 35 to week 40

Goal: To emphasize strength and coloration so that the consumer can continue to enjoy Magical hydrangea.

Message: Continue to enjoy Magical hydrangea

Marketing tools: Point-of-Sale material, care video's, product & atmosphere photography and social media.

CAMPAIGN GOALS



1. Increase brand awareness, willingness to buy and purchase frequency.



2. Increase the instore visibility of our brand.

MARKETING PILLARS



Magical®
HYDRANGEA
10
YEARS



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www.magicalhydrangea.com/en/marketingportal/



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