



get out, get healthy
get growing

Your 2016 Guide to GroMór

www.gromor.ie

In association with

Bord Bia

Irish Food Board

Sponsored by



BORD NA MÓNA



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Welcome to GroMór 2016

GroMór in association with Bord Bia, was launched last year to raise awareness of the industry and to make growing more accessible to all.

This year, the campaign continues to promote growing as something that is fun and easy to do and we have exciting plans for 2016 to increase awareness further, grow the industry and ultimately attract our target audience, into your stores.

The GroMór focus this year is on increasing footfall into stores through an integrated campaign of in-store events and nationwide PR/advertising.

We have selected four GroMór Ambassadors who will serve to raise the profile of the campaign and promote events through radio and press interviews. They will host demonstrations across the country throughout the season, as well as record video demonstrations for GroMór, which will be shared on the website and social media.

We will also run a national promotion campaign on radio to raise awareness and showcase at Bloom.

In addition, a new suite of POS will be delivered and installed in March which will compliment your existing POS. Our logo has evolved slightly, we hope you like it!

GroMór is a movement which was initiated to elevate our industry and the campaign can only thrive if its' members actively get involved by hosting GroMór events, by being ever-present on GroMór social media and by being fully on board with spreading the GroMór message – Get Out, Get Healthy, Get Growing!

We would like to thank our Garden Centre and Nursery contributors, as well as our sponsors **Bord Bia, Westland Horticulture and Bord Na Mona** for their continued support of GroMór.

Warm regards,
Your GroMór Committee

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westland **BORD NA MÓNA**

Professional Instalment of POS

During the first two weeks of March, you will receive your POS for 2016. This is to be used in conjunction with your existing POS.

A professional POS installer will deliver all materials by mid March and install it in accordance with our guidelines and in such a way that suits your store. Professional installation will ensure consistency and maximum impact nationwide.

As the seasons and themes change, you will be required to change the POS in keeping with the original positioning. The original installers will be able to answer questions on their visit to assist with future changes.

Each store will receive the following:

4 x 800mm by 800mm, 5ml foamex boards, which relate to the 4 themes

-  March/April - Get Ready For Spring
-  May/June - Summer Colour
-  July / August - Little Growers
-  Sept / October - Autumn Gardening

1 x 800mm by 800mm, 5ml foamex board which features the three chosen nursery ambassadors

3 x A3 laminated posters featuring the nurseries individually

In addition to the above, new GroMór members will also receive the following:

- 1 X Pull-up GroMór banner
- 1 x General GroMór hanging sign

Existing POS

You should still have your Spring, Summer and Autumn POS from 2015, as well as your general GroMór signs and pull up banner. The professional installation company will assist with re-positioning these.

Please note that although the GroMór logo has evolved, this is only slightly and it will work well alongside your existing branding.






Point of Sale - Themes

The themes have been developed to promote and focus on different plants and aspects of the garden every 2 months.



March / April – Planting Time and Lawncare





The message should focus on;

-  Spring tidy-up
-  Plant trees, hedges and shrubs
-  Get your fruit garden ready
-  Sow salad seeds, onions and early potatoes
-  Lawncare – sowing lawns, lawn treatment, get advice in store, control moss



May / June – Containers and Summer Colour



The focus is on:

-  Painting with plants
-  Summer colour with summer bedding/perennials/grasses
-  Summer bulbs
-  Containers and pots/salads/herbs/vegetables



July / August – Little Growers and Wildlife





Getting kids involved will draw in our target audience. The key messages are:

-  Simple projects for little growers invite nature into your garden
-  Plants for butterflies, bees, ladybirds, birds



September / October – Autumn Gardening

Autumn gardening can be just as rewarding as the rest of the year. So let's keep our gardens growing:

-  Plant daffodils, snowdrops, crocus, bluebells now for spring
-  Feed tomatoes with tomato feed
-  Plant trees and shrubs
-  Sow and feed lawns

Point of Sale - Growers

This year we are focussing also on provenance to highlight the connection between Nursery Growers and Garden Retailers, with three growers representing the nursery contributors to the GroMór campaign. The aim is to educate consumers on where plants come from and encourage them to support their local economy.

Plants ordered from the GroMór nursery contributors will carry the branded GroMór labels. All participants are listed in the Members only access area of the GroMór website.

Nursery suppliers should ensure that when they are dispatching an order to a GroMór garden centre, to put the pot label on the plants.

Garden Centres should ensure where possible, that plants carrying the GroMór labels are displayed alongside the GroMór point of sale.



Point of Sale - Events



We have created an events POS template which will be available for download in A3 or A4 formats from the members section of the GroMór website.

There will be space / text boxes to drop in your event details and your logos.

Also uploaded to the new website, will be a GroMór voucher template on word format, which you can add to with any promotion you choose to offer.

GroMór Events

There are 2 types of events being arranged this year.

Firstly, we have recruited 4 expert Ambassadors who will give one, two hour demonstration for an event in your store. This event will be based on the theme of the particular period. Full details on which event and when this event will happen will be distributed in early March.

Secondly, we are encouraging all members to host additional GroMór events which relate to the different themes. For these events, we propose you source local speakers who are happy to demonstrate on the themed topics or alternatively, your horticulturalist could be utilised.

The key to the success of all events is the promotion of the event to drive footfall into your store on those particular days. Details of how GroMór will help promote your events and some ideas on how you too can promote locally, are outlined overleaf.

Our Ambassadors will help to promote GroMór events through PR, social media and advertising by directing people to the GroMór website to find information and events happening in their local area.









Promoting Your GroMór Events

Most of you are well accustomed to hosting events in your stores, but here's a quick checklist that you can refer to for GroMór events.

1. A minimum of 2 weeks' notice for each event will ensure optimum audience awareness.
2. Contact Sandra at sandra@retailexcellence.ie to have your GroMór event listed on the website.
 - (a) Your GroMór event will be promoted via GroMór social media and don't forget to share your other events on the GroMór social media pages also.
 - (b) Paid advertising on social media will be used for the GroMór event with your allocated Ambassador.
3. Email or text your customer base an invitation – the events POS template can be used as part of an ezine.
4. If you wish to add an offer to the voucher template, print out and give to your customers to encourage them back for the next event.
5. Use the draft press release provided to send to your local radio station and newspapers (available for download from GroMór.ie).
6. Ensure correct POS is displayed.
7. Merchandise products associated with theme to maximise sales.
8. You will be allocated an Ambassador for one event and for your additional GroMór events, your horticulturalist or a local speaker should be utilised.

And remember there's lots of other ways to create a successful event:

-  Create a fun, friendly environment with activities paced throughout the event to maintain customer interest.
-  Face painting for kids, colouring competitions where they have to bring the completed picture into the store to enter, attracts additional footfall.
-  Refreshments always go down well and ensures that customers are happy to stay longer.
-  Partner with local business to help promote your event and create more of a reason for people to attend – is there a local artist who might like to exhibit, a local choir or performance group who will entertain?
-  Local publications, websites and radio stations have 'Event Guides', make sure to notify them.
-  Consider running a door drop in the locality, it can be a cost efficient way to promote an event.

GroMór 2016 Ambassadors

The GroMór Ambassadors will bring expertise, passion and focus to the campaign and they are:

Jane McCorkell



Jane McCorkell is one of Ireland's leading garden designers and recipient of numerous gold medals at Bloom. Jane practices as a Garden & Landscape Architect and Landscape Horticultural Consultant.

Jane has received recognition for her work with ALCI Landscape Awards 2015 –Joint Winner – Private Gardens and an ALCI Awards 2015 –Award of Merit – Private Gardens, along with seven gold medals at Bloom, including four Best in Show awards.

Her work has been widely published by Homes and Garden, The Book of Gardens, Passie Voor Tuinen, The Garden Design Journal, Horticulture Weekly, The Irish Times, and many other Irish newspapers and publications.

Fiann Ó Nualláin

Fiann Ó Nualláin is a bestselling author, health journalist, multiple Bloom award winning garden designer, outreach horticulturalist, ethnobotanist and functional foodie. With a background in medicinal botany and holistic therapies he is an advocate of the healing potential of the garden. His book 'First Aid From The Garden' remains Ireland's fastest selling gardening book and his current title 'Beauty Treatments From The Garden' was launched at Bloom 2015.

Fiann has featured on many Irish and UK shows including Nationwide and The Late Late Show, TG4's Garrai Glas and BBC's Gardeners World. He has also co-presented the RTE series 'Dermot's Secret Garden' with rose and garden guru Dermot O'Neill. Fiann has been published in Selfbuild and Improve Your Home and Sláinte magazines, the Irish Examiner and TheJournal.ie.



Kevin Dennis



Kevin Dennis, BSc Horticulture, is a garden designer, horticulturist and founder of Cityscape Gardener. Kevin was overall winner of Ireland's 2014 Bloom Festival with his 'City Life Garden'. His passion is taking urban areas and transforming them into places of beauty and calm. Kevin feels that even the tiniest space, whether a balcony or a back yard can become a garden, and that city gardens are just as important as public spaces and key spaces for today's outdoor living habits. He is now following on with his initiative to promote an Urban Greening Theme and is developing his ideas in city garden spaces.

Kevin has been featured in the Irish Independent, theJournal.ie, and has been interviewed on RTE and TV3.

Ciarán Burke



Ciarán Burke started gardening when he was seven. He later graduated from the National Botanic Gardens and for over fifteen years he has been lecturing and training students in horticulture for Royal Horticultural Society Qualifications.

Ciarán runs The Garden School at RHSI situated in Marlay Park in Dublin. The Garden School is a social enterprise; in partnership with the Royal Horticultural Society of Ireland offerings free horticultural training to unemployed and people with intellectual disabilities through The New Growth Project.

Ciarán gives talks to horticultural societies and garden groups, writes a blog on Blooms 'n Food and writes articles for The Irish Garden magazine. Ciarán also makes twig sculptures called Scoodoos that encourage people to engage with nature and raise awareness of the beauty and importance of trees.

GroMór Website

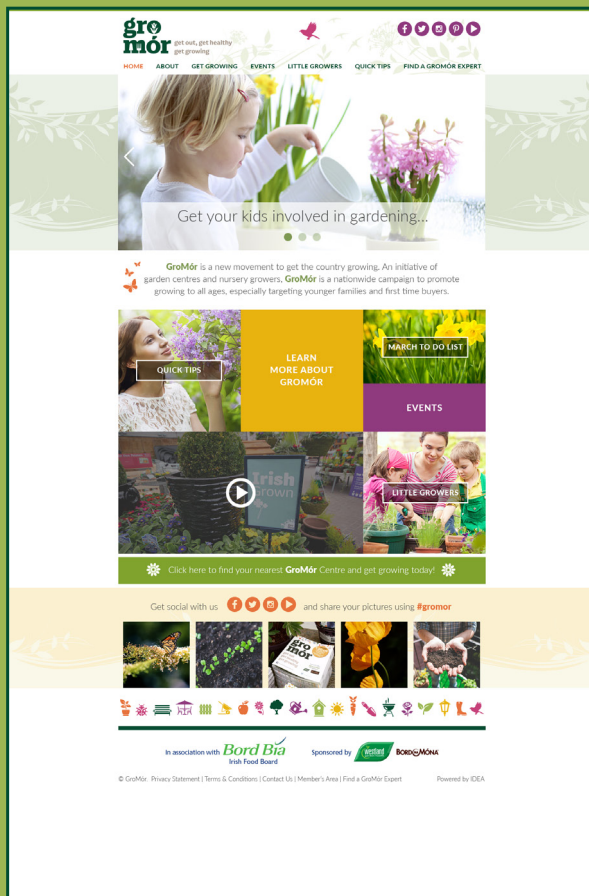
GroMór.ie has been redeveloped with clear calls to action. We will promote your events on the website, so make sure to let us know what's happening.

Members section:

The Members section of the website will include information to download throughout the year, including a GroMór voucher and events template. If you need assistance with adding your details, contact Sandra at sandra@retailexcellence.ie.

A draft press release will be uploaded which can be sent locally. The nurseries who are supporting the campaign will be listed so that they can be easily identified by GroMór members.

www.gromor.ie



Social Media

If you don't already have a Facebook or Twitter account it might be worth considering setting them up now.

REI will assist with anyone who needs advice or help with social media basics. Contact David, our e-Commerce Executive at david.campbell@retailexcellence.ie for assistance in this regard.

Social Media has become so powerful and we can really create a GroMór buzz if all members keep sharing and re-tweeting GroMór content.

Promoting your Events on Social Media

Post behind-the-scenes pictures to Facebook to create a buzz – this could be the Ambassador setting up for their demonstration.

Videos from the four Ambassadors will be available – post them on your wall to give people a taste of what to expect at your event.

Create some hype around the event and give away something free. This is a great way to build excitement and get people involved. To do this, you can run a variety of different contests on your page. For example, try out trivia questions, caption this photo, “like and share this post” and we’ll choose a random winner, etc. Collect your prize on the day.

Create a “Facebook event” - Add the events tab to your Facebook page. To get this, visit www.facebook.com/events and click “Create Event.” Make sure to fill out all of the important details.

Write posts on your wall, reminding potential attendees of the particulars.

Update your cover photo to promote the event.

National Campaign & Bloom

Full details of the national campaign and Bloom involvement will be finalised and included in the Member section of the website in early March.



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