



PRESS RELEASE FOR IMMEDIATE RELEASE

Campaign Plant Review

Campaign Plants are a new initiative launched by The Bransford Webbs Plant Company in 2007. Following its success, Campaign Plants are now going to be extended to a further thirty garden centres in 2008, and include six varieties of plant.

Campaign Plants are a range of plants with a more targeted and prolonged marketing focus, created to increase sales and return inspiration to the plant area. Through imaginative images, Campaign Plants capture the customer's emotions and involve plants in their lifestyle aspirations. It has been proven that the high quality images and marketing material have helped to increase plant sales.

Dianthus 'Tickled Pink' was the first campaign plant, launched in March. The concept was embraced by all those involved, with Frosts Woburn Sands, winning a Magnum of Champagne for the best display. This was followed by Weigela 'Monet' in May. Finally, Dahlia 'Chic' was launched in June, with the option of Good, Better and Best options of 1L, 3L and 5L specifications.

Next year will see the concept expanded further, to include Primula 'Woodland Walk' in February, Dianthus 'Tickled Pink' in March, and Fuchsia 'Janie' replace Weigela 'Monet' in May. Leucanthemum 'Aglaiia' will follow Dahlia 'Chic' in July, and Sedum 'Rose Carpet' will be the final plant in August. Further information can be found on our new web site www.bransfordwebbs.co.uk.

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