2018 Event
Marketing & Media Recap

Owned and Produced by:

FLOWER
show productions, inc.

1000 N Milwaukee Ave, Suite 401
Chicago, Illinois 60642
Tony Abruscato, president
tony@chicagoflower.com
312-241-1249 Office
The Chicago Flower & Garden Show has a far reach in:

- Print Ads
- Online
- Out of Home
- Digital
- Social
- Paid Media
- Earned Media
The roots of the Chicago Flower & Garden Show can be traced as far back as 1847! The Second City. The Windy City. The City of Big Shoulders. Whatever the name or title, Chicago is much more than a headline or destination. It’s the melting pot of the Midwest and where the Ferris wheel took its first spin. A place where skyscrapers make the view, improv shows reign and hotdogs are served ketchup-less. If you haven’t caught our drift, we’re saying that Chicago is unlike any other.

“FLOWERTALES: Every Garden Has a Story to Tell,” had the creators of the Chicago Flower & Garden Show gardens interpreting the unique role flowers, plants and gardens play in the stories of our lives and literature, from Wednesday, March 14 through Sunday, March 18, 2018 in Festival Halls A & B at Navy Pier.

The five-day event featured 20+ life-sized gardens that you could walk through, daily seminars, DIY workshops and a bustling marketplace. Perfect for families, gardening veterans and newbies, the 2018 Chicago Flower & Garden Show was an event filled with hands-on experiences and non-stop fun.
With an underlining focus on eco-friendly, sustainability, and functionality, the show’s 20-plus gardens drew inspiration from every aspect of Chicago, incorporating elements to keep our planet thriving.

In addition to the main attraction – the Display Gardens, the show featured:

- Educational, interactive workshops and seminars by leading Professionals on the Gardening Live Stage
- Culinary demonstrations by top chefs on the Garden Gourmet Stage
- Children’s programming in the Kids Activity Garden
- A display by amateur photographers in the Photography Competition
- Cutting-edge ideas for the dining table presented by leading interior, floral designers, and event planners in the Tablescapes Exhibit
- A Shopper’s paradise with over 100 exhibitors in the green-industry and related goods and services in our Marketplace
- The Regional Cake Decorating completion.
A SPECIAL THANKS

2018 MAJOR SPONSORS

npl
SUBARU
Wintrust

2018 PERENNIAL SPONSORS

xfinity
Peoples Gas
North Shore Gas
Whole Foods Market
ComEd
Nicor Gas

2018 OFFICIAL SPONSORS

Ball
PRP

2018 OFFICIAL SUPPLIERS

Lowe’s
Crescent Furniture
Midwest Groundcovers
Roys Furniture
Manzana
Central Sod Farms
College of DuPage
Thank you to all the sponsors supporting the Chicago Flower & Garden Show—we couldn’t grow and bloom each year without you.

2018 FEATURE GARDEN SPONSORS

2018 GREEN THUMB SPONSORS

2018 OFFICIAL MEDIA PARTNERS
Earned Media

Candace Jordan’s Chicago Tribune coverage [here]
## Navy Pier Flower & Garden: OOH Performance

<table>
<thead>
<tr>
<th></th>
<th>Est. Impressions (A18+)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital OOH (Digital Bulletins &amp; CIP Network)</td>
<td></td>
</tr>
<tr>
<td>CIP Network (5)</td>
<td>566,237</td>
</tr>
<tr>
<td>Digital Bulletins (3)</td>
<td>2,967,957</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>3,534,194</strong></td>
</tr>
</tbody>
</table>

*Estimated as multiple creative pieces ran during the same timeframe*
Navy Pier Flower & Garden: Digital Media Performance

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Total Site Visits (F&amp;G + Homepage)</th>
<th>Flower &amp; Garden Visits</th>
<th>Homepage Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Display</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ChicagoTribune.com</td>
<td>250,921</td>
<td>1,392</td>
<td>0.6%</td>
<td>105</td>
<td>31</td>
<td>74</td>
</tr>
<tr>
<td>Distillery</td>
<td>740,267</td>
<td>374</td>
<td>0.1%</td>
<td>676</td>
<td>152</td>
<td>524</td>
</tr>
<tr>
<td>Univision Chicago</td>
<td>86,785</td>
<td>138</td>
<td>0.2%</td>
<td>39</td>
<td>35</td>
<td>5</td>
</tr>
<tr>
<td>Paid Search</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paid Search</td>
<td>32,300</td>
<td>7,942</td>
<td>24.6%</td>
<td>8,741</td>
<td>8,693</td>
<td>48</td>
</tr>
<tr>
<td>Email Newsletter + Social</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make It Better</td>
<td>17,346</td>
<td>315</td>
<td>1.8%</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Grand Total</td>
<td>1,127,619</td>
<td>10,161</td>
<td>0.9%</td>
<td>9,561</td>
<td>8,911</td>
<td>650</td>
</tr>
</tbody>
</table>

Top-Level Digital Media Performance Insights:
- Digital media drove strong and efficient reach, totaling 1.1MM+ impressions
- The Chicago Tribune and Distillery networks drove the majority of impression volume (990k+) at a low average CPM of $5.27
- Average CTR was well above benchmark, averaging 0.9% (350% above the category benchmark of 0.2%)
- Digital media drove over 9.4k visits to the Flower & Garden page and homepage on NavyPier.com at an average cost-per-visit of only $1.41
  - Paid search drove the lionshare of page visits to the Flower & Garden page at a low average cost-per-visit of $0.23, followed by Distillery at a $4.38 cost-per-visit
  - By shifting digital media inventory towards the most qualified audiences (those that fit the profile of users coming to the F&G page), we were able to lower the cost-per-visit for digital media by 20%+ over the course of the campaign
  - Ads shown on News, Weather and Retail-focused sites drove the strongest amount of post-impression and post-click site visitation

Navy Pier Flower & Garden: Print Performance

<table>
<thead>
<tr>
<th></th>
<th>Total Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td></td>
</tr>
<tr>
<td>Chicago Reader (full page running 3/8)</td>
<td>90,000</td>
</tr>
<tr>
<td>Red Eye (full page running 3/1 and 3/15)</td>
<td>340,000</td>
</tr>
<tr>
<td>Grand Total</td>
<td>430,000</td>
</tr>
</tbody>
</table>
• WGN 9- Midday Fix: Cake Decorating Tips from the Pros [here]

• Time Out Chicago- “Things to do in Chicago” [here]

• Chicago Parent- A kids Guide to The Chicago Flower & Garden Show [here]

• WGN Radio- Weekend Warning from The Chicago Flower & Garden Show [here]
## Compass Campaign Report

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flower Show Productions</td>
<td>291,502</td>
<td>539</td>
<td>0.18</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tactics</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search &amp; Keyword Retargeting</td>
<td>148,401</td>
<td>373</td>
<td>0.25</td>
</tr>
<tr>
<td>Content Retargeting</td>
<td>63,598</td>
<td>46</td>
<td>0.07</td>
</tr>
<tr>
<td>GEO-Fencing (details below)</td>
<td>79,503</td>
<td>120</td>
<td>0.15</td>
</tr>
</tbody>
</table>
The Magnificent Mile Festival of Lights Parade E-Blast Performance

<table>
<thead>
<tr>
<th>PRODUCT VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,683</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEBSITE LINKS - CLICKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>252</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BOOK NOW LINK - CLICKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
</tr>
</tbody>
</table>
The Magnificent Mile Festival of Lights Parade

- 400 million print & online media impressions with coverage in over 12 countries including Canada, Brazil, China, France, Germany, and the UK

- Over 150,000 visits to TheMagnificentMile.com over event weekend (11/17-11/19)

- Facebook event had a record 93,000 responses with a total reach of 1.2 million

- #BMOLightsFest reached over 105.4 million across all social media platforms

- Holiday Activity Guide had 10,000 printed copies distributed over event week and a record 28,000 downloads on TheMagnificentMile.com
Owned Media (boosted)
Total Impressions: 55,596

- 409 likes
- 22 comments
- 44 shares
- 344 post clicks
  (website, see more, photo) link clicks: 58
- **7,262 impressions**

---

Chicago Flower & Garden Show
Published by Sprout Social (?) • March 1 at 7:00am •

Happy March Friends! It’s cooling down in Chicago after that amazing heat wave, but rest assured knowing Spring is still on its way to Navy Pier 😜 Have you purchased your tickets yet? What’re you waiting for?
TICKETS ➡️ http://bit.ly/2EXS5kd

---

Chicago Flower & Garden Show is at 📍 Navy Pier.
Published by Tony Abruscato (?) • March 11 at 8:37am • Chicago, IL •

Follow the yellow brick road to the Subaru of America, Inc. garden.
FLOWERTALES opens Wednesday, March 14. Purchase your tickets today to see all 22 gardens! www.chicagoflower.com

---

- 343 likes
- 43 comments
- 55 shares
- 333 post clicks
  (website, see more, photo) link clicks: 54
- **6,137 impressions**
Owned Media continued..

- 215 likes
- 21 comments
- 64 shares
- 384 post clicks
  (website, see more, photo) link clicks: 237
- 6,524 impressions

---

Prismatica: A New Interactive Art Installation in Polk Bros Park | Navy Pier

Join us from February 16 through April 15 for Prismatica, a free interactive art installation in Polk Bros Park at Navy Pier.

NAVYPIER.ORG

---

Chicago Flower & Garden Show was live.

A little tip from Tony once you get to Navy Pier

---

- 49 likes
- 11 comments
- 9 shares
- 88 clicks to play
- 3,633 impressions
Owned (Organic) Facebook “LIVE”

- 2,394 impressions
- 52 likes
- 8 comments
- 13 shares

• Watch FB LIVE with Rosborough Partners [here](#)
Owned (Organic) Facebook “LIVE”

- 3,810 impressions
- 28 likes
- 16 shares
- 12 comments

- Watch FB LIVE with Wyld Creek [here](#)
Paid Media

Retargeting Campaign Ads on Instagram & Facebook

Results Over 7 Campaigns:

- **389,951** Impressions
- **154** Total Website Purchases

**Target:** Loop Professionals: Age, Location, & Income Level

**Purchases:** 13

**Link Clicks:** 137 W.O.M

**Target:** Eventbrite Audience  
Last 30 Days, Charity & Flower Interests

**Purchases:** 19

**Link Clicks:** 4,960 W.O.M
2018 Organic Campaigns

Click each image below for The Garden Story Series blog post

IT'S STORYTIME...
FLOWER TALES
THE GARDEN STORY SERIES

Follow along each week as we turn the pages and count down to our 2018 show!
Instagram Takeovers
2018 Show Tickets

CHICAGO FLOWER & GARDEN SHOW presents
FLOWERTALES
EVERY GARDEN HAS A STORY TO TELL
WEDNESDAY – SUNDAY
MARCH 14 – 18, 2018
at NAVY PIER

Weekday Admission
ADMIT ONE
Valid for one admission Wednesday-Friday.

Weekend Admission
ADMIT ONE
Valid for one admission Saturday-Sunday.

For more information, visit us online at
CHICAGOFLOWER.COM
Rack & Profile Cards

CHICAGO FLOWER & GARDEN SHOW

FLOWERTALES
EVERY GARDEN HAS A STORY TO TELL

IN PARTNERSHIP WITH
BERNIE’S

WEDNESDAY through SUNDAY
MARCH 14 - 18, 2018
at NAVY PIER

CHICAGOFLOWER.COM

DISCOVER
stories of life and literature through:

» 20+ Inspiring Gardens

Get Growing Education Seminars & Workshops
Free Kids Garden & Activities
Home & Garden Marketplace
Gourmet Cooking Demonstrations

SAVE $2 OFF
online price using code.
WINTRUST18

SPONSORS
On-Site Signage

CHICAGO FLOWER & GARDEN SHOW

GARDENING LIVE
presented by Wintrust
OFFICIAL BANK

FLOWERTALES
EVERY GARDEN HAS A STORY TO TELL
WEDNESDAY – SUNDAY
MARCH 14 – 18, 2018
at NAVY PIER

ENTER HERE
CHICAGOFLOWER.COM

THANK YOU
CHICAGOFLOWER.COM
## 2018 E-blasts

<table>
<thead>
<tr>
<th>E-blast Title</th>
<th>Subscribers</th>
<th>Open Rate</th>
<th>Click Rate</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Ticket Push and Details 2018 (copy 02)</td>
<td>41,034</td>
<td>14.2%</td>
<td>0.5%</td>
<td>157</td>
</tr>
<tr>
<td>Regular • Master Subscriber List</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sent on Sat, Mar 17, 2018 5:06 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Ticket Push and Details 2018 (copy 01)</td>
<td>41,172</td>
<td>15.1%</td>
<td>0.7%</td>
<td>215</td>
</tr>
<tr>
<td>Regular • Master Subscriber List</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sent on Fri, Mar 16, 2018 3:21 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Ticket Push and Details 2018</td>
<td>41,339</td>
<td>16.8%</td>
<td>1.9%</td>
<td>788</td>
</tr>
<tr>
<td>Regular • Master Subscriber List</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sent on Wed, Mar 14, 2018 6:13 am</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Every Garden Has a Story to Tell</td>
<td>41,635</td>
<td>17.0%</td>
<td>2.3%</td>
<td>937</td>
</tr>
<tr>
<td>Regular • Master Subscriber List</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sent on Fri, Mar 09, 2018 4:15 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening in Bloom</td>
<td>41,753</td>
<td>17.4%</td>
<td>1.4%</td>
<td>560</td>
</tr>
<tr>
<td>Regular • Master Subscriber List</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sent on Fri, Mar 02, 2018 7:00 am</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February Presenters (copy 01)</td>
<td>41,994</td>
<td>15.8%</td>
<td>1.0%</td>
<td>437</td>
</tr>
<tr>
<td>Regular • Master Subscriber List</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sent on Tue, Feb 27, 2018 7:30 am</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February Presenters</td>
<td>42,403</td>
<td>16.3%</td>
<td>1.4%</td>
<td>588</td>
</tr>
<tr>
<td>Regular • Master Subscriber List</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sent on Thu, Feb 15, 2018 8:00 am</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Action</td>
<td>Subscribers</td>
<td>Opens</td>
<td>Clicks</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>--------------</td>
<td>-------------</td>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
<td><em>Evening in Bloom</em></td>
<td>Facebook ad</td>
<td>Master Subcriber List</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>2018 Volunteer Email (copy 01)</em></td>
<td>Regular</td>
<td>Master Volunteer List</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>2018 Volunteer Email</em></td>
<td>Regular</td>
<td>Master Volunteer List</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>January</em></td>
<td>Regular</td>
<td>Master Subscriber List</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Holiday Recipes, Decor &amp; More!</em></td>
<td>Regular</td>
<td>Master Subscriber List</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2018 Sample E-Blast
Total impressions: 87,860

You’ll see all of the beautiful blooms and greens you’ve come to expect from the Chicago Flower & Garden Show, of course, including palettes of tulips, carpets of grass and eye-popping groupings of favorites like hydrangeas and some exciting new flower varieties. But once you begin strolling through this year’s walkable gardens, beginning with the first chapter of “FLOWERTALES: Every Garden Has a Story to Tell”, you’ll see that the stories of many lives have come to vibrant, verdant life.

Click each garden button below for some “sample chapters” that highlight this year's spectacular book-themed gardens and the talented sponsors, builders and contributors that made it possible!

Garden 1: Garden Trilogy

![Graph showing open rate and click rate](image)
Comcast Cable TV Spots

Total Spots: 3,827
Total promotional value: $34,829
Total impressions: 293,946
Chicago Tribune Banner Ad

Total promotional value: $7,000
Total impressions: 687,000
CHICAGO FLOWER & GARDEN SHOW presents
FLOWERTALES
EVERY GARDEN HAS A STORY TO TELL

WEDNESDAY through SUNDAY
MARCH 14 - 18, 2018
at NAVY PIER

JOIN US FOR FIVE ENCHANTING DAYS OF:
20+ Inspiring Gardens | Home & Garden MARKETPLACE | Free KIDS Garden & Activities
Gourmet COOKING Demonstrations | GET GROWING Educational Seminars & Workshops

For tickets & information, visit CHICAGOFLOWER.COM
YOU’RE INVITED

Evening in Bloom
Presented by Wintrust
Official Bank

Tuesday, March 13, 2018
at Navy Pier

We invite you to join us for Evening in Bloom as we write the next chapter of the iconic Chicago Flower & Garden Show! Evening in Bloom is a special preview of the 2018 show, Flowertales, in all its grandeur the evening before it opens to the public.

Enjoy magical feature gardens inspired by literature, culinary creations from Chicago chefs and take in Hort Couture, an awe-inspiring fashion show presentation.

Click here to order your tickets today

A PORTION OF THE PROCEEDS BENEFIT

Bernie’s Book Bank
Get Growing Foundation
WGN Radio Ads

On-Air & Streaming:

- 35x (:15) recorded promos, 3/1 – 3/16
- Streaming impressions, total 522,512
- Interview with Tony Abruscato on the Roe Conn Show (3/13/18) [here](#)
- Interview with Tony Abruscato on the Bill & Wendy Show (3/9/18) [here](#)

Online:

- Listing on WGNRadio.com/Events [here](#)
- “Video: Weekend Warning from the 2018 Chicago Flower & Garden Show” [here](#)
- “Video: WGN Radio visits the 2018 Chicago Flower & Garden Show” [here](#)
WGN Continued...

Social Media

- “Weekend Warning” Traffic Video with Violeta Podrumedic Facebook post on 3.16.18
  Organic reach of 5,271 and 1,694 video views

- “WGN Radio visits the 2018 Chicago Flower & Garden Show” Facebook post on 3.15.18
  Organic reach of 3,381 and 1,256 video views

- Tweet on 3.16.18 with 2,012 impressions and 291 views
  https://twitter.com/WGNRadio/status/974769498329886720

- Tweet on 3.15.18 with link to video with 1,952 impressions
  https://twitter.com/WGNRadio/status/974428786023456768

- Tweet on 3.14.18 with 1,762 impressions and 250 views
  https://twitter.com/WGNRadio/status/973988167484428289

- Tweet on 3.12.18 with 1,525 impressions
  https://twitter.com/WGNRadio/status/973326521174806534

- Facebook post on 3.7.18 with 3,589 organic reach

- Tweet on 3.5.18 with 2,894 impressions
  https://twitter.com/WGNRadio/status/970814972212203521

- Tweet on 3.5.18 with 1,542 impressions
  https://twitter.com/WGNRadio/status/970694177557184513
Boi Magazine
Print Ad

Total promotional value: $5,000
Total promotional impressions: 115,500
About the Producers

Every special event starts as an idea, the inspiration for a perfect experience. To transform that event from an idea into reality, you need an experienced, galvanized partner to help you span the gap.

Flower Show Productions plans, organizes and produces special events in the Chicagoland area. We focus on events that are stimulating, inspiring and provide a public benefit, allowing people to come together and have fun on a grand scale.

Our flagship event is the Chicago Flower & Garden Show at Navy Pier - marking the change from winter to spring and providing a visual shopping tours to consumers for the landscape and gardening industries.

Tony Abruscato
President & Show Director

Gabe Coronado
Director of Operations

Michelle Gronkowski
Events & Program Manager

Alicia Howie
Program Coordinator

Victor Mitchell
Administrative Assistant

Jaclyn Puccini
Communications Manager