



## End Report Spring 2021

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# Goals & Objectives





# Goals (And How We Surpassed Them!)

The objective of “Flower Bulb Day” is to create awareness about flower bulbs at the start of the season while simultaneously educating households and encouraging them to seek out further Information.

**Overall Results: 569,277,255 Impressions!**  
**Surpassed goal of 29 Million by 1,862%!**

## Results for ‘Gather Tulips’ Event:

Story Placements: 190 - 216% over goal of 60

Press releases reach: 199,000,000 - 4,875% over goal of 4 Million

Published articles reach: 358,459,365 - 2,290% over goal of 15 Million

Social shares reach: 11,812,660 - 18% over goal of 10 Million



# Digital Web Campaigns and Digital Advertising

Overall Story Impressions: 622K




# Society of American Florists

Overall Impressions: 139,116

- Print Ad in Floral Management Magazine shipped to 7,825
- Banner ad on Safnow.org
  - Impressions: 125,528
- Promotional eblast
  - Sent to 5,763



Having trouble seeing this message?  
[Click here](#) to view it on the web.



## GATHER


Virtual Tulip Festival

Everyone is welcome to this free, two-day Virtual Tulip Festival

Tickets for the GATHER: Virtual Tulip Festival will be available on March 22nd. The festival is supported by U.S. tulip growers, their European bulb suppliers, and is funded by the European Union.

Thanks to this support all 20,000 tickets will be FREE!

Held March 27th and 28th, the festival will be hosted by world-renowned floral designer Sarah Campbell, of [Intrigue Designs](#). "We are dreaming big in creating the virtual tulip festival and hoping to inspire, uplift and bring a unique experience right into your home," says Campbell. "2021 will be the year of healing, and flowers play an important role in improving our lives, brightening our outlook, lowering stress and easing sadness," Campbell stated.




SARAH CAMPBELL  
*Intrigue Designs*

Gather Tulips will bring people together to share the love of tulips and learn creative ways to use them in their homes to ensure a brighter future for themselves and their families. The Gather Tulip Festival will be held on March 27th and 28th at [www.gathertulips.com](http://www.gathertulips.com).

Look for more event details and inspiring videos on [FlowerBulbs.com](http://FlowerBulbs.com) social media channels, [FlowerBulbs Make You Bloom](#) and [Intrigue Design's](#) social media channels, #GatherTulips.



LEARN MORE

Sponsored by U.S. tulip growers, their European suppliers and funded by the European Union.



Flower Bulbs from Europe make you Bloom!

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## Gather Tulips

### VIRTUAL EVENT

### #GatherTulips

The excitement continues all month on social media, culminating in a **FREE** two-day Virtual Tulip Festival, **Gather Tulips**, March 27th and 28th.

Hosted by world-renowned floral designer, Sarah Campbell of Intrigue Designs, connecting professional floral designers with everyday flower enthusiasts.



Look for more event details at [www.gathertulips.com](http://www.gathertulips.com) and inspiring videos on [FlowerBulbs.com](http://FlowerBulbs.com), [FlowerBulbs Make You Bloom](#), and [Intrigue Design's](#) social media channels. #GatherTulips

Sponsored by U.S. tulip growers, their European suppliers and funded by the European Union.



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**- MONTH LONG - TULIP FEST**

Begins on **International Women's Day, March 8th** to honor women all over the world.

Partnering with Petals for Hope, U.S. tulip growers are giving away **1,000 tulip bouquets** to women on the frontline, in nursing homes, women's shelters, and more.

Let's start a yearly tradition and share tulips with the women that **inspire us every day!**



# Florists' Review - March Issue

- Overall Impressions for Florists' Review Campaign: 292,000 (Includes March and April Issues, FB, Instagram, Website, and Newsletters)
- Featured a two-page advertorial
  - 10,000 print distribution



**In the Know**

## Tulips to honor women

### International Women's Day, March 8th

#### Gather Tulips Virtual Festival

March 27th and 28th

**Tulip Festival Reimagined**

For many years, United States tulip growers and their European bulb suppliers have held an annual live tulip festival in San Francisco, giving away tens of thousands of tulip bouquets over the years. The event is always held on International Women's Day, as a way of honoring women all over the world. This year we will celebrate 1000 women on March 8 as well as host a free two-day virtual tulip festival, 'Gather Tulips,' March 27 and 28.

"A bouquet of tulips is the perfect way to honor the extraordinary women that inspire us every day," says Henk Westerhof, who represents the tulip growers and their suppliers. "Tulips symbolize unconditional love, new beginnings and, charity. Because of COVID-19 restrictions on gathering, we've reimagined the festival. It will still allow us to share our admiration and also enable us to reach even more women."

**Partnering with Petals for Hope**

To kick-off the month-long celebration, tulip growers have partnered with Petals for Hope to donate 1,000 bouquets of tulips to women on the frontline, in nursing homes, women's shelters, and more. Petal's volunteers will deliver the tulip bouquets to women in 10 different metro areas on International Women's Day, March 8th. Petals for Hope, a non-profit organization, repurposes fresh flowers after weddings and other events to share them with people in less than desirable circumstances. A total of 25,000 gorgeous stems of the beloved spring tulips will brighten the day of 1000 women.

*"A bouquet of tulips is the perfect way to honor the extraordinary women that inspire us every day."*

**Starting a New Tradition**

"We hope to start a new tradition of sharing tulips on International Women's Day with all of the women that inspire us. A bouquet of tulips is a beautiful way to express our love and gratitude. Today more than ever, we need to reach out to our loved ones to show them we care and that we are thinking of them," says Peggy Anne Montgomery from Garden Media Group on behalf of the tulip growers.

**Gather Tulips - New Virtual Event**  
March 27th and 28th

The excitement continues all month on social media, culminating in a two-day Virtual Tulip Festival, Gather Tulips. This free event is open to professional floral designers and everyday flower enthusiasts. World-renowned floral designer, Sarah Campbell of Intrigue Designs, will host the festival. Campbell appeared on Netflix's "The Big Flower Fight," and her installations were featured on NBC, ABC, and in The Knot and Martha Stewart Living.

"We are dreaming big in creating the virtual tulip festival and hoping to inspire, uplift, and bring a unique experience right into your home," says Campbell. "2021 will be the year of healing, and flowers play an important role in improving our lives, brightening our outlook, lowering stress, and easing sadness."

"This year's event won't be in person, but we will still gather. Working with Sarah

and the whole Intrigue team has been amazing. Her enthusiasm and creativity know no bounds. She truly is the Color Queen and a consummate professional. Sarah says this will be the largest gathering of floral enthusiasts in 2021, and I believe her!" says Montgomery.

Look for videos and pro tips from Campbell, on social media, #GatherTulips, all month long at Intrigue Designs and FlowerBulbs.com. The entire cast of celebrity designers will be announced soon. The festival sign up begins March 19th. The event is free and everyone is welcome! All of the flowers used in filming the virtual event will be donated to Petals for Hope.

**Flower Therapy**

With funding from the European Union, U.S. tulip growers and their European bulb suppliers chose to shine a light on the healing powers of flowers this spring. Science has proven it time and again, flowers make us happy. A bright bouquet of tulips on a home office desk transforms a spare bedroom into a special place. Our home once just a dwelling, has become everything - the office, school, restaurant, theatre and gym. And a place to find joy and inspiration. Fresh flowers are the prescription everyone needs.

**Sharing is Caring**

During the pandemic, so many people became isolated, especially the elderly. Even for those among us who go into work or the grocery store, life isn't the same. Suddenly a small act of kindness like giving someone a bunch of tulips can have an enormous effect on their health and wellbeing. Best of all, the act of giving flowers is just as healing as it for the lucky person receiving them. A fancy cup of coffee or a bouquet of tulips? You decide.

## 10 Reasons People Need Flowers in Their Homes

- Flowers promote innovation, creativity, and productivity in both men and women.
- The presence of flowers triggers overall positive emotional health with heightened feelings of happiness, general life satisfaction, delight, and gratitude.
- Flowers have long-term positive effects on mood, reducing feelings of depression, anxiety, and agitation.
- The presence of flowers leads to increased intimate connections.
- Flowers promote a sense of welcome and create a sharing atmosphere.
- Flowers promote increased feelings of compassion and kindness for others.
- Flowers placed in common areas in the home promote energy and boost mood.
- Flowers provide comfort due to humans' inherent tendency to be drawn to nature.
- Flowers boost the well-being and general health of senior citizens.
- Flowers refresh recent memory.

## TULIP CELEBRATION IN HONOR OF INTERNATIONAL WOMEN'S DAY

### March 8th

Sponsored by U.S. tulip growers and their European suppliers, and funded by the European Union

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# Florists' Review - April Issue

- Featured Tulip Trophy
  - 10,000 print distribution
- Placed 1/2 page ad resulting in:
  - 52,000+ confirmed digital views

**Step-By-Step**

**Step 1:** Secure a kenzon/pin frog into the bottom of a large metal trophy-cup urn with floral adhesive clay/poxy. Form a length of floral netting (chicken wire) into a round pillow shape. It should fit tightly into the opening of the trophy-cup urn. Form the round "pillow" shape by fastening diagonally opposite corners of the piece of chicken wire together, then repeating with the two remaining diagonally opposite corners. Shape the chicken-wire "pillow" so that it fits securely into the opening of the urn. For additional security, tape the chicken-wire "pillow" into the urn with clear floral tape. Arrange two stems of flowering quince (one longer, one shorter) into the urn, both slightly off-center and at a slight diagonal angle.

**Design Tip:** Before arranging the stems of flowering quince into the urn, McGloth recommends making a vertical cut, approximately 1 inch in length, into the bottom end of each stem with floral shears, to increase water uptake into the stems.

**Design Tip:** To create greater visual impact and better showcase the tulips, McGloth suggests carefully refining the tulip petals.

**Step 2:** Next, arrange a few stems of feathered fern and a couple stems of Hellebores into the urn, followed by the tulips. McGloth suggests arranging the five varieties of tulips in groupings, by color, to create more visual impact and to showcase each tulip variety. Round out the design and fill in any open spaces with additional stems of Hellebores and stems of bay laurel. The finished design should be somewhat crescent shaped.

**MATERIALS**

**BOTANICALS**

- Tulips spp. (bip and parrot tulip)
- Chamaejasme speciosa (flowering quince)
- Japanese quince
- Ranunculus asiaticus (feathered fern, feather fern)
- Hellebores x hybrid (formerly Eranthis spp.) (long-stem flower)
- Taxus nobilis (bay laurel, laurel, bay, sweet bay)

**HARD GOODS**

- OASIS® Floral Netting, OASIS® Clear Tape and Floralife® SURE-STIK® Floral Adhesive from OASIS Floral Products/Smithers-Oasis Company
- Metal trophy-cup urn
- Kenzon/Pin frog

**ENJOY IT FROM EUROPE**

**ip Trophy**

formal, this modern styling of tulips makes a grand for weddings and other special events.

and photos by T.J. McGrath, @tjmcgrath  
vid Cooke  
by American Tulip Growers and their European Suppliers

welcome

A spring usher in new blooms, I think we are all ready for a new beginning. Worry from hibernating in our homes, we're ready to frolic in the sunshine and tip-toe through the tulips. While some flower shortages are predicted this season, the floral industry is humming along, and cautious optimism is in the air.

In this issue, we share with you some of the weddings submitted for our 22nd annual "Picture-Perfect Weddings" contest. While last year was an unusual year for us all, people still felt in love and, of course, gorgeous flowers were needed to celebrate their unions. We also preview the six hottest trends in bridal attire for 2021, according to *The Knot* senior fashion and beauty editor, and we paired the dresses (and one jumpsuit!) with stunning bouquets that our team of talented floral designers from across the country think best complement them. Even men are upping their flower game these days: Creative boutonnières are all the rage in wedding suites—and even on the red carpet.

We also have several innovative floral design tutorials for you. The "Pond Fascination" would be perfect for a Kennedy Derby party or a wedding while our innovative floral tattoo offers you a hip new idea for gifts.

For those of you looking for creative new revenue streams, we share several success stories for flower subscription services and "porch pop-ups." To help you boost your brand, we offer tips for increasing your customer reviews and turning customers' bad experiences (if ever yours have ever) into opportunities.

We're also excited to announce the semifinals for the first of our new "Best in Blooms" contests in this issue. So many talented designers from across North America, applied that selecting the final four was quite a challenge for our judges. All four of the semifinalists' designs and the winner of the contest will be featured next month, in our May issue.

On a personal note, I want to thank everyone who has joined *Florists' Review* as a new "VIP Member." Check out the program at [FloristsReview.com](http://FloristsReview.com) become a member! We are thrilled that so many of you have shared your excitement that we are back in print! It's our goal to bring you cutting-edge design as well as practical, profitable arrangements, along with informative business management and marketing ideas to help you maintain a solid financial foundation. We pour our hearts and souls into these pages, and we hope our efforts help you on your floral journey.

All the best, *Jane Lewis Gibson*

Jane Lewis Gibson  
President & Creative Director  
Florists' Review Media Group

Don't Miss the All-Star Cast of the Gather Tulip Virtual Festival  
Go to [GatherTulips.com](http://GatherTulips.com) for a Free Replay Today!

Sponsored by U.S. tulip growers and their European suppliers, and funded by the European Union

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**Best in Blooms Semifinalists**

**Jean-Pascal Lemire** - Los Angeles @jeanpascallemire  
**Ana Vivas** - Miami @anavivas  
**Leont Cohen** - New York City @leontcohen  
VIP MEMBER - **Annaliese Ruffe** - Colorado @simplyperfectflowers


Meet the semifinalists in our Lunch and Learn with Florists' Review series April 22nd

Follow us on Instagram for contests!  
@florists\_review

Sponsored by **BURTON+BURTON** and **Bail**

# Florists' Review - FB, Website, Newsletters


- Posted a web banner on website and a post of advertorial during the campaign resulting in over 31,000 views
- Banner ads were also included in 5 emails resulting in over 42,000 confirmed opened email views
- Included multiple posts on Facebook pages for Florists' Review and Canadian Florist resulting in over 5,000 views
  - FR Post 1      • CF Post 1
  - FR Post 2      • CF Post 2



### Virtual Tulip Festival

March 27-28


"We are dreaming big in creating the virtual tulip festival and hoping to inspire, uplift, and bring a unique experience right into your home," says Sarah Campbell.



### Virtual Tulip Festival

March 27-28


"A unique experience right into your home," says Sarah Campbell.



Est. 1897

## florists' review

Publications | Social Communities | Education




**'GATHER TULIPS'**  
New Virtual Tulip Festival

**Florists' Review**  
March 6 · 🌐

Celebrating the amazing women in our lives with flowers 🌸🌻🌼


International Women's Day MARCH 8

#InternationalWomensDay #CelebratingWomen #march8th #Flowers #tulips #gathertulips #WomensDay #WomensHistoryMonth




### We want your opinions!

Please take a few minutes to take our audience survey so we may better serve you.



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**'GATHER TULIPS'**  
New Virtual Tulip Festival  
March 27-28  
#GatherTulips  
www.GatherTulips.com



## International Women's Day

### March 8

*Celebrate the women who inspire you*

florists' review



# Florists' Review - Instagram

Over 272,000+ views and 21,700+ engagements.

12 Instagram posts and 87 stories resulted in:

- 128,000+ views of posts
- 6,000+ likes
- 400+ saves
- Nearly 200 shares
- Nearly 200 comments, averaging 15+ comments per post
- Produced 3 original reels, gathering 14,000+ views

Posted 87 stories meaning on average every day since they began, FR dedicated 1.5 stories per day to keeping tulips at the top of readers minds!

## Top 5 Instagram Posts

- [Post 1](#)
- [Post 2](#)
- [Post 3](#)
- [Post 4](#)
- [Post 5](#)

## [Final Florists' Review Report](#)



## Top Performing Posts



27,300+ Reach  
1,065 Likes  
52 Comments



15,900+ Reach  
268 Likes  
13 Comments



13,100+ Reach  
804 Likes  
17 Comments



11,600+ Reach  
649 Likes  
14 Comments

# Garden Design

- Overall Impressions: 190K
- Each newsletter sent to 95,000
- 3/4/21 - Women's Day: 485 clicks
- 3/18/21 - Gather Tulips Event: 761 clicks



[Share Tulips on International Women's Day](#)  
Monday, March 8

We encourage you to celebrate International Women's Day by sharing a fresh bouquet of tulips with a woman who has inspired you. We hope this small act of kindness will become a new tradition. Tulips signify deep, unconditional love. They also symbolize rebirth and new beginnings, a perfect pairing as we all look forward to a brighter future. [Visit FlowerBulbs.com](#) for inspiration and to learn more about tulips and International Women's Day.



[You're Invited to a Virtual Tulip Festival—Gather Tulips!](#)

World-renowned floral designer, Sarah Campbell of Intrigue Designs, will host the festival being held on March 27th & 28th (you choose which date to attend). *Gather Tulips* will bring people together to share the love of tulips and learn creative ways to use them in their homes to create a brighter future for themselves and their families. [Sign up now for this free event!](#)



# Social Media Ad Campaigns

Overall Impressions: 9.5 Million



# Facebook & Instagram Ads

**Flowerbulbs.com**  
March 28 · 🌐

Did you miss it? No worries. You can still watch Gather Tulips, the virtual tulip festival and find out what everyone is talking about! #GatherTulips



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**Flowerbulbs.com**  
Home & Garden Website

Learn More






*In Partnership With*  
*Petals for Hope*  
petalsforhope.com

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**Flowerbulbs.com**  
Published by David DiBella · March 17 · 🌐

🌷 20,000 FREE Tickets 🌷  
Every designer has a story, and every story has a design. Take a blossoming journey with 5 floral industry superstars as they share their favorite Tulip memories. Each designer will build a beautiful installation inspired by their real life experiences. Register Today! #GatherTulips



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INTRIGUETEACHES.CLICKFUNNELS.COM

**Gather Tulip Virtual Festival**

Learn More

👍❤️👏 136


1 Comment


👍 Like

💬 Comment

➦ Share

Most Relevant ▾

 Comment as Flowerbulbs.com

**Victor Hugo Albizures Jr.**  
Bro Aliens made us. I'm pretty sure they know we're still here.

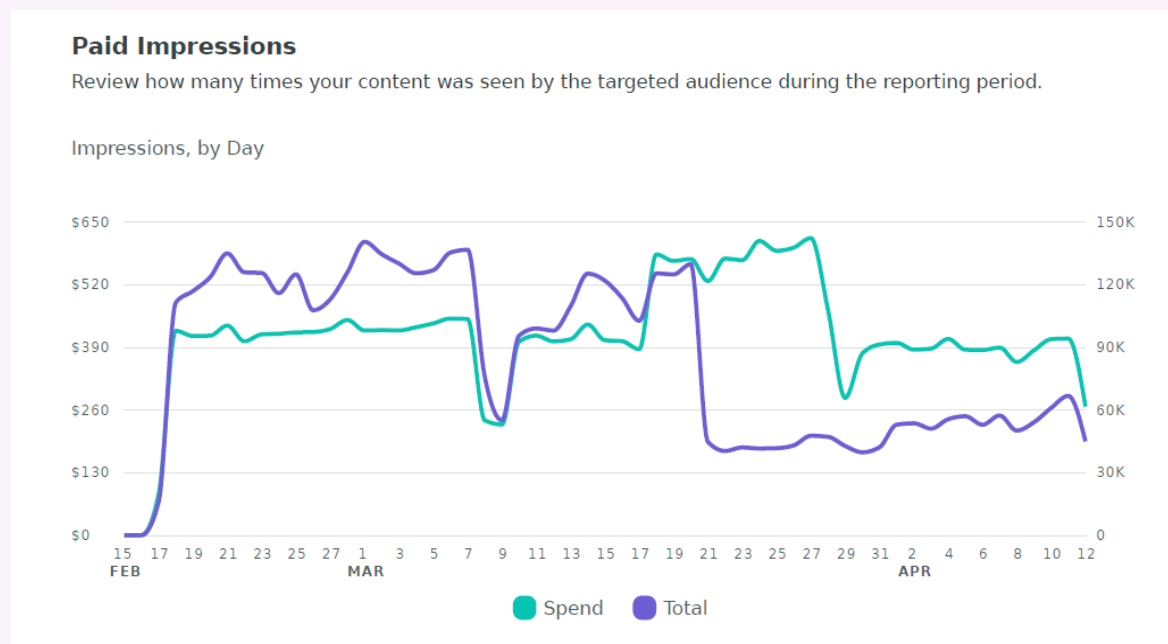
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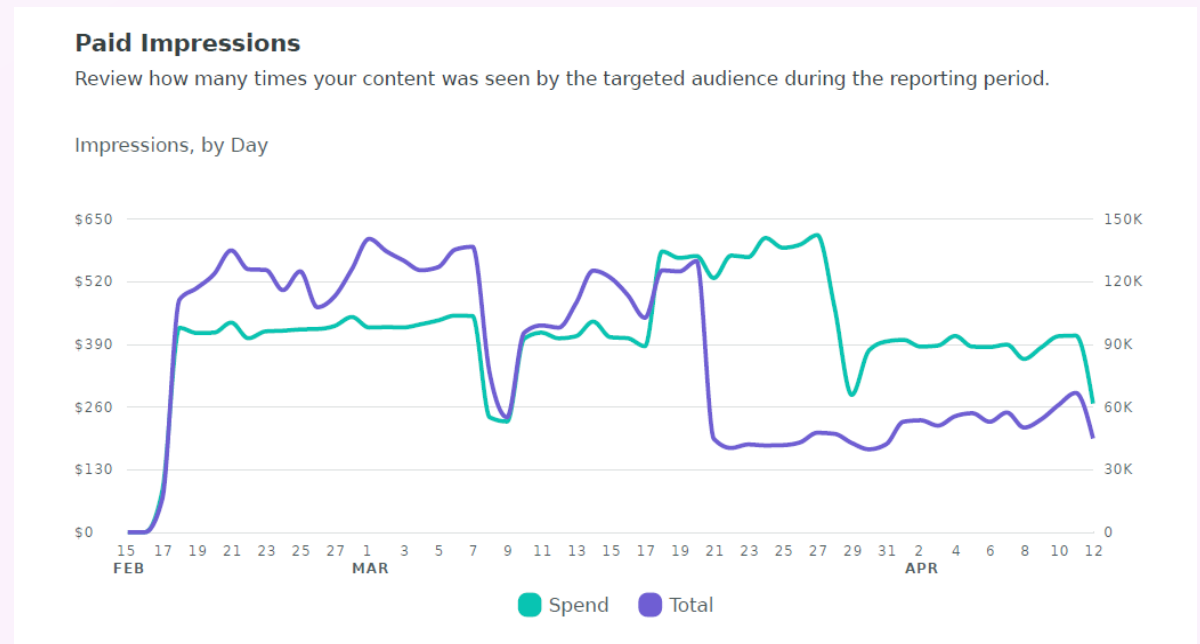
# Facebook & Instagram Paid Performance

- Results: 1,323,864 post engagements  
(CPE = \$0.02)  
Average daily engagements: 23,452
- Reach: 1,074,162
- Impressions: 3,879,306 (CPM = \$4.90)  
Average daily impressions: 83,713
- Cost Per Result: \$0.01 per click  
Clicks: 26,804
- Videos Views: 1,291,607
- We achieved an average CPC of \$0.87 with the home and garden industry average CPC is \$1.72



# Facebook & Instagram Unpaid Performance

- Impressions are up **6,197%** for a total of **5,585,637**
- Engagements are up **2,632%** for a total of **122,461**
- Post links clicks are up **51,042%** for a total of **12,274**
- Total audience remained relatively steady at **50,506** with an increase of 106 followers.





# International Women's Day

Overall Story Impressions:  
256 Million



# International Women's Day

## Month-Long Celebration in Honor of International Women's Day, March 8<sup>th</sup>

To kick-off the month-long celebration, tulip growers partnered with Petals for Hope to giveaway 1,000 bouquets of tulips to women on the frontline, in nursing homes, women's shelters, and more.

Petals for Hope, a non-profit organization, repurposes fresh flowers after weddings and other events to share them with people in less than desirable circumstances.





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### Month-Long Celebration in Honor of International Women's Day, March 8<sup>th</sup>

*New 'Gather Tulips' Virtual Tulip Festival March 27<sup>th</sup> and 28<sup>th</sup>*

(February 2021) – Together with their European suppliers of the flower bulbs, Tulip growers in the United States have organized the annual Tulip Festival to celebrate International Women's Day for years. Tens of thousands have received bouquets of tulips to enjoy and share.

While this year's event may look a little different, the celebration will go on.

"A bouquet of tulips is the perfect way to honor the extraordinary women that inspire us every day," says Henk Westerhof, who represents the tulip growers and their suppliers. "Tulips symbolize unconditional love, new beginnings and, charity. And, this year's festivities will still allow us to share our admiration but also enable us to reach even more women."

To kick-off the month-long celebration, tulip growers have partnered with [Petals for Hope](#) to giveaway 1,000 bouquets of tulips to women on the frontline, in nursing homes, women's shelters, and more. Petals for Hope, a non-profit organization, repurposes fresh flowers after weddings and other events to share them with people in less than desirable circumstances.

"The Petals for Hope team is thrilled to be a part of this event where we will be able to share joy and light to women throughout the United States in honor of International Women's Day. Our organization's mission is to spread joy, and we are honored to be able to continue that work even during these unprecedented times." Says founder Brittaney Sard.

A total of 25,000 gorgeous stems of the beloved spring tulips will find new homes.

"We are so grateful to everyone at Petals for Hope. We couldn't spread this much joy without their help," says Peggy Anne Montgomery, from Garden Media Group on behalf of the tulip growers. "We think giving a bouquet of tulips to the women we admire most will become an International Women's Day tradition."

The excitement continues all month on social media, culminating in a two-day virtual tulip festival, [Gather Tulips](#), March 27<sup>th</sup> and 28<sup>th</sup>. This free event connects professional floral designers with everyday flower enthusiasts.

World-renowned floral designer, Sarah Campbell of [Intrigue Designs](#), will host the festival. Campbell appeared on Netflix's "The Big Flower Fight," and her installations were featured on NBC, ABC, and in The Knot and Martha Stewart Living.

"We are dreaming big in creating the virtual tulip festival and hoping to inspire, uplift, and bring a unique experience right into your home," says Campbell. "2021 will be the year of healing, and flowers play an important role in improving our lives, brightening our outlook, lowering stress, and easing sadness."

Gather Tulips will bring people together to share the love of tulips and learn creative ways to use them in their homes to ensure a brighter future for themselves and their families. The entire cast of celebrity designers will be announced soon.

Look for more event details at [www.gathertulips.com](#) and inspiring videos on [FlowerBulbs.com](#), [FlowerBulbs Make You Bloom](#), and [Intrigue Designs](#)' social media channels. #GatherTulips

A press kit including a wide selection of images, logos and video that can be used for b-roll purposes can be [accessed here](#). All photos included in the press kit are royalty-free when citing Flower Bulbs Make You Bloom.

*This Campaign is financed with aid from the European Union.*

*Garden Media Group specializes in the home, garden, horticulture, outdoor-living, lawn and landscape industries. They offer innovative PR campaigns designed to secure top media placements and partnerships with traditional and social media. For gardening tips, new product announcements, and PR and marketing tips, visit [www.gardenmediagroup.com](#).*



For more information or high-res images, please contact:  
Peggy Anne Montgomery  
[peggyanne@gardenmediagroup.com](mailto:peggyanne@gardenmediagroup.com) or 610-444-3040

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# International Women's Day

## 10 Cities

- **Washington, D.C** - Children's National
- **New York City** - Elmhurst Hospital
- **Dallas** - Edgemere Senior Living and Kindred Hospital
- **LA** - Women's Downtown Center and Cedars Sinai
- **Seattle** - Jubilee Women's Center and Harborview Medical Center
- **Miami** - Mount Sinai Medical Center
- **Nashville** - Nashville Rescue Mission + YWCA (Female DV survivors)
- **Denver** - Saint Joseph Hospital + teachers at DSST Montview Middle & High School
- **San Francisco** - St. Mary's Medical Center
- **Fayetteville AK** - Washington Regional Medical Center



# International Women's Day Earned National Placements

Overall Impressions:  
152,810,739

- [Martha Stewart](#) - 2,790,000
- [Yahoo Life](#) - 149,324,782
- [Top Ten Reviews](#) - 468,000
- [Newsbreak](#) - 120,767
- [One News Page](#) - 107,190

yahoo!life

Living

**25,000 Tulips Will Be Delivered to Frontline Workers on International Women's Day**

EXPLORE martha stewart



MARTHASTEWART.COM | LIFE

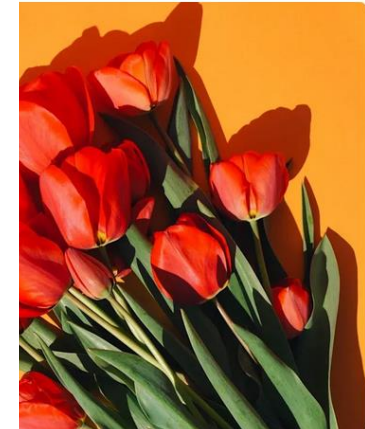
## 25,000 Tulips Will Be Delivered to Frontline Workers on International Women's Day

On March 8, Petals for Hope, a non-profit organization, will gift 1,000 bouquets of tulips to women working in nursing homes and women's shelters.

By Jenn Sinrich | February 26, 2021



Every year the organizers of San Francisco's **American Tulip Day** fill Union Square with 100,000 tulips for the picking.





# International Women's Day Earned Broadcast Placements

Overall Impressions:  
2,586,466

- [KDVR](#) - 14,000
- [WNBC](#) - 114,000
- [WCBS](#) (Also Online) - 1,313,000
- [KIRO](#) (Online Only) - 1,012,966
- [WTVF](#) - 112,000
- [WVLT](#) - 6,000
- [KREX](#) - 1,500
- [KGNU](#) - 13,000



# International Women's Day Earned Trade & Regional Print Placements

Overall Impressions:  
113,674

- [Georgetowner](#) - 40,000
- [Floral Daily](#) - 29,460
- [Greenhouse Product News](#) - 27,000
- [Perishable News](#) - 15,214
- [Lawn & Garden Retailer](#) - 2,000



# International Women's Day Syndicated Placements

Audience: 100 Million

## Top 5 Outlets

- [Yahoo! Finance](#) - 57 Million
  - [Market Watch](#) - 36 Million
  - [KHQ-TV](#) - 917K
  - [KTVN-TV](#) - 399K
  - [WBOC-TV](#) - 340K
- + 74 More!

The image shows a screenshot of a Yahoo! Finance article. The article is titled "Month-Long Celebration in Honor of International Women's Day, March 8th" and is dated March 2, 2021. The article is written by PRNewswire-PRWeb. The article text describes a month-long celebration in honor of International Women's Day, March 8th, organized by tulip growers in the United States. The celebration will run from March 27th to March 28th. The article mentions that tulip growers have organized the annual Tulip Festival to celebrate International Women's Day for years. Tens of thousands have received bouquets of tulips to enjoy and share. While this year's event may look a little different, the celebration will go on. "A bouquet of tulips is the perfect way to honor the extraordinary women that inspire us every day," says Henk Westerhof, who represents the tulip growers and their suppliers. "Tulips symbolize unconditional love, new beginnings and, charity. And, this year's festivities will still allow us to share our admiration but also enable us to reach even more women." To kick-off the month-long celebration, tulip growers have partnered with Petals for Hope to giveaway 1,000 bouquets of tulips to women on the frontline, in nursing homes, women's shelters, and more. Petals for Hope, a non-profit organization, repurposes fresh flowers after weddings and other events to share them with people in less than desirable circumstances. The article also features a photo of a bouquet of tulips and a quote from Henk Westerhof: "We are dreaming big in creating the virtual tulip festival and hoping to inspire, uplift, and bring a unique experience right into your home."

**yahoo!finance**

**CISION**

**Month-Long Celebration in Honor of International Women's Day, March 8th**

March 2, 2021 · 3 min read

**New 'Gather Tulips' Virtual Tulip Festival March 27th and 28th**

HILLEGOM, South Holland, March 2, 2021 /PRNewswire-PRWeb/ -- Together with their European suppliers of the flower bulbs, Tulip growers in the United States have organized the annual Tulip Festival to celebrate International Women's Day for years. Tens of thousands have received bouquets of tulips to enjoy and share.

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We are dreaming big in creating the virtual tulip festival and hoping to inspire, uplift, and bring a unique experience right into your home



# Gather Tulips Virtual Festival

Overall Story Impressions:  
102 Million



# Gather Tulips Virtual Festival


## GATHER: Virtual Tulip Festival Brings Floral Designers and Flower Enthusiasts Together

Celebrity florists Sarah Campbell of Netflix's The Big Flower Fight is hosting the GATHER: Virtual Tulip Festival. Gather will feature an inspiring cast of 6 floral superstars.





CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION



**GATHER: Virtual Tulip Festival Brings 20,000 Floral Designers and Flower Enthusiasts Together**  
**You're Invited to Attend on March 27th and 28th**

(March 2021) – What would you do with 5,000 tulips in your living room? On March 27th & 28th, you get the chance to find out. Celebrity florists Sarah Campbell and Jordan Marx of Netflix's The Big Flower Fight are hosting the GATHER: Virtual Tulip Festival.

Gather will feature an inspiring cast of floral superstars. You will be inspired, encouraged, and entertained as they bring towering, blooming, floral sculptures to life. You've never seen an online event like this! Sign up today at [GatherTulips.com](https://gathertulips.com).

U.S. tulip growers, together with their European bulb suppliers, are sponsoring this event to make it free for all to attend. It is the culminating event of a month-long celebration that started on International Women's Day when they gave away 1000 tulip bouquets to women on the front lines.

Campbell, the founder of Intrigue Designs, and her right-hand-lady, Marx (@thejordiejourney), will be hosting the event. "We couldn't be more thrilled to have Sarah host this event. She is a world-class designer with infectious energy," says Peggy Anne Montgomery from Garden Media Group on behalf of the tulip growers.

"We dreamed big when we created this virtual tulip festival and hoping to bring a unique experience right into your home," says Campbell. "2021 will be the year of healing, and flowers play an important role in improving our lives, brightening our outlook, lowering stress, and easing sadness."

Get to know the remaining all-star cast of floral designers:

[Beth O'Reilly](#), AIFD - Beth is known best as the fan favorite of HBO's "Full Bloom." Her colorful designs and bright personality make her stand-out in any room.

[Bron Hansboro](#) - Bron is a floral industry leader, sharing his passion for flowers through designing, speaking, and presenting across the United States. He manages his floral studio focused on weddings and social events in Virginia.

[Sue Davis](#) - Sue made a name for herself selling flowers on QVC and has continued to grow as a designer and mentor within the floral world. Her floral workshops and events are held across the USA, from Philadelphia to Honolulu.

[Ana & Anais Vivas](#) - This mother-daughter pair arrived in the U.S. by way of Venezuela just 5 years ago. During this time, they have grown to be the most sought-after designer-duo in Miami. You can find their famous flower crowns featured in media outlets around the world.

# Gather Tulips Virtual Festival

## Influencers

- [Sarah Campbell](#)
- [Bron Hansboro](#)
- [Beth O'Reilly](#)
- [Sue Davis](#)
- [Ana & Anais Vivas](#)
- [Michelle Summers](#)





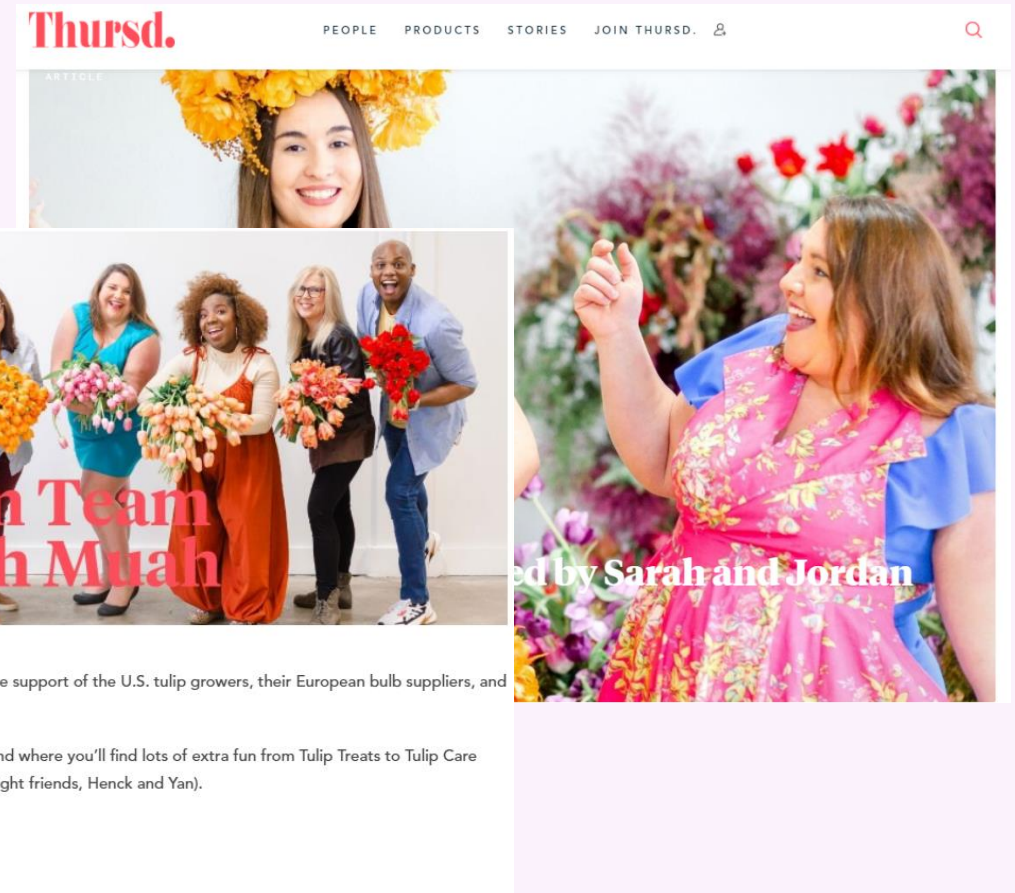
# Gather Tulips Virtual Festival

## Earned National Placements

Thursd posted about overall event, as well as a separate articles introducing each influencer

Impressions: 141,390

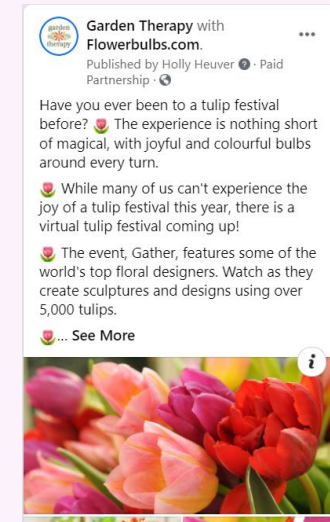
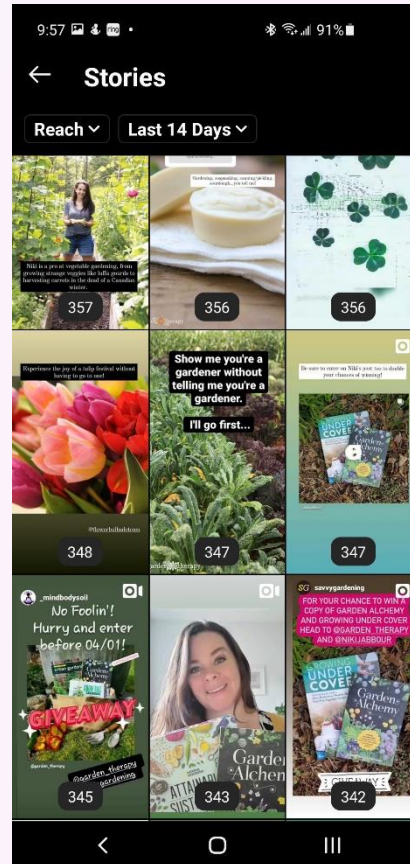
- Main Article
  - Bron Hansboro
  - Beth O'Reilly
  - Sue Davis
  - Ana & Anais Vivas
  - Michelle Summers



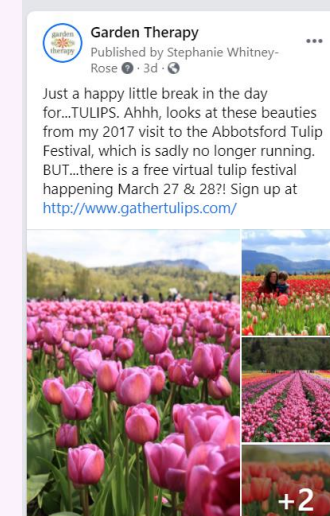
# Gather Tulips Virtual Festival

## Social Media Placements

Garden Therapy posted Instagram stories as well as 2 posts on Facebook with more than 10K impressions between them.



Performance for Your Post		
5672 People Reached		
205 Likes, Comments & Shares		
96 Post Clicks		
20 Photo Views	30 Link Clicks	46 Other Clicks
NEGATIVE FEEDBACK		
0 Hide All Posts	1 Hide Post	
0 Report as Spam	0 Unlike Page	
205 Likes, Comments & Shares		
BRANDED CONTENT DISTRIBUTION <span>View Breakdown</span>		
5672 Total Reach	5672 Organic Reach	0 Paid Reach
5675 Total Impressions	5675 Organic Impressions	0 Paid Impressions



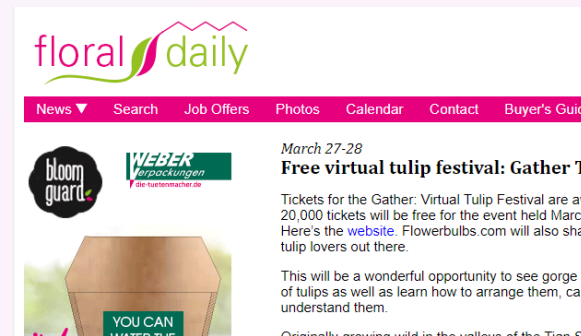
Performance for Your Post		
4235 People Reached		
123 Likes, Comments & Shares		
68 Post Clicks		
26 Photo Views	22 Link Clicks	20 Other Clicks
NEGATIVE FEEDBACK		
0 Hide All Posts	0 Hide Post	
0 Report as Spam	0 Unlike Page	
123 Likes, Comments & Shares		
BRANDED CONTENT DISTRIBUTION <span>View Breakdown</span>		
4235 Total Reach	4235 Organic Reach	0 Paid Reach
5308 Total Impressions	5308 Organic Impressions	0 Paid Impressions

# Gather Tulips Virtual Festival

## Earned Trade & Newspaper Placements

Overall Impressions:  
70,300

- [Floral Daily](#) + Newsletter - 29,460
- [Flower Power Daily](#) - 12,840
- [Macomb Daily](#) - 5K
- [Garden Media Group](#) + Newsletter - 23K



March 27-28

### Free virtual tulip festival: Gather Tulips

Tickets for the Gather: Virtual Tulip Festival are available today! 20,000 tickets will be free for the event held March 27 and 28th. Here's the website. Flowerbulbs.com will...



Together with their European suppliers of the flower bulbs, Tulip growers in the United States have organized the annual Tulip Festival to celebrate International Women's Day for years. Tens of thousands have received bouquets of tulips to enjoy and share.

To kick-off the month-long celebration, tulip growers have partnered with [Petals or Hope](#) to giveaway 1,000 bouquets of tulips to women on the frontline, in nursing homes, women's shelters, and more.

The excitement continues all month on social media, culminating in a two-day virtual tulip festival, [Gather Tulips](#), on March 27th and 28th. This free event connects professional floral designers with everyday flower enthusiasts.



# Gather Tulips Virtual Festival

## Syndicated Placements

Potential Audience:  
99 Million

### Top 5 Outlets

- [Yahoo! Finance](#) - 57 Million
  - [Market Watch](#) - 36 Million
  - WFMZ-TV (no longer live) - 1 Million
  - [Street Insider](#) - 962K
  - [WRAL-TV](#) - 250K
- + 77 More Outlets!

The image shows two overlapping screenshots of news articles. The top screenshot is a Cision press release dated Wednesday, April 21, 2021, titled "Month-Long Celebration in Honor of International Women's Day, March 8th". It mentions a virtual tulip festival and a partnership with Petals for Hope. The bottom screenshot is a Yahoo Finance article from March 2, 2021, titled "Month-Long Celebration in Honor of International Women's Day, March 8th". It details the festival's purpose, its location in Hillegom, South Holland, and the partnership with Petals for Hope to provide tulip bouquets to women in need.

**CISION**  
PRWeb

HOME [NEWS CENTER](#) BLOG

FRONT PAGE ARTS BUSINESS EDUCATION ENVIRONMENT GOVERNMENT INDUSTRY LIFESTYLE SPORTS TECH

Wednesday, April 21, 2021

Month-Long Celebration in Honor of International Women's Day, March 8th

**yahoo!finance**

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# Gather Tulips Virtual Festival

## Exposure Numbers

### Intrigue Reach:

Facebook Organic: 41,402

Facebook Ads: 90,361

Instagram: 1,388,568

Instagram Stories: 128,707

Tiktok: 65,877

Email: 120,200

Intrigue Total: 1,835,115

### Influencer Reach:

Instagram: 178,084

Instagram Stories: 15,768

Tiktok: 7,567

Influencer Total: 201,419

**TOTAL EXPOSURE: 2,036,534**

Tulip Festival Interest : 23,368

Attendance: 5230!



# The 2021 Tulip Campaign was a success!

Many thanks to Sun Valley for help with product and shipping!

Goal for Campaign 29,010,000 Impressions

Results for the Campaign: 569,277,255 Impressions

Surpassed Our Goal By 1,862%!







# *Thank You!*

*PeggyAnne & Katie*



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