

# HomeStyle Gardens™

## Today's Display Garden



# The Promise of the Garden

Barbara Kingsolver has said

“The least you can do in life is to figure out what to hope for; the most you can do is live in that hope, running up and down the halls, touching the walls on each side”



# The Promise of the Garden



I live in  
the hope  
of the  
garden.



# The Promise of the Garden



Consumers of  
all ages live in  
an image of a  
garden.





# The Promise of the Garden



“I’ve got this  
space?”

(Accompanied by  
vague hand gestures  
or a picture from a  
magazine)



# The Promise of the Garden



Now come the  
questions -  
mostly that  
she can't  
answer.



# The Promise of the Garden



Is it sun or shade?

Wet or dry?

Does your house face  
east, west?

Can you take this sheet of  
diagram paper and  
bring me back a sketch  
and some photos?



# The Promise of the Garden

Translation -



Now that I've made you feel stupid, could you leave my store and come back later with information I can use to solve your problem?





# The Promise of the Garden



We could alter this encounter  
with different questions -

What color do you like?

Is this space open or covered?

Is this space at the front or rear of  
your house?

Is this space hot at the time you  
use it?

Any question that she can actually  
answer!!!



# The Promise of the Garden



I asked myself if there might not be another option to use the store to communicate to the customer about her space.

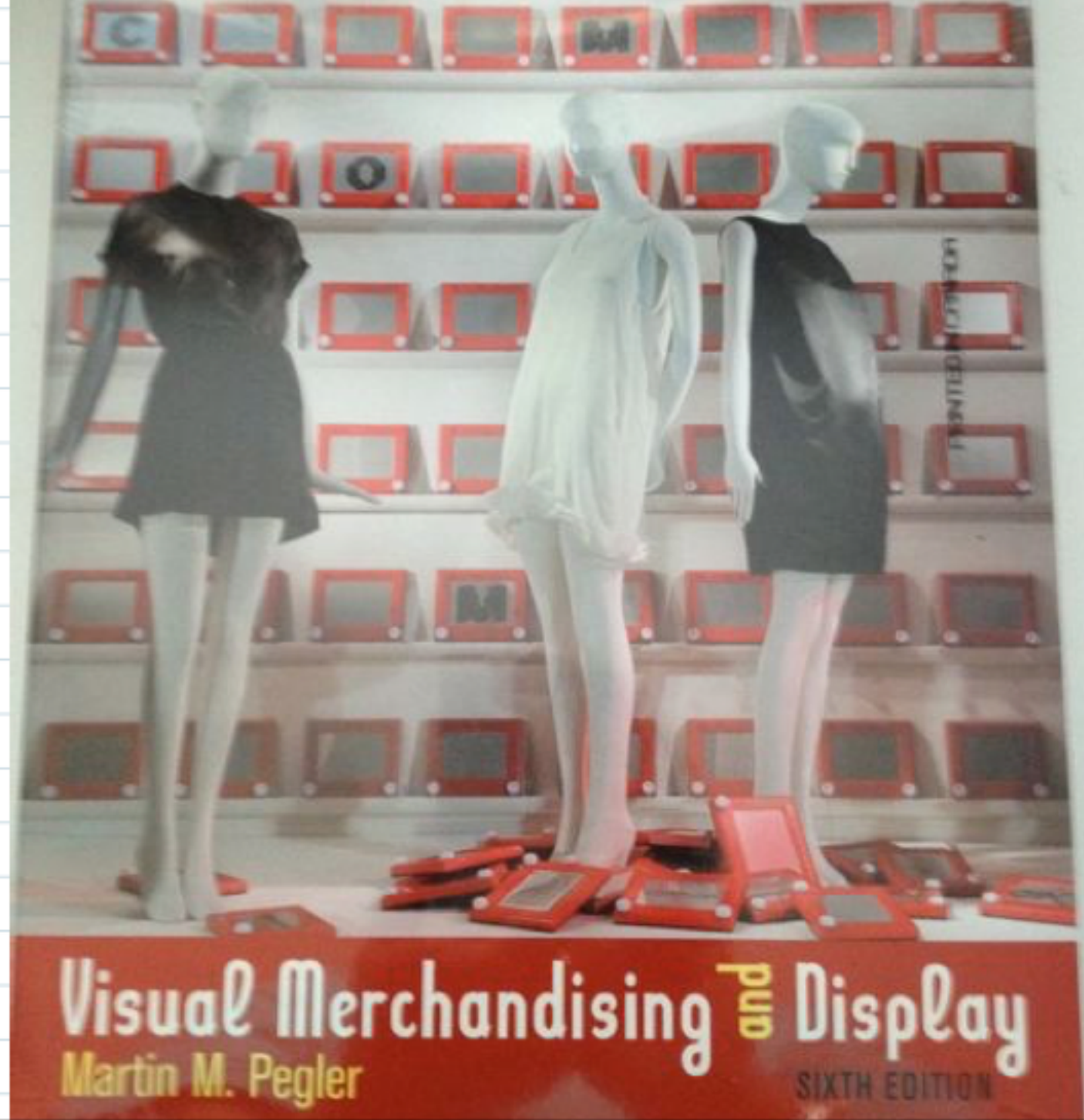
A merchandising option that allows the store to talk to the customer **about her garden.**



Back to



# Back to the Textbook





# The Image of the Garden



*“Merchandising presents  
**the image**  
of what the customer can be  
when using the product”.*

- ◆
- ◆ *Martin M. Pegler*
- ◆ *From Visual Merchandising and Display*



# The Promise of the Garden



*How can we present  
**the image** of what  
the customer's garden can be  
when using our products?*



*Judy Sharpton*

# The Promise of the Garden

*In the store*

*and*

*On-line*



# The Image of the Garden



- Using that objective, we must display products so the customer can see an image of her porch, deck, patio, front walk, raised beds or desktop
- - her garden.

# The Image of the Garden

- An in-store display can create an image for the customer that she can translate **to her garden.**



The Image of the Garden



# The Image of the Garden

- This objective starts with the mannequin concept and extends to **environmental settings** as the basis for product organization.
- Beginning with the human form as mannequin and extending to bedding, dinnerware and furniture, **environmental settings** attempt to convey an image of the product in use.





The Image of the Garden

# The Image of the Garden

- Traditional display gardens were used to communicate information to **the experienced gardener**.
- Today's customer is not an experienced gardener. They don't want information. They don't even don't want "gardening."
- Customers do want gardens.



# The Image of the Garden



# The Image of the Garden

- We can apply the environmental settings concept as the basis for Homestyle Merchandising® **only if we have a clear picture of the the living space of customers** we are selling to in order to mimic the exterior and interior garden options the customer has.



## Know your demographic



# Know your demographic

- Gen X, Gen Y, Boomer's, Millennials?
- Where do your customer's live?
- 



## The Image of the Garden

The Image of the Garden

# The Home Style Garden™



Know your demographic

# Know your demographic

**Drive your 20-mile selling radius and identify three home categories. Those categories form the basis for in-store two and three-dimensional “images” of your customer’s garden.**

**Your landscaping division may already know this information.**



# Know your demographic

- Select three distinct home styles to focus merchandising on -
- Balconies • Front porches • Pool/patio • Outdoor entertaining • Walled Gardens • Interior spaces



**Know Your  
Homestyle Demographic**





The Image of the Garden?







“Garden”  
as image:





as image;  
not  
“Gardening”  
as  
activity



The Image of the Garden





If they have eggs, chocolate, flour, and sugar on their list, and as they're moving up and down the aisles they come across a display for all the ingredients for chocolate cake in one place, they are likely to stop and take notice.

HOW SHOPPERS MAKE DECISIONS:

CONNECTING †EMOTIONALLY †WITH †YOUR SHOPPERS

the [carlson](#) group + shopper intelligence







# The Image of the Garden

If they have a balcony patio





If they have a **balcony, patio, front porch** on their mind, and as they're moving up and down the aisles they come across a display for all the ingredients for **their space** in one place, they are likely to stop and take notice.

HOW GARDEN SHOPPERS MAKE DECISIONS:  
CONNECTING †EMOTIONALLY †WITH YOUR SHOPPERS

## The Image of the Garden

Many of our customers don't





Many of our customers don't  
come with a list.

**BUT THEY DO COME  
WITH AN IMAGE  
OF THEIR GARDEN.**

---

Let the store reflect



Let the store reflect  
her image  
of her garden!



The Image of the Garden















An image of her garden?  
Maybe.



An image of  
her garden?  
Maybe.

Maybe



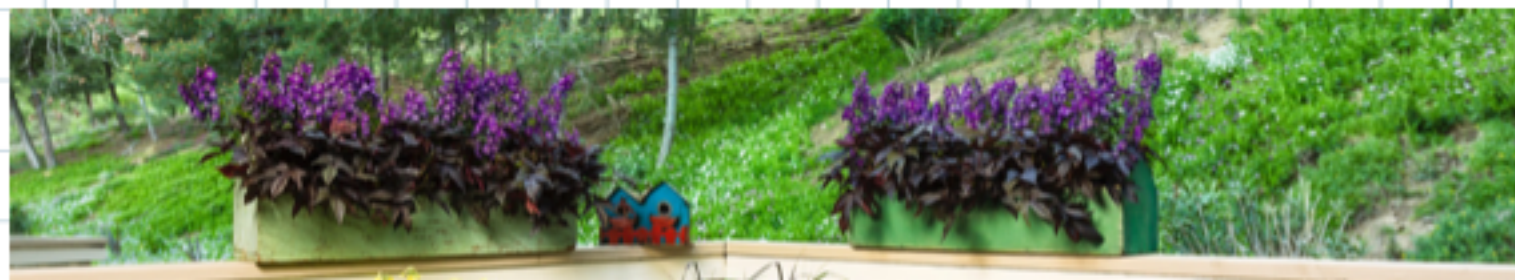
An image of her garden







An image of her garden? Maybe.











A graphic  
image of her  
garden













Electronic communication sells



Cal



# images of the garden from your store



So, how is your electronic  
communication?

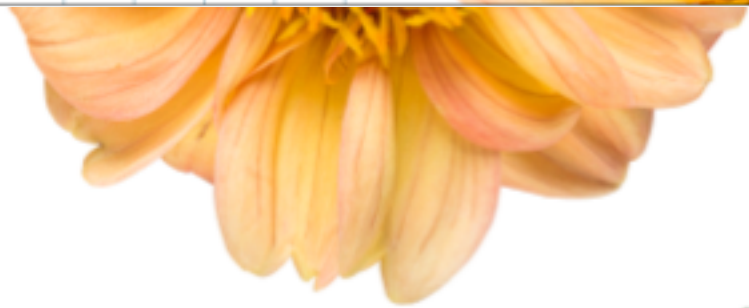
Newsletter? Blog?

Facebook? Twitter?

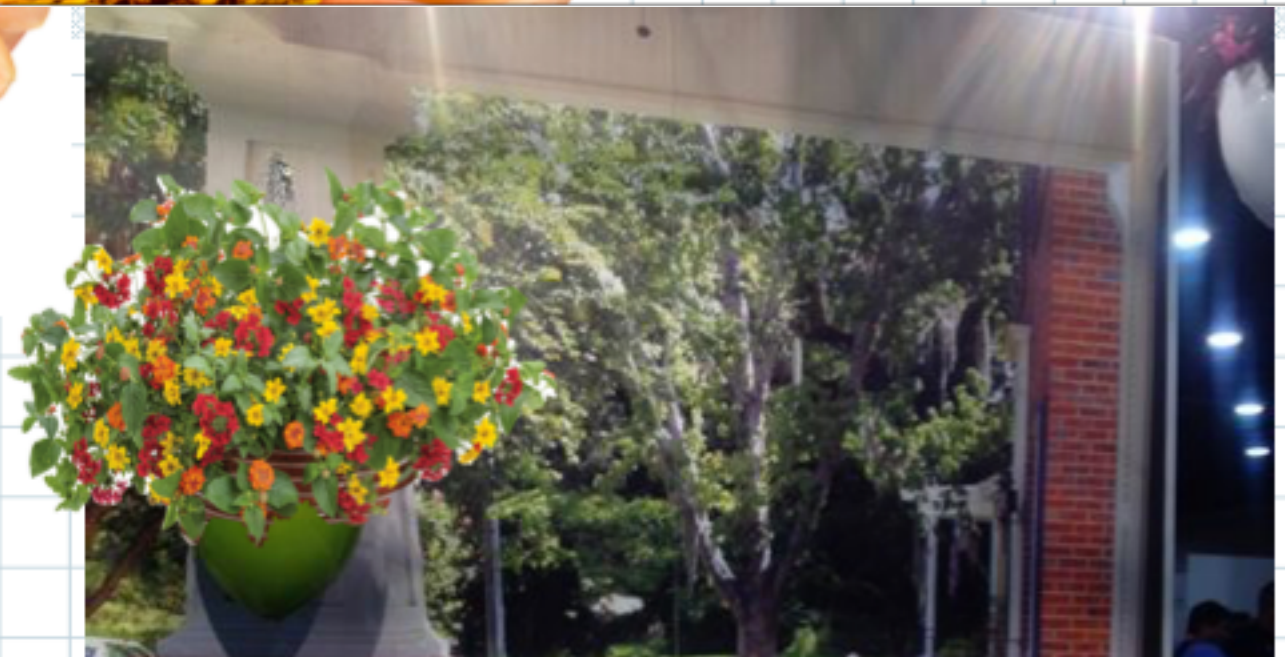
Make at least one work!



Make at least one work!  
Find an expert in the  
communication tools,  
not an expert gardener.



The Image  
of her  
Garden



Garden  
On  
Facebook  
Or Twitter



HomeStyle Garden™







Maybe This!





Maybe This:

# A Subscription *Container* Service



**Maybe  
This  
!**





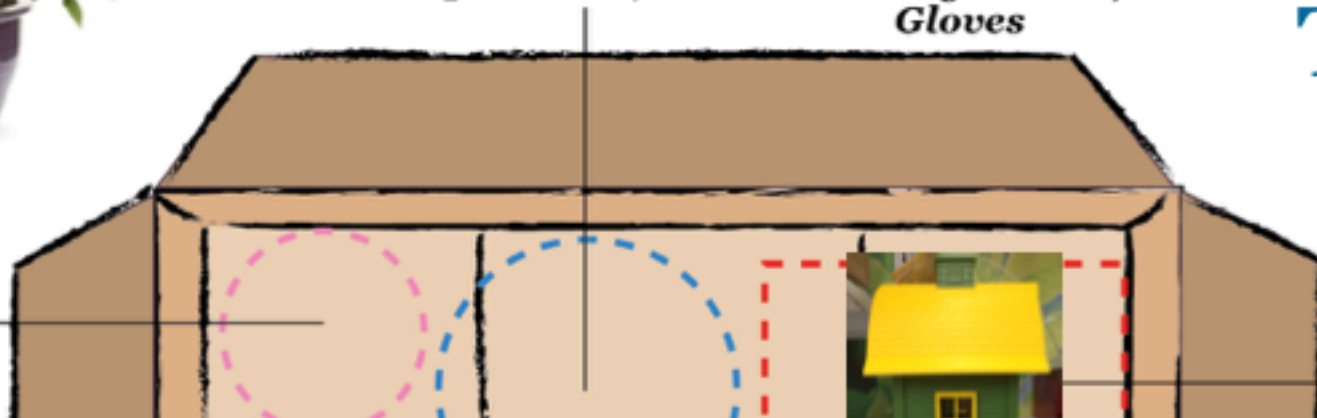
Blue Chip Butterfly Bush

*Add-On +  
Planting Trowel,  
Gloves*

**Maybe  
This  
!**



Monarda



Bird Feeder



Monarda



Monarda



Time Release Fertilizer



Bird Feeder  
Add-On +  
Hanging  
Pole



Backyard Birding Guide  
Backyard Butterfly Guide  
Coupon for Refresher Plant  
coupon for Birdseed

The idea is simple -  
treat a container



# garden like a subscription box.



**John Fetto of Hitwise**, says, "Personalization is key. Don't be afraid to ask for information from your consumer to help you deliver a more curated experience." To be successful in a curated product business, you have to do something retailers have struggled to do for a

something retailers have struggled to do for a long time — **ask consumers what they want, listen to the answer and act on it.** Consumers will give up personal information if they think they'll get a better experience for it. Successful subscription boxes are **adapting and personalizing their boxes to each individual consumer.**



## Translate to Containers:

- *ask consumers what they want, listen to the answer and act on it.*

Use on-line consumer information form that focuses on the customer's preferences in color, maintenance, placement of product on the patio, porch or deck as a hanger, floor container or window box.



BOX.

- *adapting and personalizing their boxes (containers) to each individual consumer.*

**Action -** Garden center provides options in large containers that can be treated like outdoor decor and refitted with drop-in recipes plus additional outdoor \_\_\_\_\_ sed on the consumer profile.



Advantages -



Remove single source  
packaging from the

consumer's experience.

They never buy a plant in a  
single use plastic pot.



HomeStyle Garden™ Spring







# HomeStyle Garden™ Summer







# HomeStyle Garden™ Fall











An image of her spring garden







An image of her summer garden

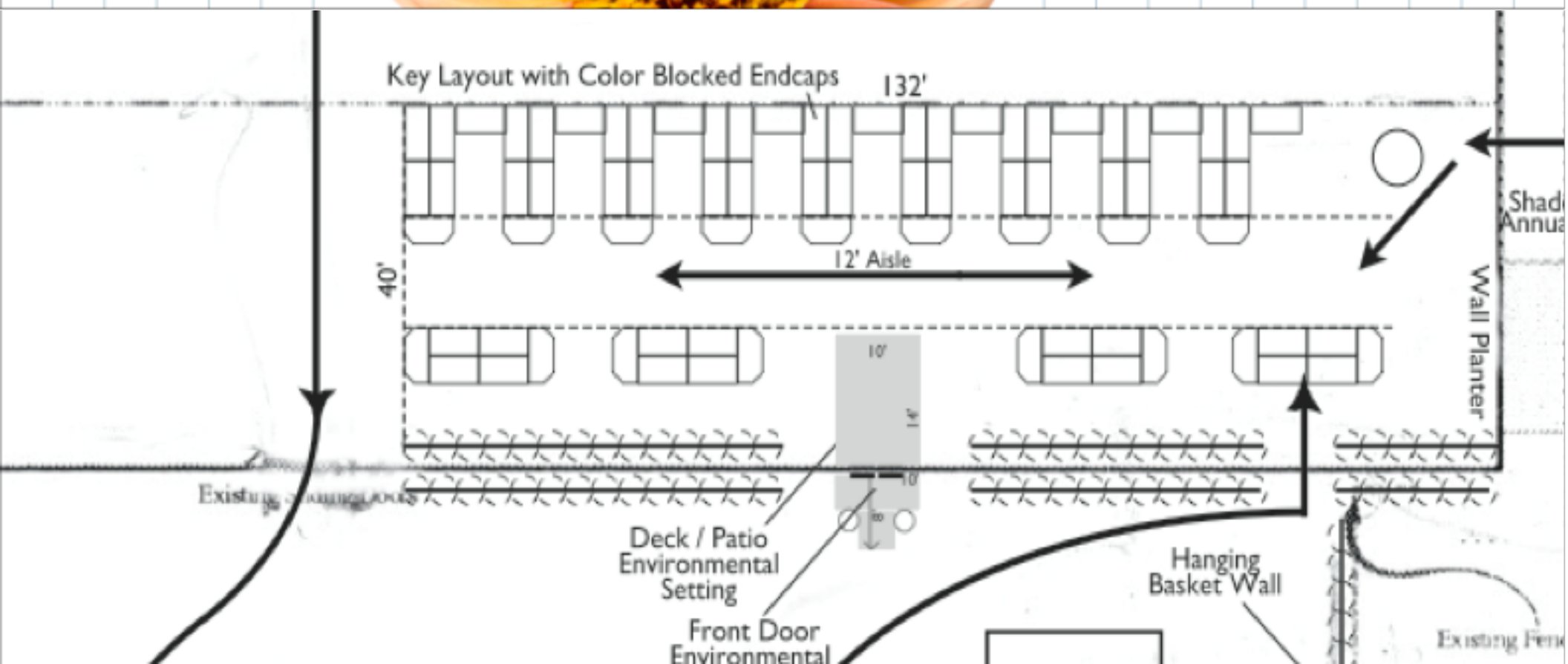




An image of her fall garden

- Create a “stage”,  
an environmental setting, that  
mimics your customer’s garden



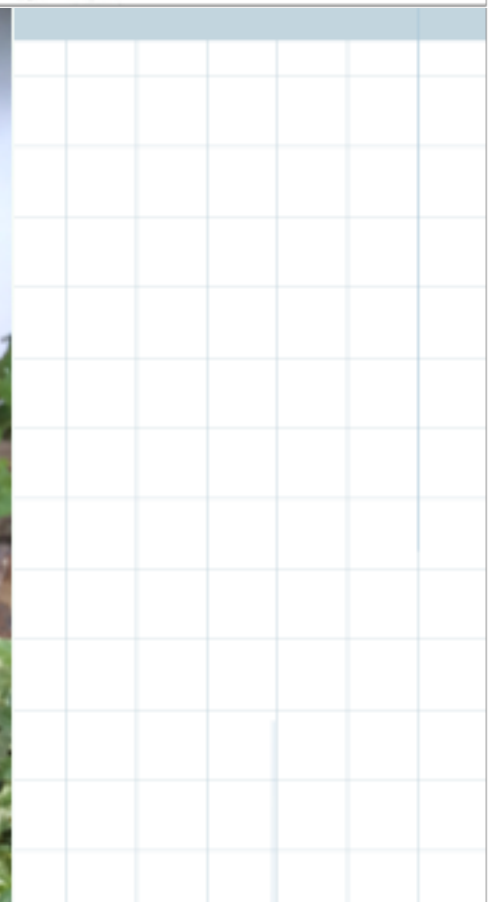


Front Door  
Environmental  
Setting

Container  
Gardening  
Station

**PW** **S.W.A.S.**  
PROVEN WINNERS® STORE WITHIN A STORE

Courtyard Area







# HomeStyle Garden™





- Assign staff responsibility
- Change it and post it



Change it and post it



And Maybe This!



A Subscription

# A Subscription *Container Service*



The idea is simple -  
treat a container  
garden like a



# subscription box.



**Maybe  
This**

**!**



Green and Serene  
...PLEASE



Green  
Gloves



Blue Chip Butterfly Bush    *Add-On +  
Planting Trowel,  
Gloves*

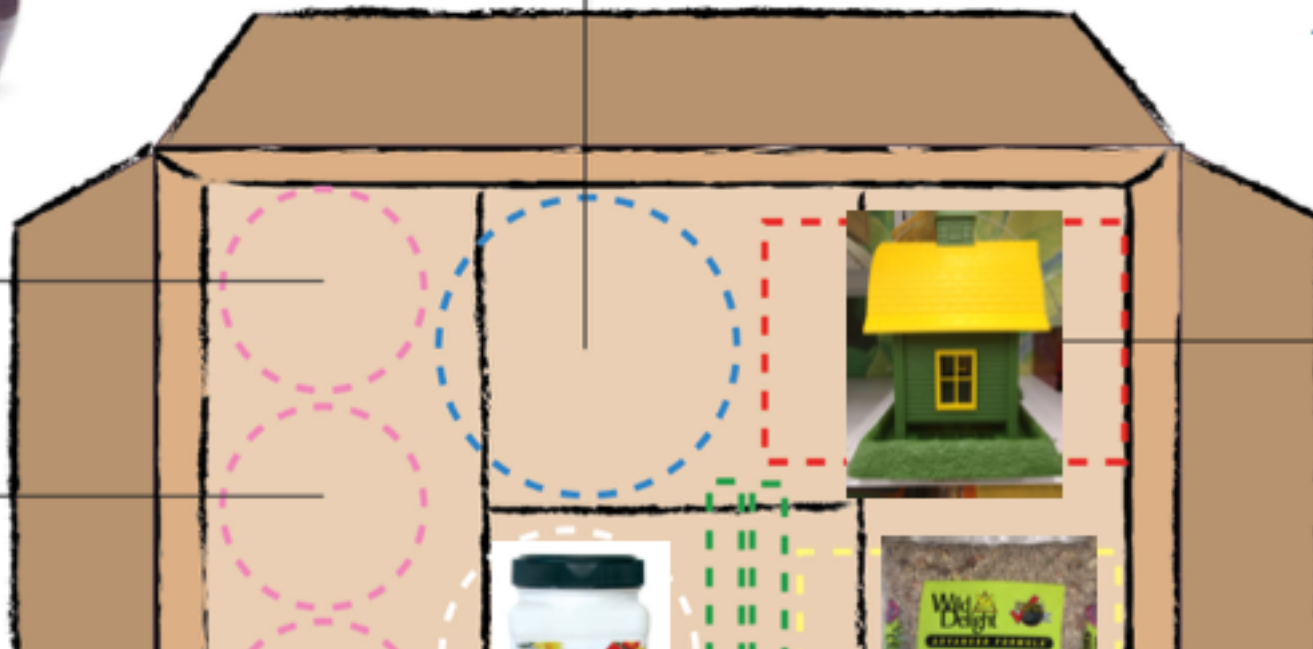
**Maybe  
This  
!**



Monarda



Monarda



Bird Feeder  
*Add-On +  
Hanging  
Pole*





**Monarda**



**Time Release Fertilizer**



**Backyard Birding Guide  
Backyard Butterfly Guide  
Coupon for Refresher Plant  
coupon for Birdseed**

## *One Container, Four Seasons*

Want a container with year-around beauty and seasonal flexibility that will get attention in your neighborhood? You can have it when you choose a slow-growing vertical shrub, like North Pole™ *Arborvitae*, shown here, and change out your annual underplantings to match the season. Or double the attention by flanking your front door or garage entrance with a pair of the same containers. Just follow the step-by-step instructions below.

### *Directions:*

- Select a container that is impervious to water, such as glazed pottery or concrete. Do not use terra cotta. Be sure the container you choose has a drainage hole or drill one yourself.
- Purchase a columnar shrub, sized to your container yet small enough to allow for under planting. Good options include SUNJOY® Gold Pillar *Berberis*, SKY POINTER™ *Ilex*, FINE LINE® *Rhamnus*, and the Proven Winners® line of *Arborvitae*.
- Fill your container with a good potting soil and plant the shrub in the center (if your container will be against a wall, plant the shrub in the rear center).
- Underplant the shrub by the season.





Could a  
subscription service  
be your “Candy”?





E-Mail  
[judy@growingplaces.com](mailto:judy@growingplaces.com)  
for a DropBox link  
to this program.



Leave a business card with an  
e-mail address for a free  
subscription to Success Stories™

subscription to Success Stories™



Thank you for  
selling the  
Homestyle™ Garden



A final personal word  
to my Canadian  
friends.



