



Agency Packages Proflowers and Barry White To Increase On-Line Flower Sales, Traffic

Situation

Proflowers had a small budget than the other on-line flower sites and needed creative approaches to break through. The Gable team reviewed existing marketing communication programs and competitive approaches, and then worked with Proflowers to secure partnerships and implement public relations programs that would increase traffic and purchases outside traditional flower giving holidays.

The Plan

The agency developed a three-tiered program for New York City tactics including guerilla marketing, public relations and a celebrity-tie in. The agency chose Barry White, whose new album – *Staying Power* – reinforced Proflowers' competitive differentiator of freshness. Agency team members handed out flowers and T-shirts to the *Today Show's* audience during a special televised Barry White mini-concert, resulting in national television coverage for both Barry White and Proflowers. The agency also identified an opportunity to promote Romance Awareness Month, six months after Valentine's Day. It implemented a guerilla marketing street promotion on Wall Street that included a bride and groom handing out hundreds of roses with Proflowers Rolodex cards (imprinted with Barry White's romance tips). The White/Windham Hill partnership also included an exclusive Proflowers Staying Power bouquet with White's CD, and special giveaways, such as T-shirts, romance tips and roses, during Barry White's appearance at the Virgin Megastore in New York City

The Results

The Gable team secured deskside visits with media at *Woman's Day*, *Woman's Day Special Interest Publications*, *Modern Bride*, *Bridal Guide*, *MSNBC*, *Country Living Gardener* and *G&J Publications (Family Circle, McCall's, YM, Fitness, American Homestyle and Gardening and others)* In addition, team members explored and secured cross-promotions for Proflowers with *G&J Publications* (whose publications target women during all stages of their lives) Following the promotions in New York City, Proflowers had the highest-selling non-holiday week in the history of the company.

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