



**SATION**

# Together Sunsation® sunflower



2015: 15 Sunsation® potplant growers and the breeder Evanthia joined forces

- Jointly optimize production, marketing and improve quality
- Together to increase value!
- Professional support by Florpartners



# Branding

- Sunsatation® is a well known brand in the market (B2B)

AGM AWARD

**SUNSATATION® YELLOW:**

- Good plant habit
- Long flowering period
- A second flowering in late summer



- Ambition: Sunsatation is the sunflower in pot for high end and retail, visible for consumer
- First start to find out the value proposition, followed by visuals and mark



**SUNSATATION  
HAPPY**  
INSTANT HAPPINESS

1

**SUNSATATION  
SUNNY**  
OPENS HEARTS

2

**SUNSATATION  
ENERGY**  
FULL OF POWER

3

**SUNSATATION  
HONESTY**  
MORE SUNSHINE

4

**SUNSATATION  
BUDDY**  
TOGETHER IS BETTER

5



# Results in ...

- Toolkit usable for B2B
- Content usable for inspiring consumers



4 x 1,8 min. viewers



272.000 viewers



823.000 viewers



# Challenges for branding Sunsation®

- Increase brand visibility in the supply chain
  - Unified way communication to the consumer
- Matching marketing and sales activities
  - Supporting sales in the stores
- Power of large retailers
- Continuous product development to be attractive for different segments

