

# Exceeding the Demands of Today's Gift Givers



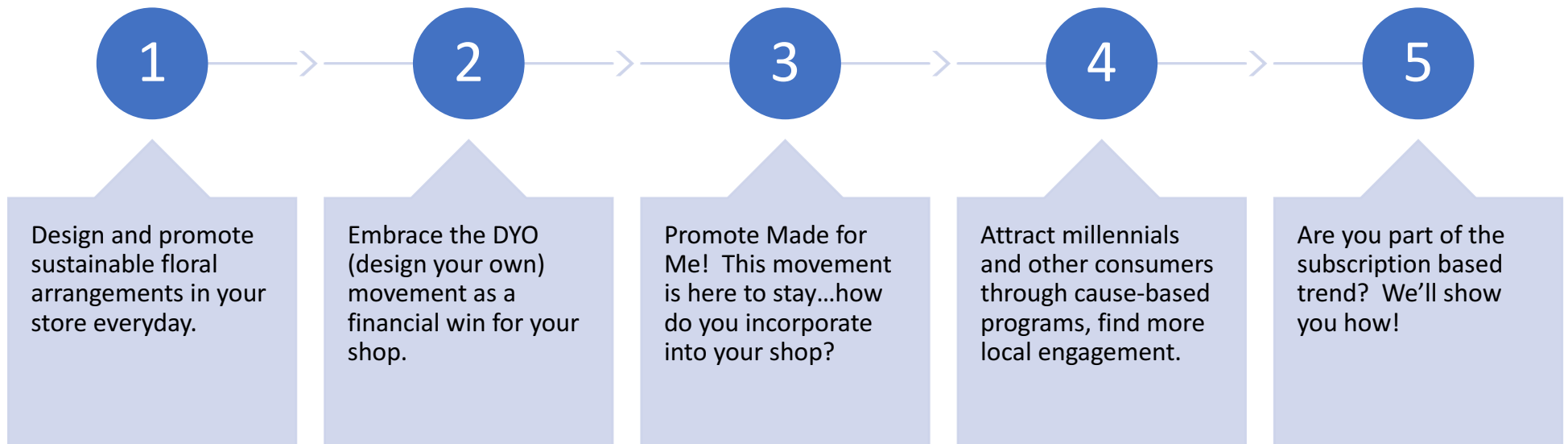
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# 2017 is a New Generation of Consumerism

The power of curation in the hands of the consumer. These trends are more appropriate to our flower business than ever. So for 2017, let's make floral the best experiential purchase we can. Let's deliver an experience, not just some posies.

- **Be authentic in what you do!** Promote your designs, and your designers. In social media, talk about the passion, the artistry, and show off what makes your shop different! What makes your crew, you.
- **Think small and make big impact.** Like the many drops of water make an ocean, so many small positive decisions made everyday add up to a huge impact when added up over the months and years.
- **Shopping for themselves.** In the age of consumerism, individuals are looking for a sincere expression of themselves. IKEA says it best, "designed for people, not consumers." Product and services are all about me.

# Today we will discuss these gift giving trends:



# GREEN/SUSTAINABLE DESIGN

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**Green/Sustainable Design** – How to design and promote sustainability everyday in your store. Customers want to see their commitment to improving the environment in your shop.

How can you move this cause forward in your shop and promote in a genuine expression of environmental concern?

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# Green/Sustainable Design

## Green/Sustainable Design – Farm to Vase to Compost

Biodegradable floral foam. Now biodegradable in 565 days.

## Vase Exchange Program

Exchange customers vases for fresh bouquets.

## Work with Responsible Materials

Make good decisions everyday when buying.

## Be Authentic

Use decorative naturals in your designs.



# Green/Sustainable Design

## 100 mile bouquet

An annual summer sales hit!

## Friendship Necklace

'One for you, and one for me!'

## Upcycled Products

Reusing old containers or structures in a new way.

## Eco bouquet

Offer a shop special and see how many people respond!

## Sustainable/Green Arrangements Conclusion

- Saves you money
- Overall reduction of waste
- Less impact on the environment





# CO-CREATION

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**Co-creation** – let your customer in to the design process, and make Pinterest photos and ideas part of profitable design. Don't discourage customer participation! There is a time and place for it. Floral business is perfectly suited for this age of the consumer.

“DYO – Design Your Own” and the maker movement are reaching epic proportion. Don't be afraid of selling unfinished work. The maker movement can be a money maker and bring an entire new group of customers

# Co-creation/DYO

## **Pinterest collaboration**

This is the best design communication tool to exist in decades.

## **Wedding Planning Tool**

Pre-consultation form to pre-qualify your clients.

## **Sit down virtually**

Use Skype, Facetime armed with data from Cost of Wedding Calculator.

# Co-creation/DYO

## Co creation bride mom/combo

Two ideas merge through compromise and collaboration.

## Store Inspiration

Merchandise for creativity, make your store an ever-evolving inspiration destination!

## Secret Society

Some of the best retailers in the world have secret societies and so should you.

## Co-creation – DYO Conclusion

- Working with the customer's inspiration to create their idea of a perfect bouquet
- Lets your customer be a part of the "secret society"
- More design choices for your customers and designers to work from

### Secret fast food: 10 items you won't see on the menu

By Schuyler Velasco, Staff writer | MARCH 20, 2013

Ten of the strangest, most innovative entrees you won't see on fast food menus – but can get anyway, if you ask.

#### 10. Frings (Burger King)



Alfredo Sosa/Staff | [View Caption](#)

"Have it Your Way," applies not only to [Burger King's](#) sandwiches, but sides as well. Order "frings" and you'll get French fries and onion rings in the same container.



# MADE FOR ME – MAKER MOVEMENT

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**Made for Me/Maker Movement** – One of a kind design is possible with added decorative items. The market for personalized design has reached Etesian Proportion. Translating this to floral, the range can be small decorative additions to a made for you work of art, interpreting personal style and creating original works of creative design.

# Made for Me / Maker Movement

## The Infamous \$5 Sale

How can we reach this customer, what can we offer?

## Flower Bar / Corsage Bar

Recitals, Just because, dad/daughter dances, prom

## Social Design and Bonding

Ladies night, wine/design painting parties

## DYO

Selling the raw elements of a design \*gasp\* that the customer will create on their own.

## Wedding Centerpiece Workshop

Take back control of table centerpieces, charge for your knowledge.





# Made for Me / Maker Movement Conclusion

- Money maker
- Customer Involvement
- Customers will continue to come back for more



# FIGHTING FOR A CAUSE

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## Fighting for a cause –

Part of individual connection is about personal cause.

As individuals, we are not just looking for something to give to a friend, we are looking for something that gives to many.

A viral buzz that is more effective than advertising.



# Fighting for a Cause

**Examples of cause-based campaigns include:**

Yoobi school supplies, Toms shoes, Detroit Institute of Arts

## **Pick a Local Cause**

Example: Flint water crisis

## **Industry Causes**

Petal it Forward, Lonely Bouquet Day

## **Building the next generation of designers**

Hands on program with art center, branded logoed projects

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## Fighting for a cause conclusion

- Supports local causes
- Viral Buzz



# SUBSCRIPTION BASED SERVICES

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**Subscription Based Products and Services** – the age of the subscription is here. Amazon with its Prime and Alexa \$39.95 personal shopper, we should expect retail to be redefined for 2017. The age of brick and mortar sales floors is fast transitioning to showrooms.

amazon echo



# Subscription Based Arrangements

**Arrangement of the month**

Build a Floral Profile

**Marriage Maintenance bouquets**

**Client Vase “Fill-Up”**

**Concierge service – FTD**

**Gift Cards, example buy \$200, get a \$50 arrangement**

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# Subscription Based Arrangements Conclusion

- Easy ordering!
- Customer Involvement
- Customers will continue to come back for more

