

Scotts Miracle-Gro

VAYNERMEDIA

ANA | DRIVING
GROWTH



4/27 Digital Innovation

HOW SCOTTS MIRACLE-GRO
USED THEIR FIRST-EVER
SUPERBOWL COMMERCIAL TO
KICK OFF THE SPRING SEASON
LIKE NEVER BEFORE

Conrad Bowman
Will Taylor





Over 150 Years of Innovation



The Scott's Company was founded in Marysville, OH by O.M. Scott. It was the first company to develop and sell grass seed for consumer markets.

1868



Scott's entered the pesticide/herbicide business by purchasing Ortho and acquiring marketing rights for Roundup.

1999



Hawthorne Gardening Company was formed as a wholly owned subsidiary to focus on hydroponic growing.

2014



Hydroponics manufacturer and distributor Sunlight Supply was acquired in 2018

2018

1995

Scott's merged with Miracle-Gro (founded in 1951) to become the country's leading lawn and gardening company.



2013

Scott's changed its name to Scott's Miracle-Gro in 2005 and added rodent control to its portfolio by acquiring Tomcat.



2016

SMG formed a joint venture with Bonnie Plants, the largest U.S. grower of veggies and herbs.



2019

SMG continues to innovate by launching new DNVBs and testing subscription models.





Meets Fully Integrated AOR

The most contemporary, global media and creative agency.
Built to drive business outcomes.



800+ employees
22+ languages spoken
24 nationalities
88 countries w/ media purchased

**THE BACKYARD IS THE
PLACE TO BE IN 2021!**



A woman with long hair, wearing a pink cap and a dark vest over a white shirt, is seen from behind, watering a field of green leafy plants with a hose. A large, dense spray of water is directed towards the plants. The background consists of a dense line of green trees. A thick black horizontal line is positioned at the top left of the image.

**CREATED AN OPPORTUNITY TO
DRIVE EXCITEMENT
FOR PEOPLE TO
KEEP GROWING**



**ON THE MOST MASSIVE
STAGE OF ALL**

THE IDEA

SCOTTS MIRACLE-GRO IS GIVING YOU A CHANCE TO WIN THE LAWN AND GARDEN OF YOUR DREAMS

You hear a lot of folks saying they want to go back to the way things were before. But when it comes to backyards, which became the most important part of our homes in 2020, we say, let's not go back.

Let's keep growing.

That's why Scotts & Miracle-Gro is going to honor that backyard and help people Keep Growing this year by giving away the backyard of your dreams to 42 lucky winners.

And we're going to share this awesome news in the biggest stage of all - The Super Bowl.



BACKYARD OF YOUR DREAMS



**Virtual consultation from a
Scotts Miracle-Gro lawn
and garden expert**



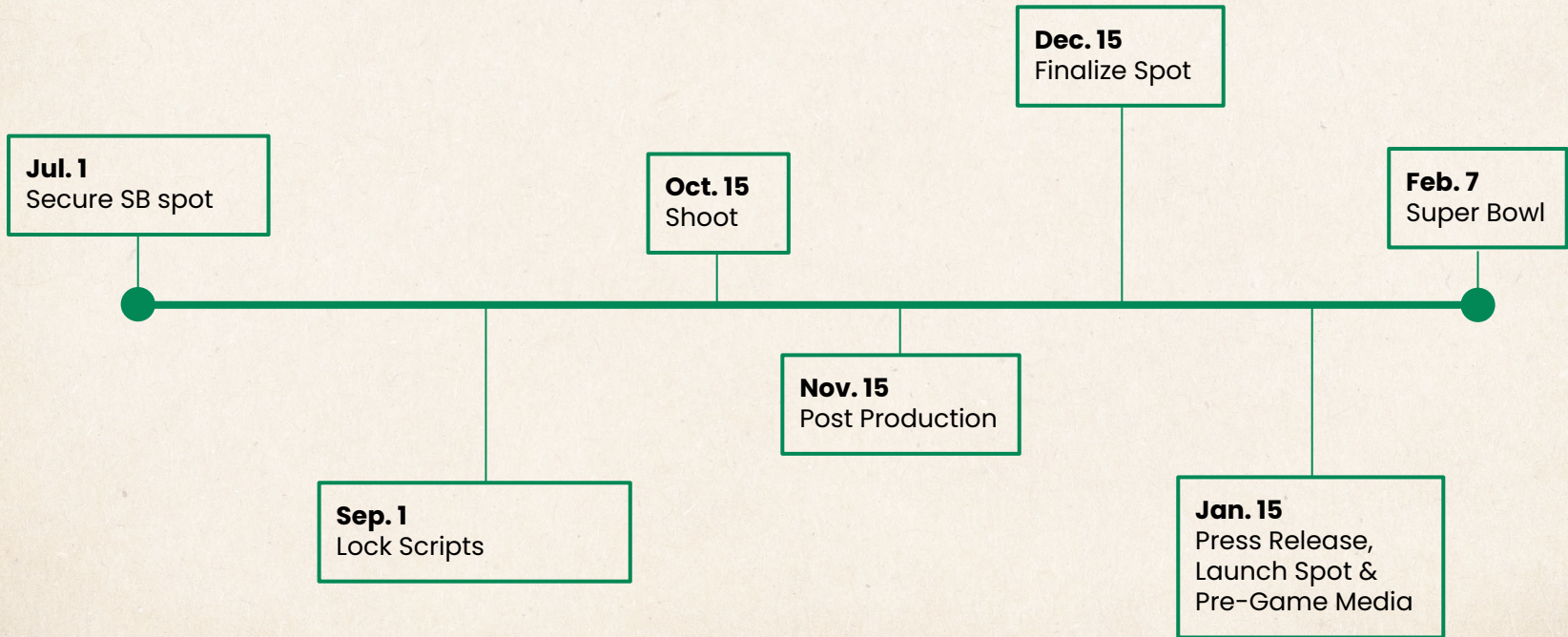
**Each of the 42 winners will
receive \$15,000 towards
making the lawn and
garden of their dreams a
reality**



**\$7,500 to help defray
taxes.**

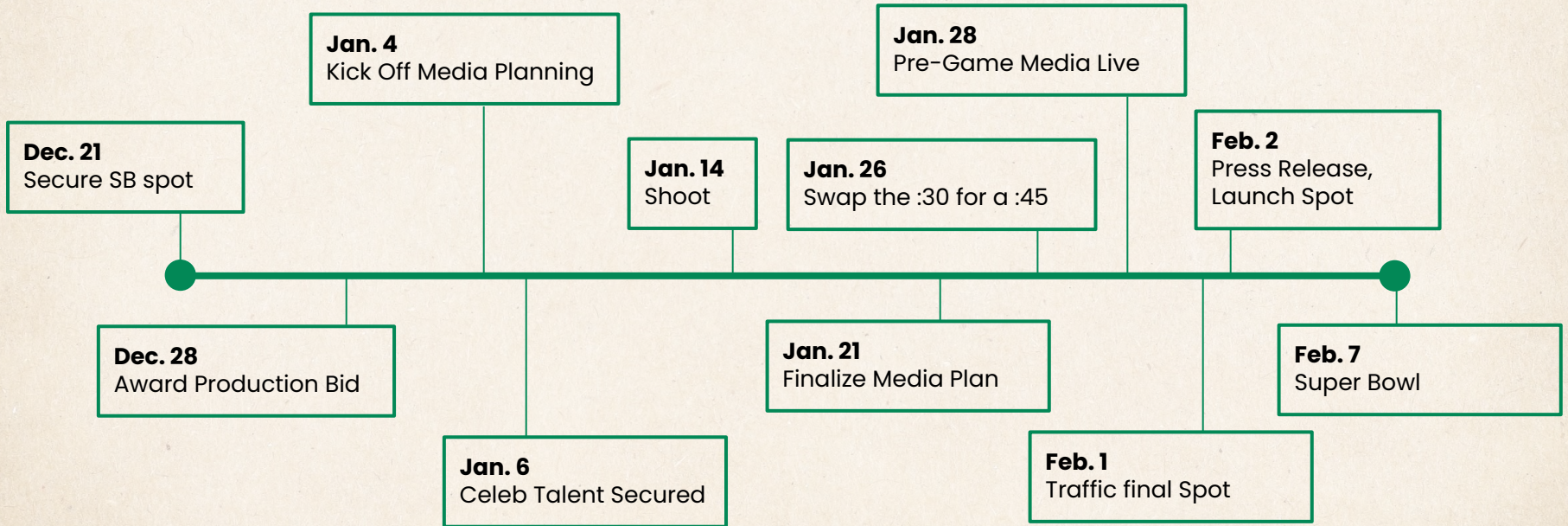


IDEAL TIMELINE: 6+ MONTHS





OUR TIMELINE: 50 DAYS



ECOSYSTEM ON A PAGE



PRE-GAME





PRE-GAME

We kicked off the campaign on a myriad of social and streaming platforms...



With some help from our friends...



**JOHN
TRAVOLTA**



**MARTHA
STUART**



**EMMA
LOVELL**



**LESLIE
BAKER**



**CARL
WEATHERS**

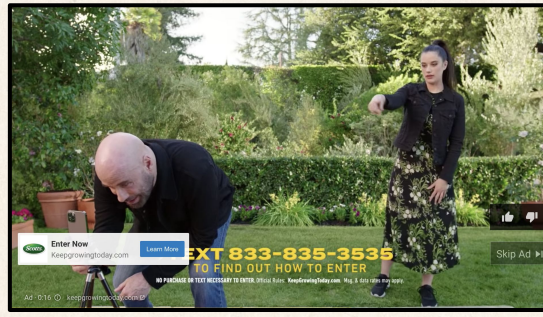
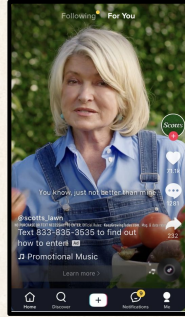


**KYLE
BUSCH**



PRE-GAME

123 of 195 unique assets were deployed prior to Game Day...



As we optimized towards top performing platforms...

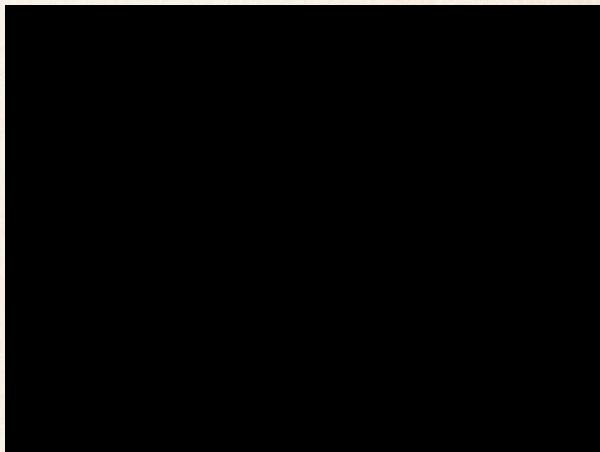
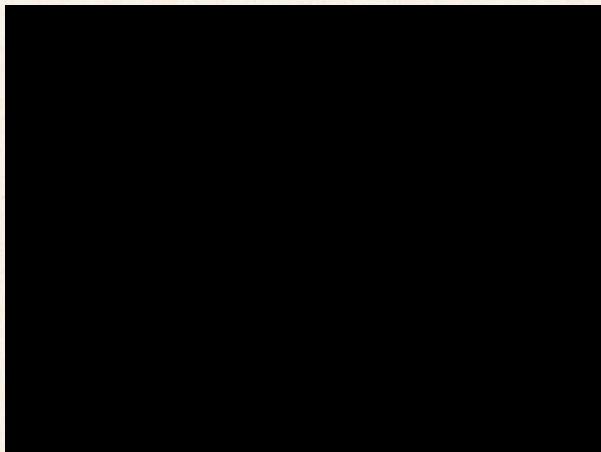
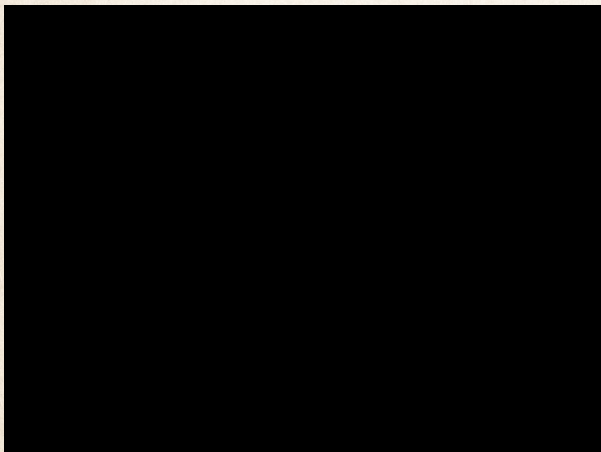


TikTok





PRE-GAME CONTENT





PRE-GAME

Wave of press carried us into Game Day...



People EXCLUSIVE

Scotts Miracle-Gro's First-Ever Super Bowl Ad Features Some Can't-Miss Celebrity Cameos



CNBC

Scotts Miracle-Gro's first-ever Super Bowl ad aimed at boosting pandemic momentum, CEO says



TODAY

John Travolta and daughter Ella are 'born to hand jive' in new Super Bowl ad



USA TODAY

Ad Meter 2021 roundup: Big names, big spots and first-time surprises



ADWEEK

Scotts Miracle-Gro's Super Bowl Ad Taps Into Millennial 'Surge' in Gardening



AdAge

SCOTT'S MIRACLE-GRO TAPS MARTHA STEWART AND JOHN TRAVOLTA FOR SUPER BOWL COMMERCIAL



Little Black Book Celebrating Creativity

Muse by CLIO

campaign US

shots

MARKETING DIVE

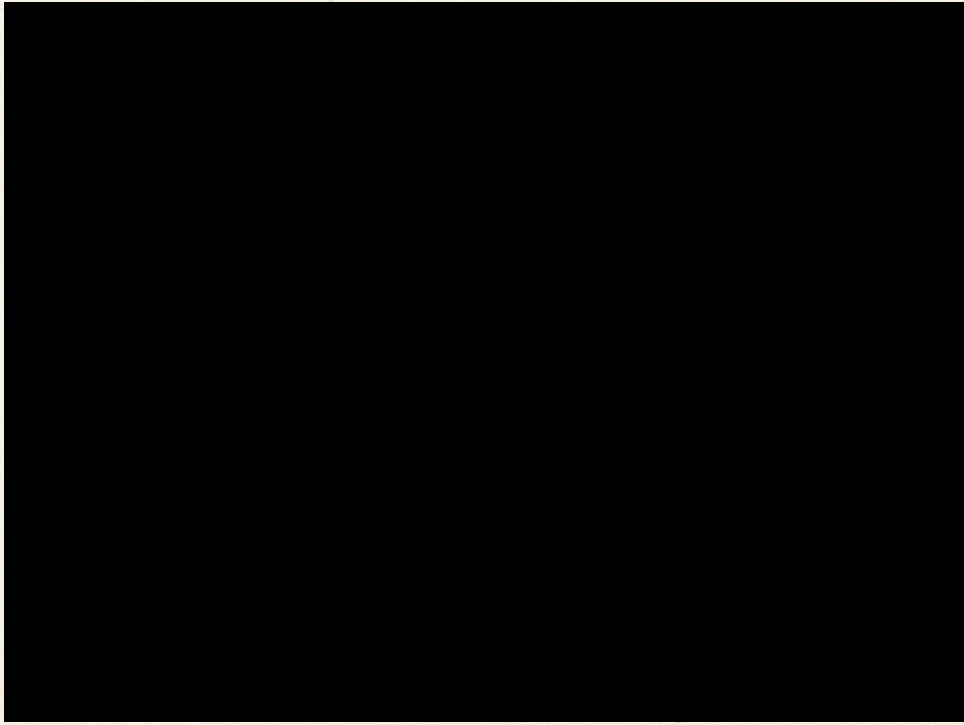
20B+
Press Impressions

GAME-DAY





GAME-DAY CONTENT

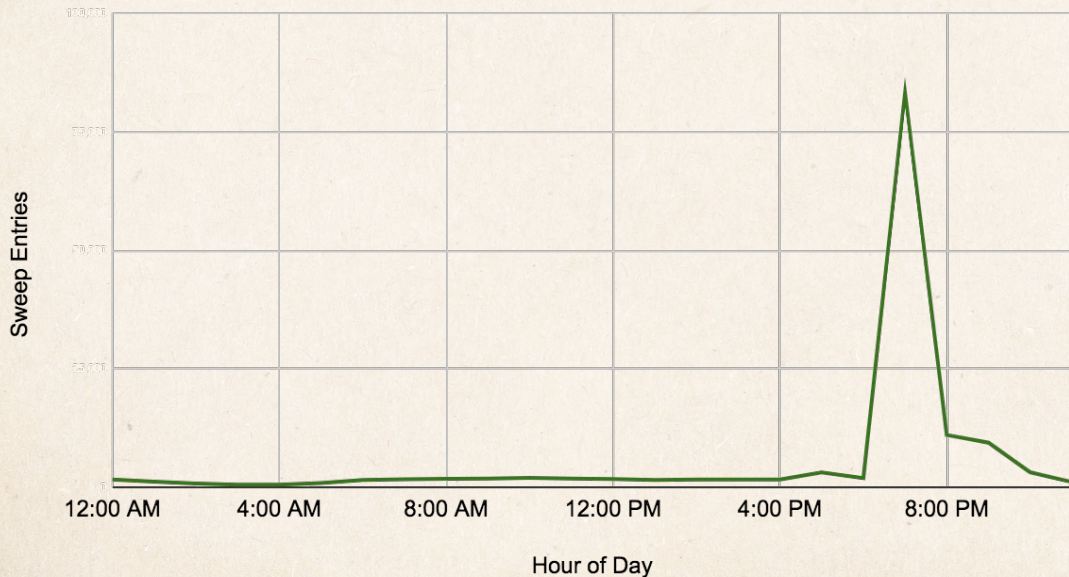




GAME-DAY

Our phone rang off the hook...

Sweep Entries vs. Hour of Day



20%

of entries were driven
on Game-Day



GAME-DAY

While paid & organic efforts on social kept Scotts Miracle-Gro in the conversation...

Miracle-Gro @MiracleGro

How it started v. How it's going...

Text me 833-835-3535 (msg & data rates apply)



7:35 PM · Feb 7, 2021 · Twitter Web App

7 Retweets 1 Quote Tweet 26 Likes

T-Mobile @TMobile

Replying to @MiracleGro

To catch up to us, @Verizon is gonna need some Miracle-Gro for their 5G network.

7:39 PM · Feb 7, 2021 · Sprout Social

1 Retweet 1 Quote Tweet 13 Likes

Scotts Lawn @ScottsLawn · 4h

Replying to @TMobile

Hey @TMobile have you heard about Rapid Grass?? Dare we say it's 5G fast

Scotts Lawn @ScottsLawn

For everyone wondering, the stadium has Tifway 419 Bermuda.

Just us? Oh okay.

6:14 PM · Feb 7, 2021 · Twitter Web App

33 Retweets 14 Quote Tweets 347 Likes

Scotts Lawn @ScottsLawn

Gronk & Brady. The best combo since Lawn & Garden.

7:17 PM · Feb 7, 2021 · Twitter Web App

71 Retweets 25 Quote Tweets 615 Likes

Tide @tide · 2h

First of all, we take care of grass stains AND invisible stains. Second of all: how dare you.

Scotts Lawn @ScottsLawn · 3h

Those are some clean jerseys @tide.

Be a shame if someone got grass stains on them 😞

2 14 67

Scotts Lawn @ScottsLawn · 54m

Gronk & Brady. The best combo since Lawn & Garden.

12 34 194

Beer Commercial Champions! @SamuelAdamsBeer

Nailed it.

2 4

Scotts Lawn @ScottsLawn · 8m

Second Best Combo:

A beer and a freshly mowed lawn. 🍺

@SamuelAdamsBeer

1 3

Beer Commercial Champions! @SamuelAdamsBeer

Replying to @ScottsLawn

The post mow beer. A hall of fame beer.

8:11 PM · Feb 7, 2021 · Twitter Web App

Pepsi @pepsi

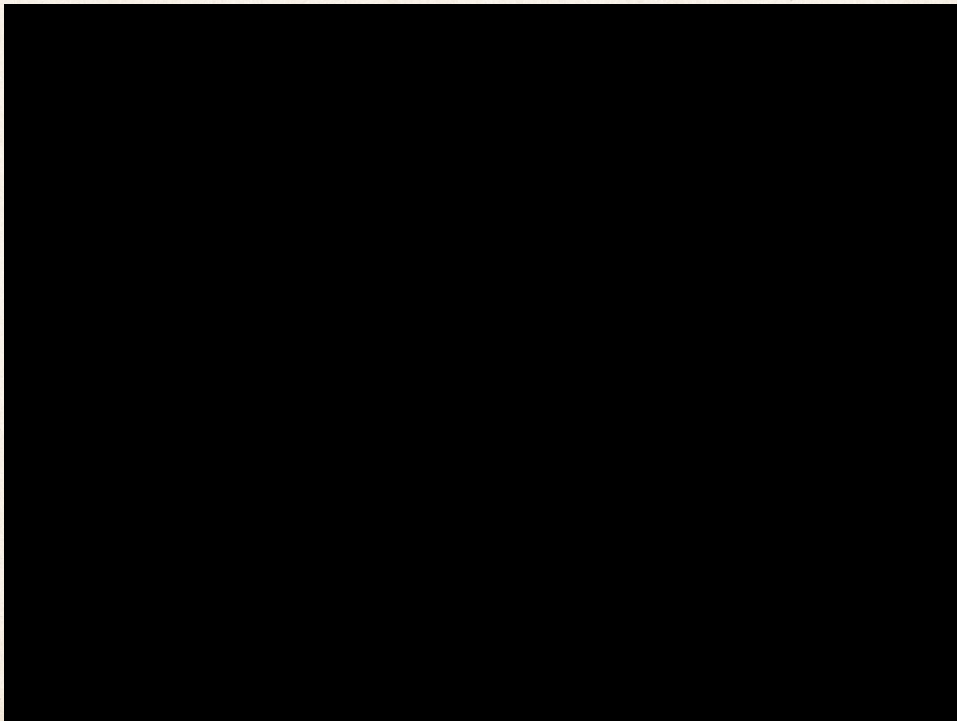
3 mins (3)

@ScottsLawn You keep growing, we'll keep entertaining.



GAME-DAY

Made possible by a fully collaborative war room...



POST-GAME





POST-GAME

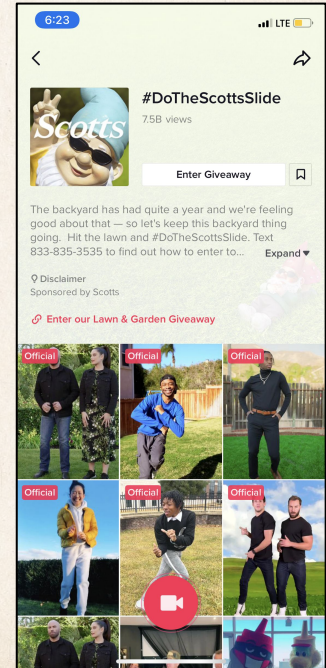
We capitalized on the moment by immediately doubling down on the digital platforms that worked hardest for us...



And sustained relevance with a TikTok Hashtag Challenge...

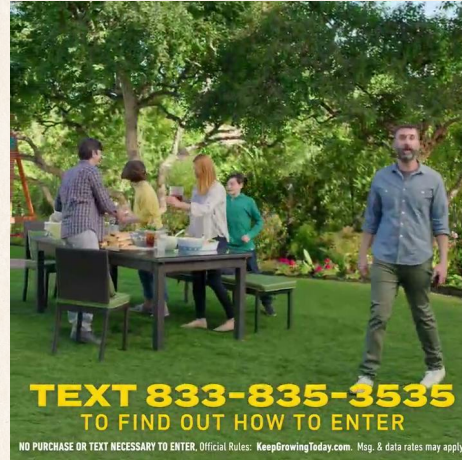
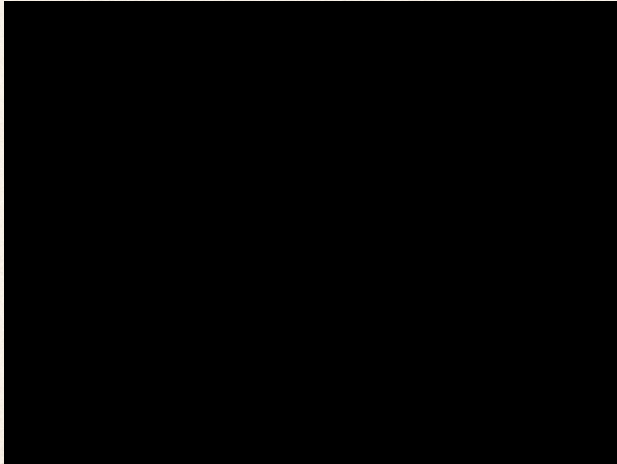


Hashtag Challenge Page Metrics	Benchmark	#DoTheScottsSlide
Views	1B	7.5B
Video Creations	1MM	1.4MM
Engagement Rate	17%	19.26%





POST-GAME CONTENT



TEXT 833-835-3535
TO FIND OUT HOW TO ENTER

NO PURCHASE OR TEXT NECESSARY TO ENTER. Official Rules: KeepGrowingToday.com. Msg. & data rates may apply.



POST-GAME

New leads were engaged through the first day of Spring...and beyond...bringing in \$156K in rev

Scotts Super Bowl Lead Nurturing Journey in email channel

New leads folded into Scotts list to receive ongoing Scotts campaigns.

The Scotts email nurture journey consists of five sequential emails:

- Spring is Almost Here:** Promotes getting started with Scotts lawn care. Includes a "TAKE THE QUIZ" button.
- More Ways to Get the Lawn of Your Dreams:** Offers a 10% discount on the Scotts program. Includes a "GET YOUR PLAN" button.
- Lawn Season Is NOW:** Announces the start of lawn season. Includes a "3 THINGS TO KNOW" button.
- The Yard You Want:** Promotes a custom lawn care plan. Includes a "GET YOUR PLAN" button.
- Lawn Care Made for You:** Focuses on personalized lawn goals. Includes a "TELL US YOUR LAWN GOALS" button.

MG Super Bowl Lead Nurturing Journey in email channel

New leads folded into MG list to receive ongoing MG campaigns.

The Miracle-Gro email nurture journey consists of five sequential emails:

- It's Garden Season:** Celebrates the start of garden season. Includes a "GROW YOUR GARDEN" button.
- Grow Together This Spring:** Promotes a 25% discount on garden essentials. Includes a "SAVE 25% ON GARDEN ESSENTIALS" button.
- Spring Gardening Tips:** Provides helpful gardening advice. Includes a "SHOP GARDEN SALE" button.
- Make Your Dream Garden a Reality:** Promotes the Dream Garden Giveaway. Includes a "GET STARTED" button.
- My Green Slice of Heaven:** Promotes raised bed garden bundles. Includes a "CHECK OUT THE BUNDLES" button.



POST-GAME

New leads were engaged via SMS through the first day of Spring...and beyond

We've tested different messaging buckets:

- How-to article content
- Product-focused
- DTC promos/offers
- Weather-triggered
- Cause activations

We're seeing mixed results across the content categories; Need more data.

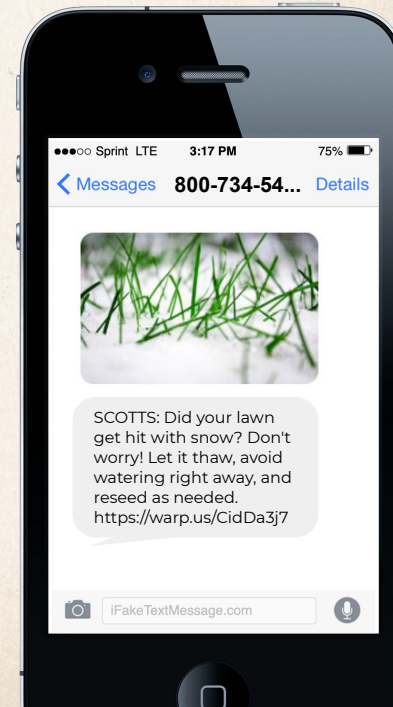
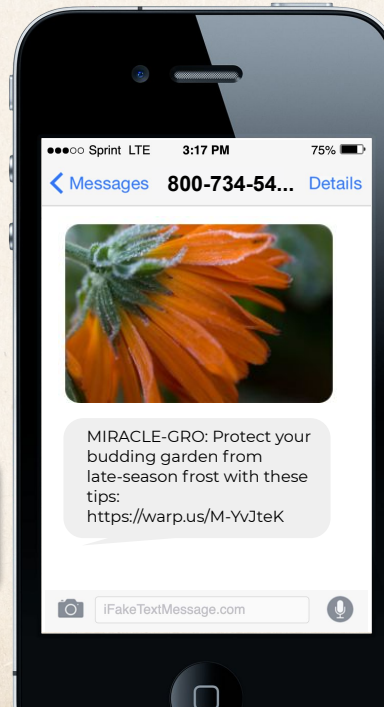
- The offers seem to have slightly higher engagement and bring in more revenue on the Scotts side, but we're seeing higher engagement with article content on the MG side.
- With SMS being a channel that is in-the-moment, content that is new or exclusive, we're seeing the highest engagement.
- Unlike the email channel, repeated messaging may be redundant in this channel without an offer.

Weather triggers to affected audiences: MG frost alert and Scotts post-snow tips

SCOTTS: Spring Savings!
Use code SEED to get \$5
off your purchase of two
bags of Turf Builder Rapid
Grass.
<https://warp.us/CidDj7>
Ends 5/15. Terms Apply.

SCOTTS: It's MLB Opening
Day! Play ball! We're
teaming up with MLB to
bring field
refurbishments to 4
communities in need.
Apply Today:
<https://warp.us/CidDj7>

MIRACLE-GRO: Delight your
senses by growing your own
Aromatic Herb Garden!
<https://warp.us/CidDj7>
Text STOP to end msg. Std
msg&data rates may apply



RESULTS





BRAND RESULTS

Most New Edible Growers have higher interest in buying SMG products after seeing the Super Bowl commercial

Impact of SMG Super Bowl Commercial

Among New Edible Growers

55%

Recall seeing the SMG Super Bowl Commercial



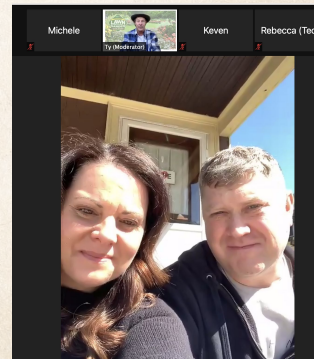
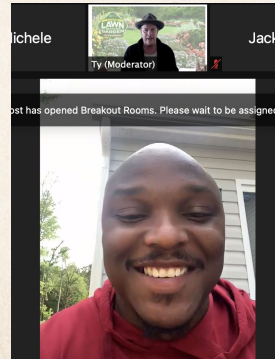
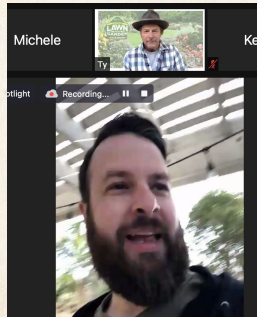
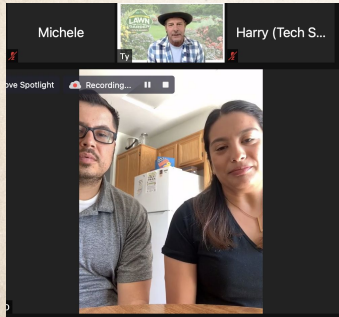
80%

Are MORE interested in buying products from SMG after seeing the Super Bowl ad

Sweeps Winners



Winning Scotts and Miracle-Gro super-fans from all walks of life and Coast to Coast...



Best Wedding Gift Ever...

Aunt Mara gave her grand prize to Ashley & Ron

Hilliard, Ohio



Ashley & Ron

Ty Pennington



THANK YOU!

