



Overview of 2020 Lily Program

Influencer Campaign with Intrigue Design's Sarah Angers Campbell

Sarah is a leader in the industry and her world class floral Installations have been featured on NBC, ABC, The Knot and Martha Stewart Magazine. Most recently she was featured on Netflix's "The Big Flower Fight".

Full Day Filming

A full day of filming creates a library of content. Sarah will use your lily varieties to create trend inspiring designs, will speak to the blooms specific value and how it can be used in event designs and at home.

- 1 Tutorial Video (up to 30 minutes)
- 1 Quick Tip Video
- 1 Hyper Lapse or Time Lapse video
- 1 Endorsement Video
- 2-4 additional short Videos to Promote lily Varieties
- 10-20 Images of lily varieties being designed by Sarah

Instagram Campaign

All social assets can be cross promoted on [FlowerBulbs.com](https://www.flowerbulbs.com) and will be broadcast to [Intrigue Design's](#) 155,000+ targeted followers

- Three Instagram posts
- Multiple (8-12) interactive story cards per post featuring elements like:
- Lily flower trivia
- Q&A about lily facts
- Quick lily tips

Community Influence – Social Share Program

Intrigue uses their network of “Micro Influencers” to propel the message. You will own all video and still images. The combined power of the diversified posting approach includes:

- 10+ Instagram Posts on 10+ micro floral focused accounts within the Intrigue community There will be a social media lily challenge between the micro influencers.
- 5-7 Post shares (posts from micro influencers shared to Intrigue Stories) Micro account range from 2,000 to 60,000 and are exclusively flower focused
- Posts will be shared within 3-7 days of Intrigue posts using the hash tag we provide
- All social assets can be cross promoted on [FlowerBulbs.com](https://www.flowerbulbs.com) and will be broadcast to a potential reach of over 100,000 targeted followers.

Social Media Campaign and Ads

Taking advantage of the established following on FlowerBulbs.com, their lift and paid advertising, we will be posting all of our content there. In addition, we will be posting to Facebook and Instagram 5/month and running 3 paid social media ad campaigns on each channel. Please follow and share widely. The Garden media Group will also be pitching to traditional media.



Partnership Proposal

July 2020

MISSION

Sarah Campbell is a renowned floral and wedding expert whose mission is to share the joy of flowers, design and education. Sarah has become a leader in the industry and her world class floral installations have been featured on [NBC](#), [ABC](#), The Knot and Martha Stewart Magazine. Most recently she was featured on Netflix's "The Big Flower Fight"

Sarah's excitement for flowers and her passion for design is apparent the moment you meet her. She openly shares her talent and knowledge through speaking, workshops and classes designed specifically for the wedding and flower industry.



A woman with dark hair, wearing a dark top, is smiling and leaning her head against a massive, overflowing bouquet of flowers. The bouquet is composed of numerous pink roses, purple hydrangeas, white roses, and pink tulips, all tied together with long, light-colored ribbons. The woman is positioned behind the bouquet, which is placed on a table. In the background, there is a window with a decorative, geometric pattern. The overall scene is bright and cheerful.

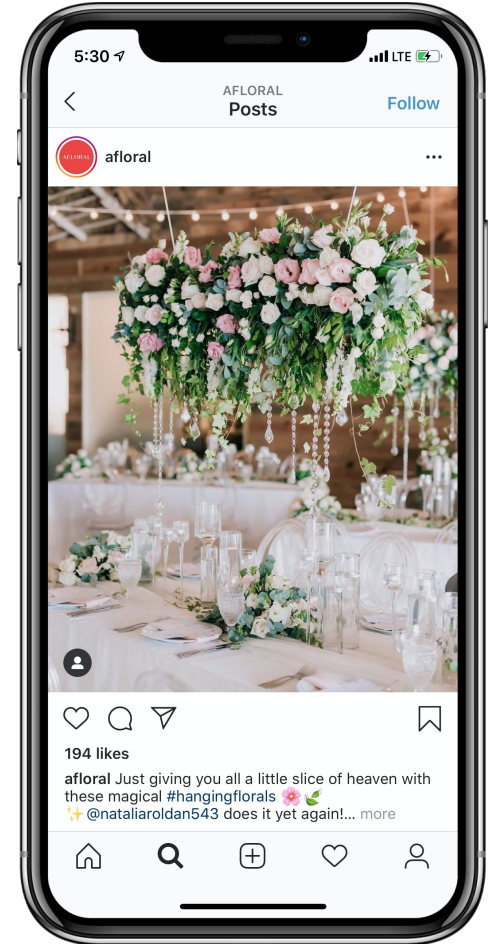
DELIVERABLES

INSTAGRAM CAMPAIGN

An interactive Instagram campaign designed to showcase Flower Bulb's Lily varieties. The goal of the campaign will be to generate brand awareness and increase interest in these classic blooms. The campaign will include:

- Three (3) Instagram posts
- Multiple (8-12) Interactive story cards per post featuring elements like:
 - Lily flower trivia
 - Q & A about Lily facts
 - Quick Lily Tips

All social assets can be cross promoted on Flower Bulb channels and will be broadcast to @intrigue_designs's 155,000+ targeted followers.

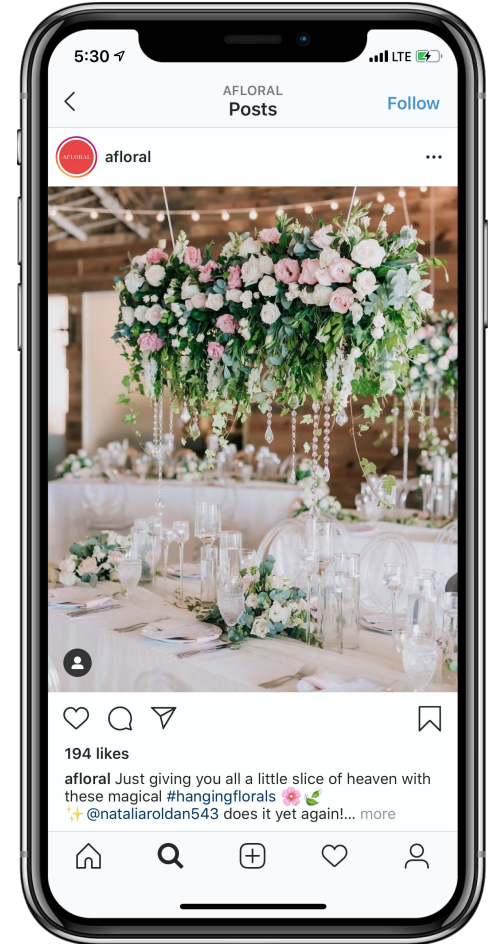


Community Influence - Social Share Program

At Intrigue we use our network of “Micro Influencers” to propel our message. The combined power of the diversified posting approach including. The campaign will include:

- 10+ Instagram Posts on 10+ Micro Flower Focused Accounts within the Intrigue Community
- 5-7 Post Shares (posts from Micro Influncers shared to Intrigue Stories)
- Micro accounts range in following from 2k - 60k and are exclusively flower focused
- Posts to be shared within 3-7 days of Intrigue posts using custom #hashtag

All social assets can be cross promoted on Flower Bulb channels and will be broadcast to a potential reach of over 100,000 targeted followers.



FULL DAY FILMING

A full day of filming creating a library of content, where Sarah will use Flower Bulb's Lily varieties to create trend inspiring designs. Sarah will speak to the bloom's specific value and how it can be used in design for both events and at home

- 1 Tutorial Video (up to 30 minutes):
- 1 *Quick Tip Video*:
- 1 *Hyper Lapse or Time Lapse*:
- 1 *Endorsement Video*:
- 2-4 *Additional short videos to promote Lily varieties*
- 10-20 *Images of Lily varieties being designed by Sarah*





Let's BLOOM together!