

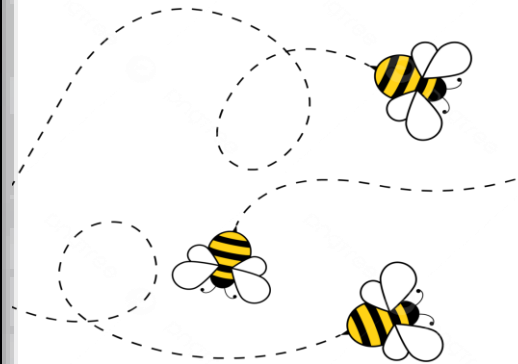
Der Holländer **Pflanzencenter** GmbH



Table of content

1. Introducing the company
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 - Target group
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Pflanzencenter



 @derhollaenderpflanzcenter

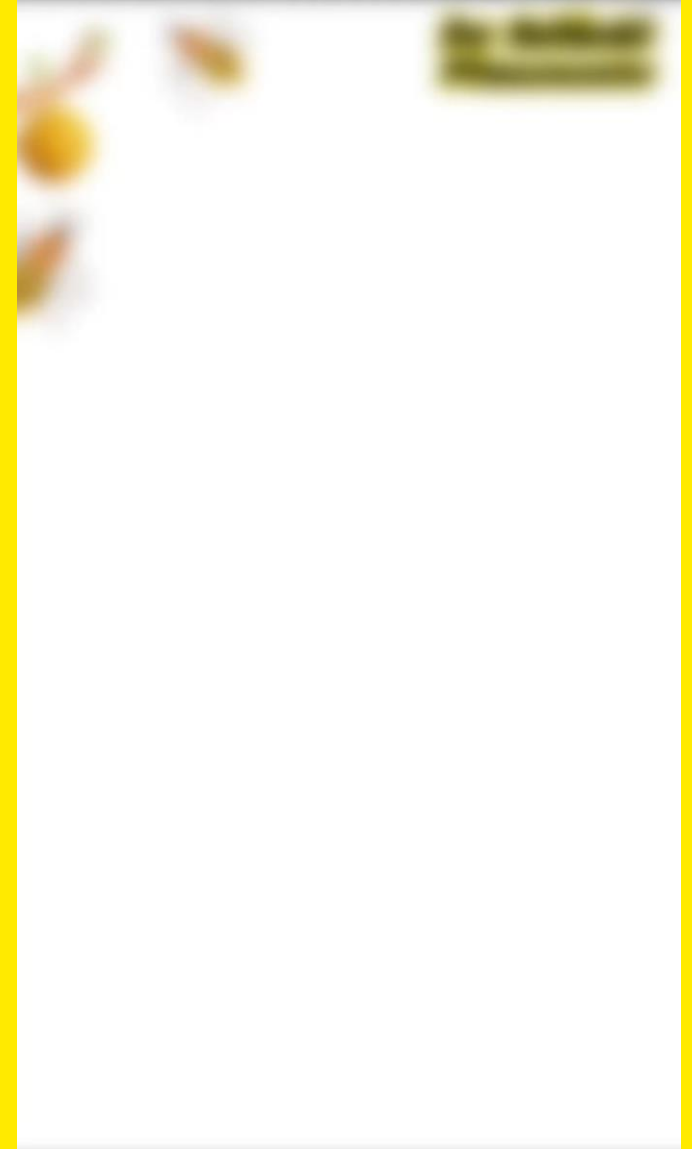
 <https://www.der-hollaender.de/de-de>

 @derhollaenderpflanzcenter

 @pflanzendoktor

Initial situation

- Doing great for the past 40 years
- Having loyal more older and richer costumers
- Problem: Number of followers is stagnant
- We want to elevate your image to attract a new and younger generation



**But we have a bigger
more serious problem !**



**What would
happen if bees
went extinct?**



Bee Campaign

#Plantseedssavebees

#BeeinBerlin

#BfürBlumenBienenundBerlin

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Goals of the campaign

Acquisition of more and younger customers



Environmental support by preventing bee deaths



Improve image



Shine light on certain products to increase sales



Make Berlin more beautiful

Target audience

Target market

- broad
- People living in berlin, interested in plants and flowers

Target audience

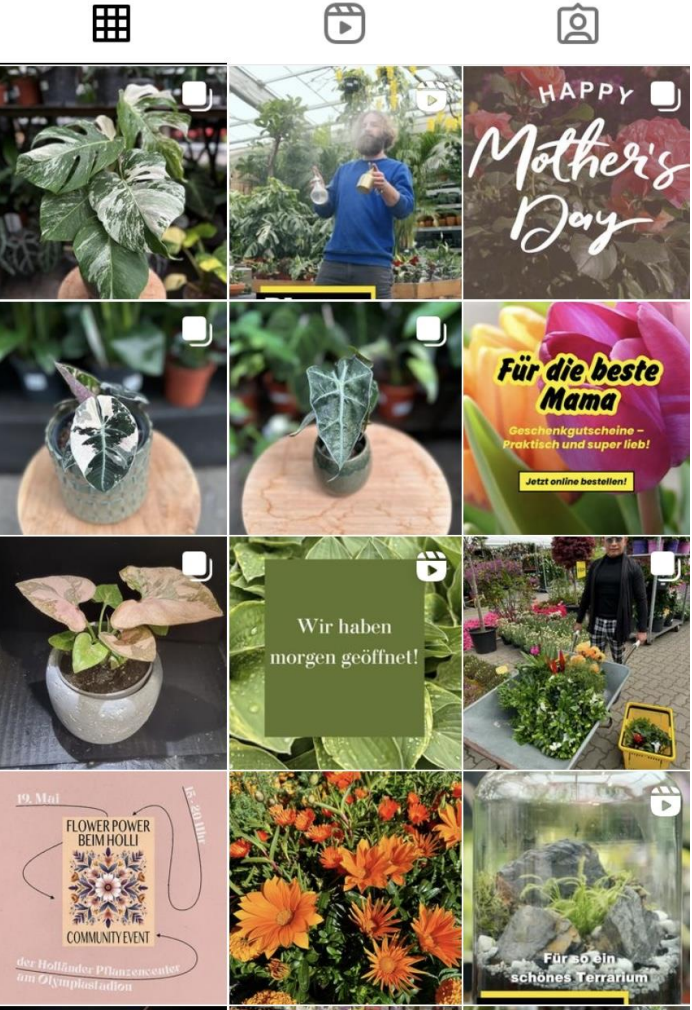
- specific
- People near the plantcenter, owning balcony garden or visiting parks

Target people

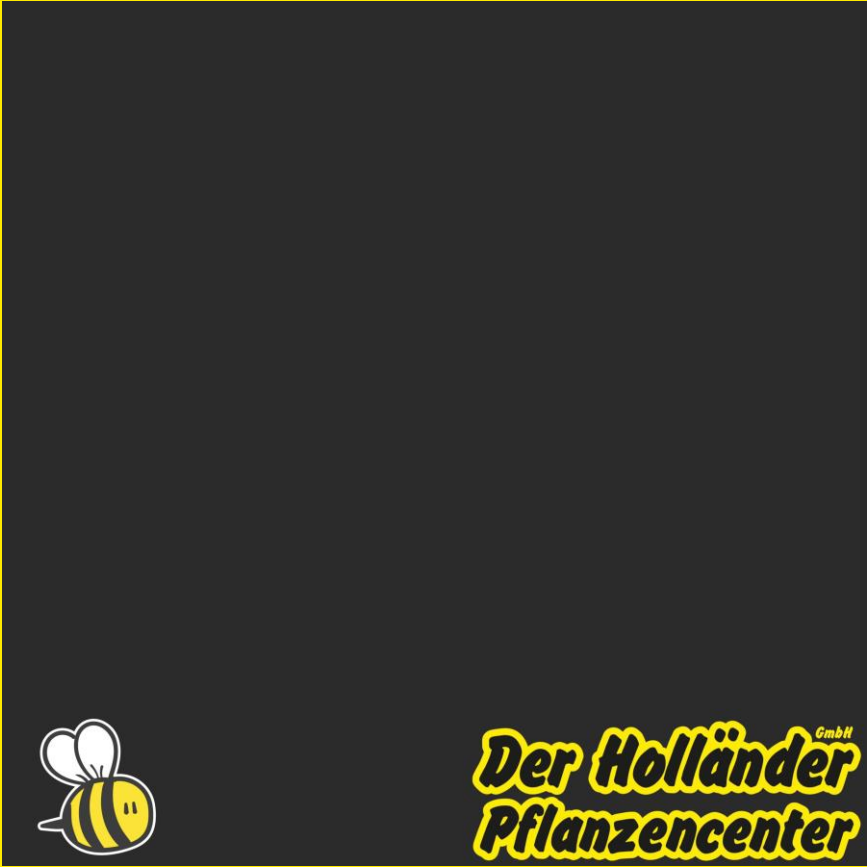
- Personalized
- Ideal people to connect with based on our target audience, followers

Corporate design on Instagram

< derhollaenderpflanzencenter ...



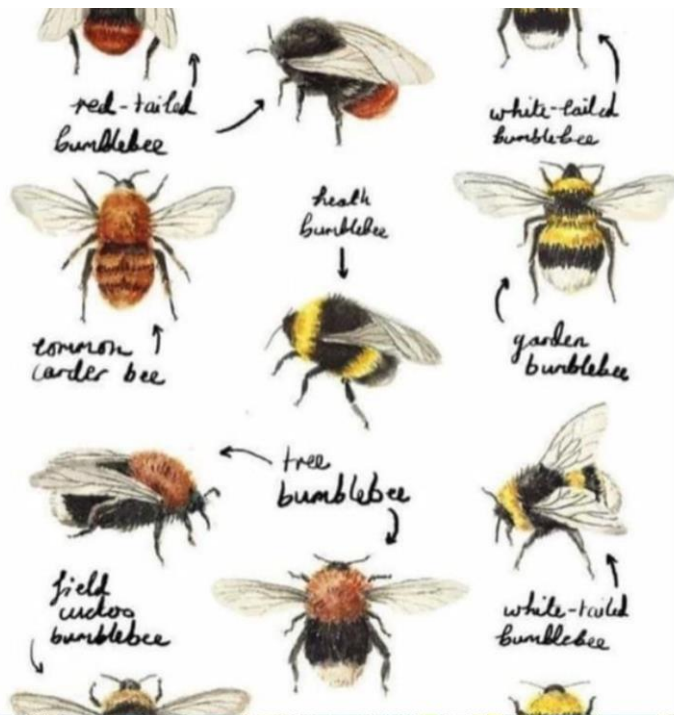
- Recognisable
- Cleaner
- Coorperate identity
- Use it for everything



Frame



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sun flower

lavender

poppy

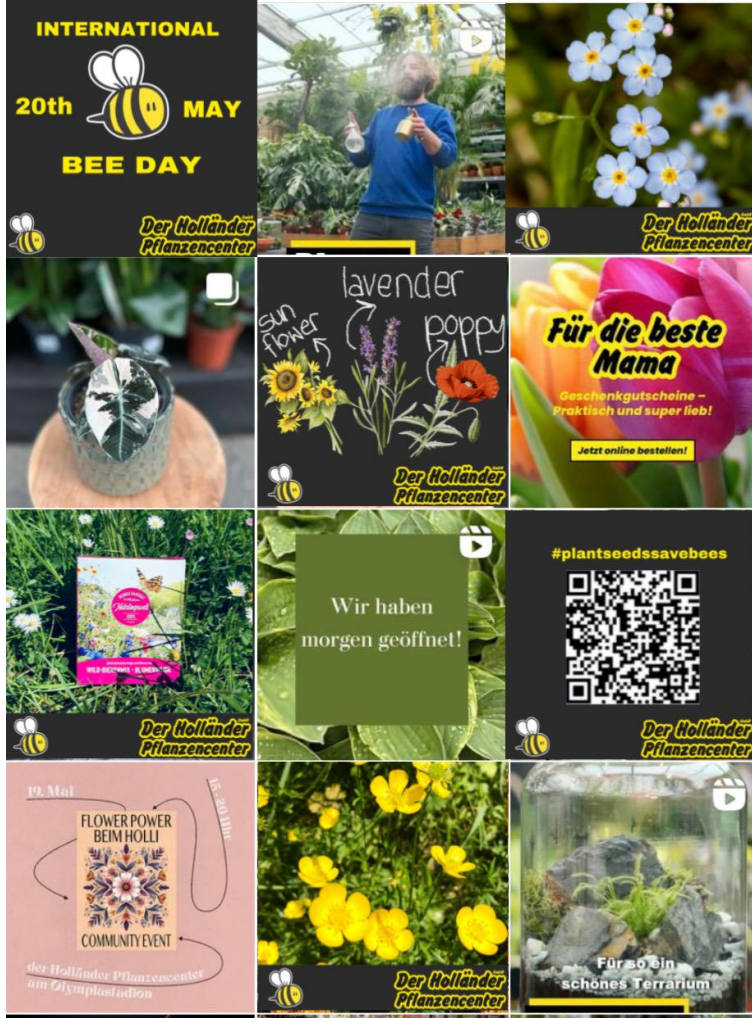
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- WILDFLOWERS -

TEXAS SELENIA	WILD BERGAMOT	CARDINAL CATCHFLY	MAXIMILIAN SUNFLOWER	SCARLET BEEBALM	HYDROLEA UNIFLORA
YELLOW SPINY DAISY	PALM-LEAF MISTFLOWER	MONTEREY CENTAURY	MACDOUGAL'S BLUEBELL	PURPLE FRINGED ORCHID	YELLOW STARGRASS

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Visually result



391 Beiträge 14,2 Tsd. Follower 192 Gefolgt

Der Holländer Pflanzencenter
Gartencenter

Die Pflanzencentren für Berlin seit 1984!

📍 Am Olympiastadion

📍 Am Treptower Park

Regram? Tag uns! 🌿

Trakehner Allee 1a, Berlin, Germany

🔗 www.der-hollaender.de und 2 weitere



B in Berlin Winter 2023 Halloween '... Workshops... Olymp



Content ideas

- Informative slides on bees, decreasing population of important insects, fun facts about bees
- Planting ideas with flower which are good for the bees, manuel on how to plant the seeds, funny Video about frolicking in the fields
- Announcing a new post, repost, call to actions

Feed posts

Reels

Stories

Video

- Funny video to attract younger costumers
- positive association with the brand
- pleasant and entertaining experience
- Question is a call to action
- reach through comments
- Using hashtags
- Using trending audio



Prize competition

- The customer buy the seeds and propagate them
- They have to take a picture and tag the company
- By using the Hashtag #plantseedssavebees, #beeinberlin #fürblumenbienenberlin they can be reposted in the story
- The employees choose at random or preference their favourite picture
- The winner gets regrammed and tagged maybe even win a little prize : a voucher, more seeds etc.

Gewinnspiel

prize competition



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Posting Stories




WORLD BEE DAY 

0 4 : 0 0 : 5 2


Tage Stunden Minuten




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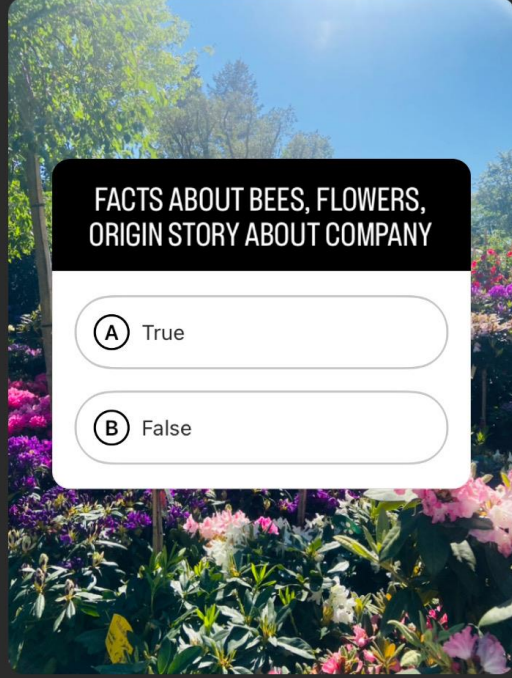


NEUES SORTEN
Nidalgeweide
100%
WILD-BIENENMIX - BLUMENWEIDE



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Pflanzencenter**


 [Der-hollaender.de](https://www.der-hollaender.de)



FACTS ABOUT BEES, FLOWERS,
ORIGIN STORY ABOUT COMPANY

(A) True

(B) False



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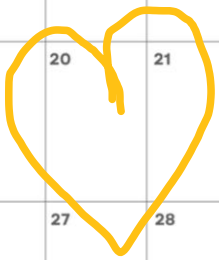
Duration of campaign

- Start at the 20th of May: World Bee Day
- 1 week : attract costumers and share pictures / Videos everyday to have Engagement
- It can be an annual Event to create the connection from der Holländer to a good cause, the Colors can be Symbolic to the bee



MAY 2024

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



INTERNATIONAL


20th  **MAY**

BEE DAY

 **Der Holländer ^{GmbH} Pflanzencenter**

10:30


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 390 berichten 14,2 d. folgers 192 folgend


Der Holländer Pflanzencenter
Tuincentrum
Die Pflanzencentren für Berlin seit 1984!
📍 Am Olympiastadion
📍 Am Treptower Park [mehr](#)
Trakehner Allee 1a, Berlin, Germany
/ertaling weergeven


www.der-hollaender.de en nog 2


[Volgen](#) [Bericht](#) [Contact](#) [+](#)



ühling 20... Winter 2023 Halloween '... Workshops... Olympi...



INTERNATIONAL
20th  **MAY**
BEE DAY

 **Der Holländer Pflanzencenter**

Für die beste Mama

Schedule for posting

Monday: announce world bee day in the stories

Tuesday: world bee day picture, informations slides about bees

Wednesday: presenting the seed packages

Thursday: video on ways to plant the seeds

Friday: fun facts about bees in the stories

Saturday: present the prize competition

Sunday: video about flowers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Offline marketing

- Printing Bee symbol on stickers and distribute in berlin
- Bee symbol on sticks and put it in bee-friendly plants and flowers at the plantshop
- Costumers get curious
- At the back is a QR Code to a Website explaining the decreasing population of bees and their consequences
- Offering small courses for children to know about wildflowers and bees
- Make a cooperation with bee-influencers, beekeeper, environmental organizations



Flyers



THANKS YOU FOR YOUR ATTENTION!