



WORKSHOP

Marketing Tactics to Increase Millennial Floral Purchases

June 29, 2017 | Hotel Quito

Organized by:



Funding Generations of Progress
Through Research and Scholarships

The American Floral Endowment (AFE) is an independent nonprofit organization that funds research and scholarships in floriculture and environmental horticulture for the benefit of growers, wholesalers, retailers, importers, allied industry organizations and the general public.

www.endowment.org



The Floral Marketing Research Fund (FMRF) was established in 2008 by volunteers of the American Floral Endowment (AFE) Board of Trustees. The purpose of the FMRF is to collect funds from industry sources to be used in the support of funding consumer research benefiting the entire floriculture industry.

www.floralmarketingresearchfund.org



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WORKSHOP

“Marketing Tactics to Increase Millennial Floral Purchases”

Current economic conditions have significantly altered the dynamics of flower sales and marketing strategies world-wide. These conditions have created opportunities for Ecuadorian flower growers to re-think strategies for marketing flowers around the world

The Floral Marketing Research Fund (FMRF) has released results from a new study that provides a detailed analysis about the floral consumption behaviors of Generation Y (or Millennial) consumers.

The study explored innovative marketing strategies and tactics to better target Millennials, who are key to the future of the floral industry. Results of the study reveal ways to effectively attract Millennials to floral products, as well as data on their attitudes, preferences and barriers to purchasing flowers.

Top key findings and a detailed checklist of marketing recommendations are featured in the report and are invaluable to the industry. Some of the important strategies include:

- **Encourage customization and personalization**
 - Provide Millennials the opportunity to arrange their own bouquets and customize their delivery, designs and discount options.
 - Reposition floral products as trendy and modern.
- **Provide value for their dollar.**
 - Offer loyalty programs with awards or points that do not expire.
 - Create subscription services that are easy to use.
 - Overcome the price barrier by offering free gifts, coupons and discounts.
- **Use electronic word-of-mouth to generate interest.**
 - Maintain a strong social media presence.

- Develop apps on mobile phones that engage Millennials using coupons, easy payment options and other desirable features.
- Create advertisements that contain funny, unique and interesting information about flowers.

Attending this workshop will provide a valuable analysis of the opportunities ahead as well as a blueprint for improving flower sales and profits within the largest consumer markets for flowers in the world.

SPEAKER

SHUOLI ZHAO

**Research Consumer Behavior
University of Minnesota**

- Processed nation-wide survey data with discrete choice, latent class and SEM models using SAS/Stata/SPSS to understand the US grower and consumer's preferences and willingness-to-pay for innovations in food products and improvements of rosaceous fruits.
- Analyzed consumer segmentation towards GM/Nano-food and its labeling effect.
- Conducted multiple consumer researches including auction experiment, eye-tracking experiment, discrete choice survey analysis and focus groups.

QUITO

Jun, 29. 2017
Hotel Quito.
14:00 pm.

INFORMATION AND RESERVATIONS

GlobalForum Cia. Ltda.
info@globalforum.com.ec
593 2 277 792 / 593 2 2017 025 / 593 98 224 1584