

Press release March 2012

# National Marketing Award



**Plants Management Australia Pty Ltd is delighted to announce that its recent marketing campaign highlighting the 10th Anniversary of Acacia 'Limelight' has taken out top honours at the 2012 Nursery and Garden Industry Awards.**



The campaign was awarded the 2012 National Marketing Award.

The 'Limelight' campaign which showcased this outstanding variety included a complete rebranding of the plant label and all promotional materials, a comprehensive marketing strategy to firmly cement 'Limelight' as the original and most successful dwarf Acacia in the marketplace, full sales and support for growers and retailers and a consumer competition which saw one lucky winner receive a \$5000 trip to New Zealand.

PMA is delighted that the marketing campaign breathed new life into an existing variety in the marketplace, a long term staple that has performed consistently for 10 years. The marketing campaign had a direct impact on sales, increasing overall figures by 23%.

PMA constantly strives to push marketing boundaries in the horticultural industry. Commenting on the win, Managing Director Chris Sargent said "PMA is grateful for the support of all sectors of the industry that bought this campaign together. From growers and retailers through to the media - each sector has a vital role to play. And most importantly we must pay tribute to the breeder. Plant breeders are at the cutting edge of horticulture and we rely on them for future opportunities."

PMA would like to extend a special thank you the breeder of Acacia 'Limelight', Native Plant Wholesalers. NPW is a leader in developing groundbreaking Australian natives and we are proud to work closely with such an innovative breeding company.



Jason Dawe of NPW (left) celebrates the campaign with Chris Sargent from PMA



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