

Front Lines

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Ride the 30th Anniversary Wave

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The year: 1995. Coolio's "Gangsta's Paradise" finished the year at the top of the charts. This author was a sophomore in college. Some of you weren't even born yet! And, most importantly, the first Wave Petunia—Wave Purple Classic—made a big splash in its debut at an All-America Selections trial garden. This year the Wave brand turns 30 and there's lots to celebrate, including an official National Wave Day on May 3.

I recently got the scoop from Ball Horticultural Company Senior Public Relations & Digital Manager Katie Rotella and PanAmerican Seed Global Marketing Manager Sarah Makiejus about the upcoming festivities.

"We have big plans in terms of how we're approaching this year," Sarah said.

There will be a national (and potentially global) marketing effort that includes placements in consumer press, as well as events and influencer videos. Retailers can piggyback on that national campaign with hyperlocal information to news outlets and store events and activities.



To help with the efforts, the team at Wave have put together a free promotional kit with tools [that can be downloaded](#) for use in the garden center, and there are also materials that can be purchased to celebrate Wave Day and the 30th anniversary. Some of those free tools include videos, point-of-purchase materials that can be used in store, and social media graphics and posts to get customers excited.

Fun Facts About Wave

There are six Wave AAS Winners: Wave Purple Classic (1995), Tidal Wave Silver (2002), Wave Lavender (2002), Wave Blue (2003), Tidal Wave Red Velour (2015) and Wave Carmine Velour (2019).

The top-selling colors are E3 Easy Wave Blue and E3 Easy Wave White. Wave Purple Classic remains a staple in the top varieties sold.

In 2024, Wave Spreading Petunias were selected for the GRAMMY Awards red carpet designs by Tu Bloom, the official Botanical Artist for the event.

In 1999, the first Wave TV ad appeared on HGTV.

The Wave brand expanded in 2013 to include Cool Wave Pansies.

Each year the Wave brand showcases 12 Pink Pot Ambassadors on social media to inspire Wave Fans with personal stories and gardening tips.

Here are some quick ideas for celebrations:

An event on National Wave Day— May 3

Contests

Giveaways

Coloring sheets for kids