

Front Lines

3/29/2017

Flowers for Millennials

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The Millennial generation is the biggest generation to come along since their Baby Boomer parents. If we want to sell more flowers, we need to get Millennials to buy them. The question we've been asking for years now is: how?

The American Floral Endowment (AFE) and the Floral Marketing Research Fund (FMRF) have taken on that question and just released a new consumer report called "Marketing Tactics to Increase Millennial Floral Purchases." Sponsored by Asocolflores, the study—led by Dr. Chengyan Yue of the University of Minnesota—investigates ways to target Millennials through innovative marketing strategies.



Pictured: An example of trendy grab 'n go bouquets at Roger's Gardens in Corona Del Mar, California.

Like what? A few of the study's key findings include strategies such as:

- Encouraging customization and personalization. Allow Millennials to arrange their own bouquets and customize their delivery, designs and discount options.
- Provide value for their dollar. Offer non-expiring loyalty programs, create easy-to-use subscription services and break down the price barrier that prevents purchases by offering free gifts, coupons and discounts.
- Use electronic word-of-mouth to generate interest. That means social media and apps that make engaging with, and paying you, easy for them.
- And maybe the most elusive recommendation is to reposition floral products as "trendy and modern." That's where you may need to ask your trustworthy Millennial staff to get in on the game and brainstorm.

All this and way more insights can be downloaded at floralmarketingresearchfund.org. **GP**