

Front Lines

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Suntory's Staycation

Ellen C. Wells

Your garden center customers are home more than usual this summer and it'll likely be the case this fall, too. Here's a question for you: What's something new and different you have to offer your midsummer customers?

Suntory has a suggestion for you: Now is the perfect time to promote the heat-loving Sun Parasol line of mandevillas as part of a Sun Parasol Staycation. As part of Suntory's promotion, they're suggesting to communicate the fact that vacation plans may have been cancelled, but you can bring the resort look and feel to your home with tropical plants.

They've even provided some starter materials for you so you can post some at-home, tropical-looking graphics on social media or print them out and post them as signs. Find them at www.suntoryflowers.com under the Marketing Support tab. **GP**

