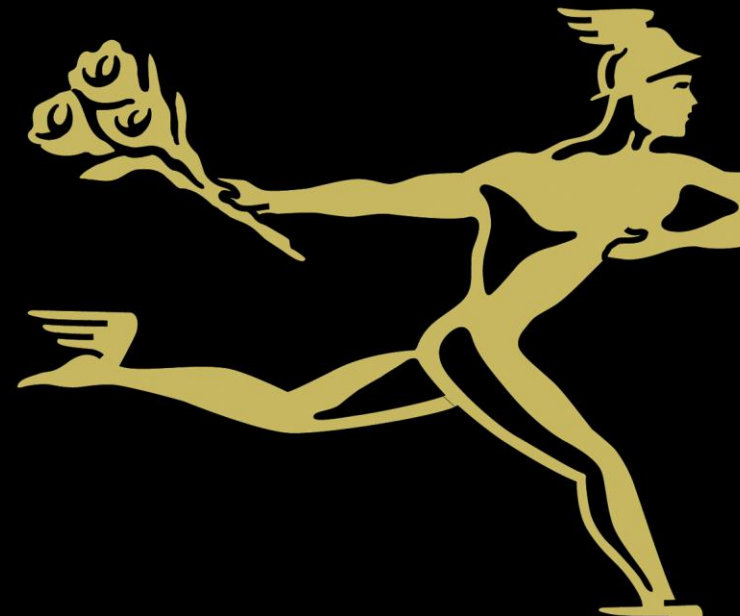


Gen-Trend: Floral Sales for a New Generation

Kristine Kratt AIFD, PFCI

November 13, 2012





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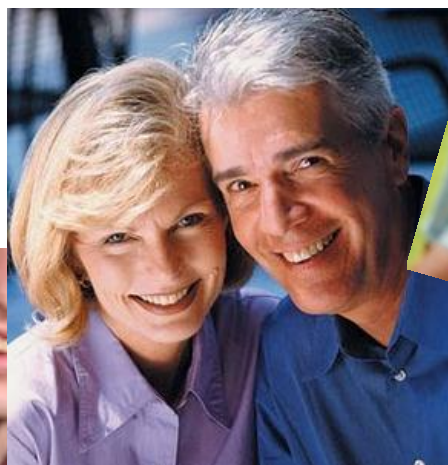
- Who's shopping?
- What are they buying, and where are they buying it?
- How can we sell to them?
- How do we work with them?



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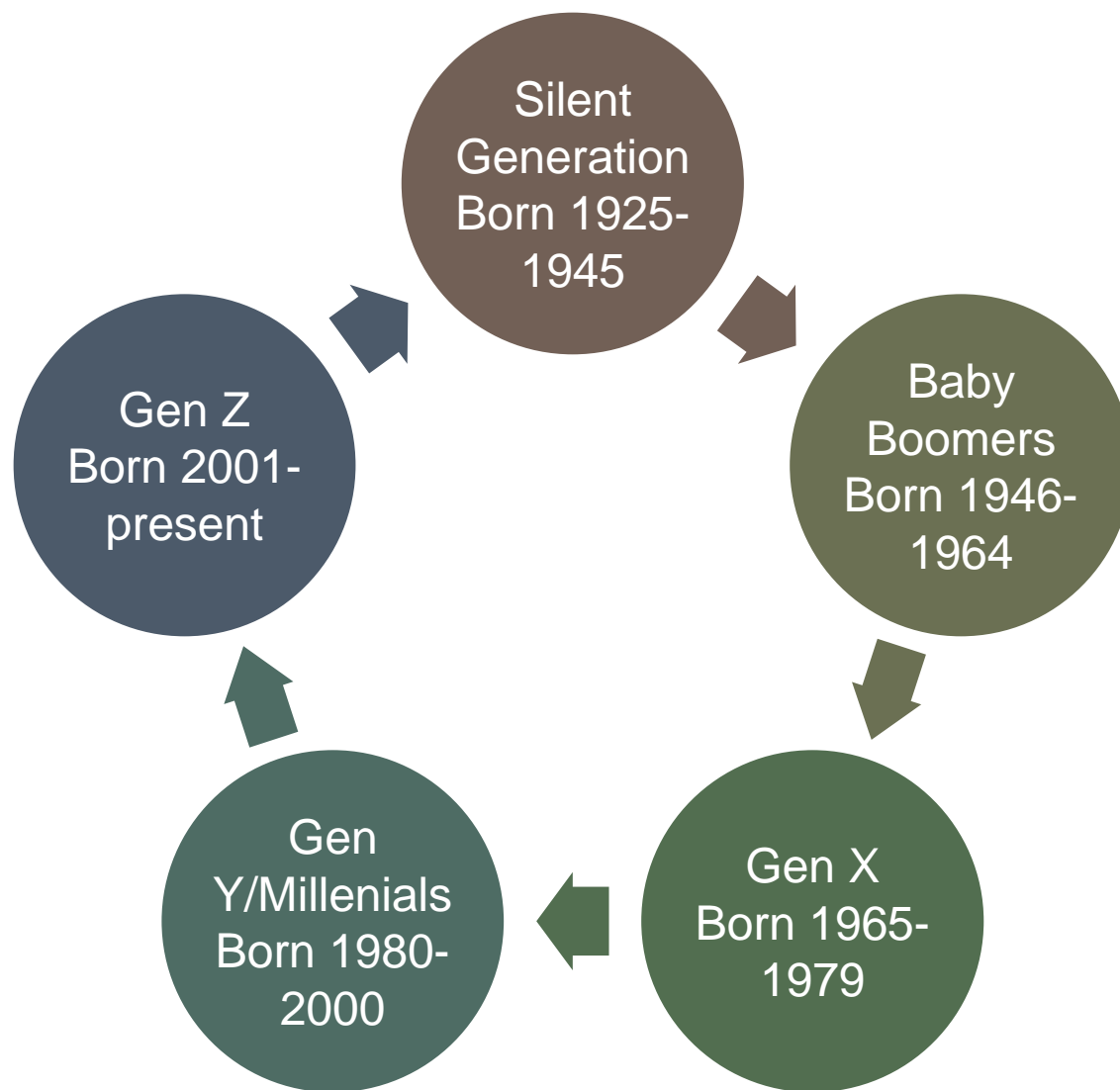
Who's Shopping?





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Get to know them ...





Baby Boomers

Work focused and motivated - define themselves by their professional achievements.

Independent and confident - not afraid of confrontation and willing to challenge established practices.

Goal oriented - they like challenges and strive to make a difference.

Competitive and resourceful - believe in structure and rank and do not need excessive flexibility.





Generation X

Individualistic - independent, resourceful and self-sufficient.

Technologically adept - first to grow up with computers and other new technologies.

Flexible - adapt well to change and are tolerant of alternative lifestyles.

Work/Life balance - want to live life more than live to work.





Generation Y

Tech-Savvy - they don't know life without tech, and prefer to communicate this way rather than face to face.

Family-Centric - prioritize relationships over work. Will trade high pay for fewer billable hours.

Achievement oriented - high expectations, seek new challenges, and not afraid to question authority. They want meaningful work and a solid learning curve.

Team oriented - value teamwork and seeks input and affirmation of others. Loyal and committed and wants to be included and involved.

Attention craving - craves attention in the form of feedback and guidance. Benefit greatly from mentors to guide and develop careers.





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Gen-BUY



■ What are they buying and where are they buying it?

- Total 76 million - 26% of our adult population
- Spending power of \$200 billion a year
- Earning an income = looking to spend it
- Dines out an average of 3.39 times per week



Environment





Understands design and quality

Wants unique and customized items



45% are redecorating to furnish a new home



32% are changing styles in their home

Embrace entertainment and lifestyle





ikea.com



zgallerie.com



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Experience



- Heavily influenced by peer reviews and opinions
- Appreciate sensory experiences
- Convenience and ease with quick results
- Living in a time where their lifestyle is completely customizable



Experience



A Gen Y shopper is twice as likely to say that their favorite retailer delivers an experience they'd like to share. And the ability to “make me smile” is one-third more important to Gen Y than to Boomers.





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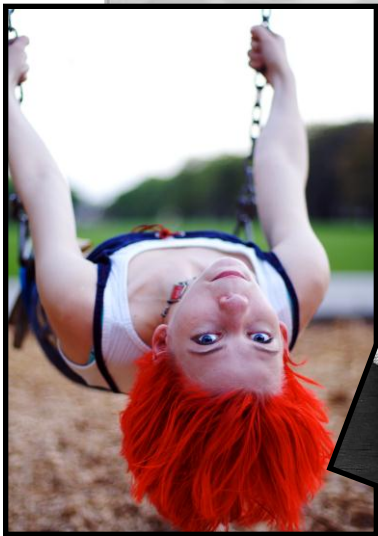
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Style



Style

- Young, connected, multi-cultural, diverse
- Denim, tattoos, piercings... anything goes (36% have at least one tattoo)
 - Fashion Bloggers say what's cool
- Seeking self expression and individuality

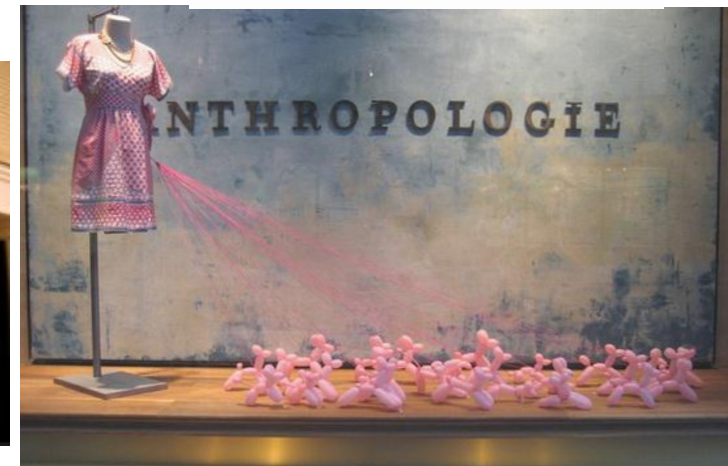


Style

Gen-Y are more likely to wonder “What does this brand say about me?” and “How can I share this with people I know?” Boomers, on the other hand, are much more focused on practicalities, such as price and quality.

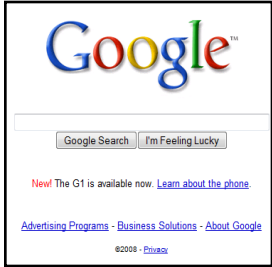
The Gap logo, featuring the word "GAP" in white, serif, all-caps font on a dark blue background.

SEPHORA
THE BEAUTY AUTHORITY



Technology





- Comprise **30%** of the adult Internet-using population
- **86%** of Gen Y Internet users learned of a new product for the first time online
- **83%** sleep with a cell phone on or next to their bed
- **75%** have a profile on a social networking site



Technology

- Millennials spend more hours on the Internet each month than television, radio and print combined.



- Gather information



- More than half of Millennials read at least one blog daily.



- Social media can help promote your brand



- Customer experience is key



- Video marketing is on the rise





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■ So... how can we sell to them?



How can we sell to them?

- **Hates** to be “sold” anything
 - **Trusts** their peers first
- **Researches** prices and reads reviews before purchasing
 - **Expects** exceptional service
- **Seeks** out ethical and environmental companies
 - **Values** customization
 - **Believes** in authenticity



How can we sell to them?

So then... what about
FLOWERS???



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Why hire Y?

- How do we work with them?
- Can they be the new face of the floral industry?

Why hire Y?

Tech Savvy: they were born with tech

Cost-effective: money isn't their only motivation

Team players: heightened sense of peer to peer
relationships

Acceptance seekers: desire to prove themselves

Self-expressive: they don't fear new ideas

Current: up to date with trends, media and entertainment



- Let Gen-y sell Gen-y
- They are honest, upbeat salespeople
- Watch them pay attention to trends
- Let them help create special events
- Have them keep in touch via email
- Log on to what they are looking at
- Listen to their website input





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Questions???

Email: kkspetals@gmail.com

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www.FTDi.com/FTDUniversity/webinarmaterials.htm

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