



Flowers are the essence of romance! They are the true Valentine and ways of showing your love to that special someone. So, this year, we wanted to remind everyone to **Do it Right** and **Give Fresh Flowers**. Seriously, can you even Valentine without them?

The campaign will go live on Feb 3 on social media (Facebook, Instagram) and radio (Triple M, Nova) in the week leading up to Valentine's Day.

How can you get involved?

It's easy. The Melbourne Market and Flowers Victoria have developed a suite of material for your business to use. This includes:

1. Point-of-sale posters
 - Grab a copy - A limited number of A2 printer poster will be available at the Melbourne Flower Market on Thursday 21st and 28th January or from the Customer Service Centre. Posters can be purchased for a gold coin donation per poster.
 - Download and print yourself – electronic versions can be downloaded from poweroftheflower.com.au
2. Social media tiles
 - Campaign images for use on Facebook and Instagram
 - Post as a pic, use as your profile pic, as a sign off for emails or in your own advertising.
3. Website banner

This material is available electronically free of charge in pdf format. Access your kit by heading to

www.poweroftheflower.com.au

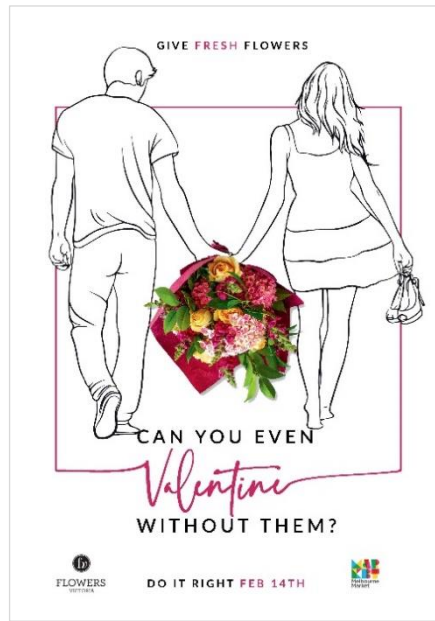
Next Steps – Get ready for Valentine's Day

1. Merchandise your store – get campaign posters from the Flower Market (or online), reminding the public to get ready for Valentine's Day
2. Update your business listing on <http://www.marketfresh.com.au/listing-category/find-your-local-florist/>
The #DoltRightGiveFreshFlowers will be driving traffic to find their local florist. Make sure your business is listed and reflects your brand.
3. Update your Social media - Download the campaign tiles and upload to your personal Facebook and Instagram. We need to remind everyone to #DoltRight #GiveFreshFlowers #LovesFlowers

Point-of-sale Posters – due to popular demand we have continued to develop a number of romantic themes. Choose the one(s) that best suit your clientele.

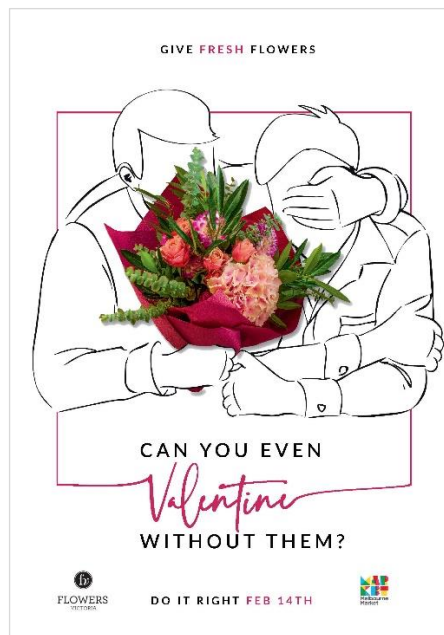
Option 1 – Couple Kissing

Option 2 – Walking hand in hand

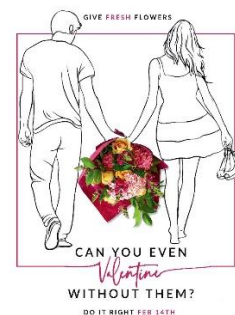
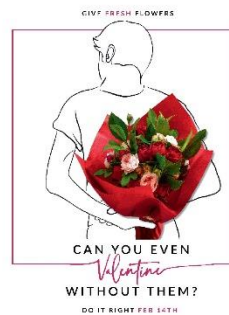
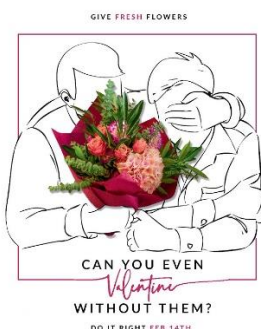
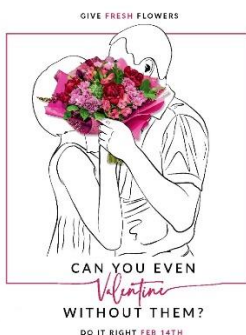


Option 3 – Surprise Flowers

Option 4 – Show love



Social Media tiles available for you to download and use on your social media. Use the image, as a photo, profile or simply post:



Web banners

Download and use the image on the website

