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2024

SPONSORSHIP  
PROPOSAL



# ABOUT IFD

International Floral Distributors (IFD), with 50 distribution locations throughout the US, service thousands of flower retailers with cut flowers, plants, and floral hard goods to meet changing consumer expectations.

Since 2009, IFD has managed and published the Flower Trends Forecast, which provides floral retailers with insights into leveraging consumer trends that affect the consumption of flowers and plants. Previously, the Flower Trends Forecast served as an annual forecasting tool available in both online and printed formats. Beginning in 2023, the Flower Trends Forecast transitioned to a fully digital suite of resources aimed at inspiring floral retailers by continually raising their awareness of consumer trends.



## Building Trend Awareness

Every 8 to 12 weeks, a new flower or plant-related consumer lifestyle trend will be highlighted to inspire floral retailers to capitalize on current and upcoming consumer floral preferences.

IFD will share trend videos, design imagery, and trend stories through their members via websites, social media, and other digital channels such as email. The goal is to provide their customers, primarily retailers, and social audiences with essential information on changing consumer preferences and trends and how to best leverage the trends to positively impact their businesses.





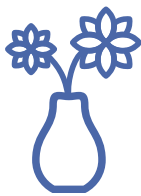
# 2024 Sponsorship Overview

Each consumer lifestyle trend highlighted will feature products from two sponsoring partners, typically one perishable sponsor and one hard good sponsor. Sponsors will have the opportunity to provide flowers and products to be used in the production of digital creative assets and will receive mention and credit for their sponsorship in the production of the campaign assets. Sponsors will be featured on the [www.FlowerTrendsForecast.com](http://www.FlowerTrendsForecast.com) website and will have the opportunity to brand sponsored assets. To create the most effective campaign with the highest ROI, IFD recommends that sponsors also consider a promotional tie-in for the time period in which their products will be featured.



## FTF 2024 SPONSORSHIP DETAILS

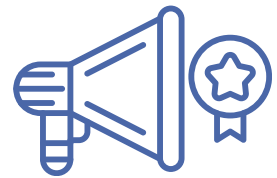
*\$6,000 cost per trend*



Product  
Feature



Access to all  
Creative Assets



Brand  
Recognition



# IFD MEMBER NATIONAL REACH

| IFD Distributor                            | # of Locations | Customer Mailing List | Annual Web Page Views | Facebook Followers | Instagram Followers |
|--|----------------|-----------------------|-----------------------|--------------------|---------------------|
| <b>Baisch and Skinner, Inc</b>             | 7              | 5,000                 | 216,000               | 5,960              | 1,526               |
| <b>Berkeley Florist Supply Co., Inc.</b>   | 1              | 2,300                 | 233,200               | 2,600              | 10,000              |
| <b>BW Keystone Wholesale Florist</b>       | 3              | 400                   | 272,500               | 412                | n/a                 |
| <b>Dillon Floral</b>                       | 1              | 450                   | 120,000               | 934                | 509                 |
| <b>Dreisbach Wholesale Florist</b>         | 6              | 1,800                 | 112,000               | 5,549              | 7,608               |
| <b>Ensign Wholesale Florist</b>            | 1              | 2,800                 | 270,700               | 1,300              | 2,659               |
| <b>Frank Adams Wholesale Florist, Inc.</b> | 1              | 2,000                 | 118,600               | 1,600              | 4,050               |
| <b>Gassafy Wholesale Florist, Inc</b>      | 1              | 400                   | 59,400                | 1,200              | 605                 |
| <b>Hardin's Wholesale Florist</b>          | 1              | 750                   | 134,700               | 1,296              | 669                 |
| <b>Kennicott Brothers Company</b>          | 16             | 6,000                 | 236,000               | 15,793             | 25,208              |
| <b>Mears Floral Products</b>               | 1              | 600                   | 66,600                | 1,683              | 265                 |
| <b>San Diego Florist Supplies, Inc.</b>    | 6              | 3,000                 | 402,300               | 743                | 627                 |
| <b>Southern Floral Company</b>             | 3              | 1,800                 | 368,800               | 4,347              | 2,668               |
| <b>Washington Floral Service, Inc.</b>     | 3              | 1,200                 | 159,000               | 2,200              | 5,836               |
| <b>Total</b>                               | <b>50</b>      | <b>28,050</b>         | <b>2,649,800</b>      | <b>45,617</b>      | <b>62,230</b>       |



For additional information contact  
 Jeff Lanman at [jefflanman@ifd-inc.org](mailto:jefflanman@ifd-inc.org)



@FLOWERTRENDSFORECAST



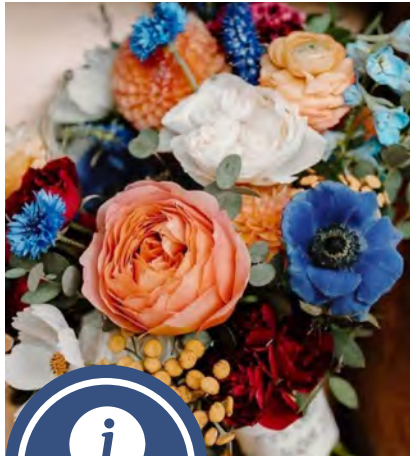
WWW.FLOWERTRENDSFORECAST.COM





# PETALS WITH PURPOSE

In the heart of the “Petals with Purpose” trend, we see consumers gravitating towards brands that intertwine corporate social responsibility with their core values. In a world where making a positive impact is as important as profit, the floral industry stands at a unique intersection of natural beauty and ethical practice. This trend captures the growing demand for businesses that not only sell flowers but also sow seeds of positive change in society.



## MICRO TREND: ..... *FloraComm-Unity*



The majority of global consumers (68%) expect companies to step in to address societal issues where governmental institutions are struggling, from economic inequality to gender rights at work. *Sustainability Strategies 2023 (from WGSN)*

70% of people believe brands have a responsibility to positively impact the world.

*Home and Interiors Macro Trends 2023 (from WGSN)*



## MICRO TREND: ..... *Charity Blooms*



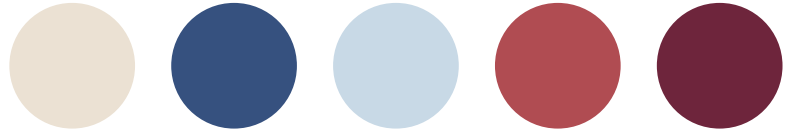
Consumers expect companies and business leaders to address and solve macro socio-environmental challenges, with 68% of those surveyed saying CEOs should step in when the government does not fix societal problems. *Sustainability Strategies 2023 (from WGSN)*

According to a survey of 27,000 people from 27 international markets, one in three expect businesses to be an active part of the solution to global societal and environmental issues. *BBMG x GlobeScan survey*

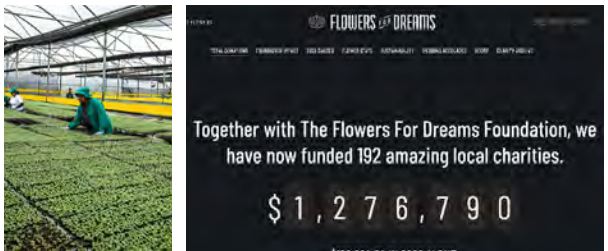




## MICRO TREND: ..... *FloraComm-Unity*



“Floral Comm-Unity” reflects the growing consumer desire to support businesses that contribute to local economic development. In the context of the floral industry, this trend emphasizes the importance of flower shops and florists becoming integral parts of their local ecosystems, where each purchase not only brings beauty into homes but also sows seeds of prosperity in the neighborhood. This trend resonates with consumers who value the impact of their spending on their immediate environment and community.



## MICRO TREND: ..... *Charity Blooms*



“Charity Blooms” captures the essence of consumers’ growing preference for brands that engage in charitable and philanthropic activities. In the floral industry, this could manifest as initiatives where a portion of each sale is donated to social causes, collaborations with non-profit organizations for fundraising events, or even creating special bouquet collections dedicated to specific causes. This approach aligns the natural beauty and emotional impact of flowers with the desire to contribute to larger societal issues.





## MICRO TREND: *FloraComm-Unity*

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*Remember, small actions can create a ripple effect, and together, we can drive positive change in the floral industry. By actively engaging and supporting floral companies that make a positive impact in their communities, consumers and small business owners become catalysts for a more sustainable and compassionate future.*

**Partner with Local Growers:** Source flowers and plants from local farms and nurseries to support the local economy and reduce transportation emissions.

**Host Community Workshops:** Offer floral arrangement or gardening workshops to engage with the community and share skills.

**Employ Local Artisans:** Collaborate with local artists for unique vase designs or decorative elements, showcasing local talent in your store.

**Create a Community Support Program:** Dedicate a day of the week where a percentage of sales goes to a local charity or community project.

**Feature Local Stories:** Use your marketing platforms to highlight stories of local growers, artisans, and community members who contribute to your products.

**Sponsor Local Events:** Get involved in community events such as farmers' markets, school functions, or local festivals by providing floral decorations or sponsorships.

## MICRO TREND: *Charity Blooms*

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*Modern consumers, especially millennials and Gen Z, are increasingly looking to support brands that have a purpose beyond profit. They are drawn to companies that demonstrate a commitment to making a positive impact on society. In the floral industry, this translates to a preference for businesses that use their platform and profits for philanthropic endeavors, turning each floral arrangement into a bouquet of change and compassion.*

**Charity Collaboration Bouquets:** Design special bouquets where a portion of each sale is donated to a chosen charity or social cause.

**Fundraising Events and Drives:** Host or participate in events where proceeds go to charitable organizations, aligning floral beauty with philanthropic goals.

**Educational Campaigns:** Educate customers about the causes you support through in-store displays, social media, and workshops.

**Volunteer Initiatives:** Encourage staff to volunteer for local charities, possibly offering them paid time off to do so, and share these experiences with your community.

**Cause-Related Marketing:** Align marketing campaigns with specific philanthropic causes, showing customers how their purchases make a difference.

**Philanthropy Loyalty Program:** Create a loyalty program where customers earn points that can be converted into donations to charities.



# DIGITAL BLOSSOMING

In the evolving landscape of 2024, the intersection of technology and nature, particularly in the floral industry, gives rise to the macro trend “Digital Blossoming.” This trend encapsulates the fusion of artificial intelligence, the metaverse, and digital experiences with the traditional floral industry, revolutionizing the way consumers interact with and experience flowers and plants.



## MICRO TREND:

*Virtual  
Floriculture*



Virtual Floriculture involves the creation and cultivation of digital or virtual flowers and plants within the metaverse. This trend extends beyond mere visual representation, integrating sensory experiences such as scent and texture through advanced VR technology. It taps into the increasing interest in virtual environments, allowing users to design, grow, and interact with virtual gardens and ecosystems.



## MICRO TREND:

*AI-Enhanced  
Personalization  
and Sustainability*



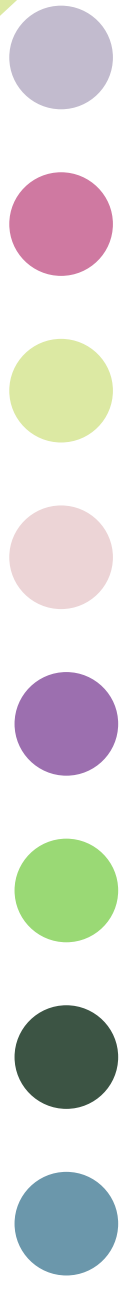
This trend leverages AI to offer hyper-personalized experiences and sustainable practices in the floral industry. AI can analyze consumer preferences, climate data, and ecological factors to suggest personalized flower choices, optimal planting times, and sustainable gardening practices. It can also be used to optimize supply chains, reducing waste and increasing efficiency.





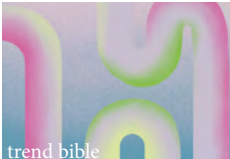
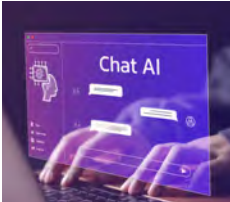
## MICRO TREND: *Virtual Floriculture*

For the floral industry, this opens new avenues for customer engagement, education, and entertainment. Florists and garden designers can offer virtual gardening workshops, virtual garden tours, or personalized bouquet and garden design simulations. This could also include virtual reality experiences in floral shops, where customers can walk through and customize their own digital arrangements before making a purchase.



## MICRO TREND: *AI-Enhanced Personalization and Sustainability*

Floral businesses can use AI to provide tailored recommendations for customers, both in-store and online, enhancing the buying experience. For instance, AI algorithms can suggest the perfect bouquet based on past purchases, special occasions, or even the sentiment the buyer wishes to convey. On the sustainability front, AI can aid in predicting demand, thereby reducing overproduction and waste, and suggesting eco-friendly alternatives to traditional practices.





# FLORAL FORWARD GENERATION

The Floral Forward Generation trend addresses the unique characteristics and preferences of the next generation of floral consumers, primarily Gen Z. This demographic values authenticity, sustainability, and personalized experiences. They are tech-savvy shoppers, often seeking products and experiences that align with their environmental and ethical standards. This trend recognizes their inclination towards brands that offer transparency, eco-friendly options, and immersive, interactive experiences. In the floral industry, this translates to a demand for sustainably sourced flowers, unique and customizable arrangements, and engaging digital and physical buying experiences. “Floral Forward Generation” encapsulates the shift towards more conscientious, experience-driven floral purchases among younger consumers.



## MICRO TREND:

### *Gen Z Petal Play*



“Gen Z Petal Play” focuses on the Gen Z preference for highly customized and personalized products. This trend moves beyond general consumer preferences and delves into individualized experiences in floral purchases. It’s about creating unique, one-of-a-kind floral arrangements that reflect the personal style, emotions, and narratives of each next gen customer.

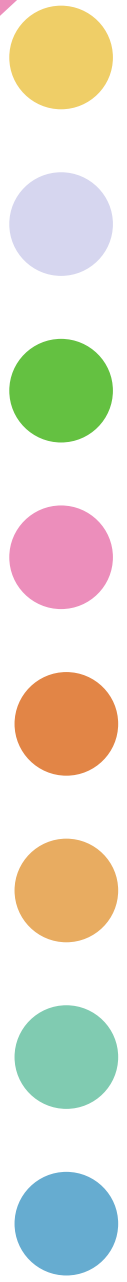


## MICRO TREND:

### *GenZ Petal Pulse*



The “GenZ Petal Pulse” trend acknowledges Gen Z’s preference for digital engagement, highlighting their inclination towards brands that offer unique, interactive, and authentic online content. To appeal to this digitally native generation, florists should focus on creative digital marketing strategies, utilizing popular social media platforms like Instagram and TikTok to showcase visually appealing, story-driven content. Engaging Gen Z through interactive challenges, collaborations with influencers, and using AR/VR technologies for virtual bouquet design can enhance the digital experience. Emphasizing the personalization of floral products and services in online campaigns will resonate with Gen Z’s desire for individual expression and authenticity.



## MICRO TREND: *Gen Z Petal Play*

Florists can offer a 'design-your-own' bouquet service, either in-store or through an interactive online platform, where customers choose each element of their arrangement. Implementing AI-driven tools on websites to suggest personalized flower combinations based on customer inputs like mood, occasion, or favorite colors can enhance this experience. Hosting 'Bouquet Building Workshops' either virtually or in-store, where customers can learn about flower types and create their personalized arrangements, can also be a part of this trend. These steps cater to Gen Z's desire for uniqueness and personal expression, allowing florists to tap into this market with innovative and customizable offerings.



## MICRO TREND: *GenZ Petal Pulse*

Utilize platforms popular with Gen Z, like TikTok and Instagram, for creative and visually appealing content. Interactive campaigns, such as Instagram AR filters themed around floral designs or TikTok challenges involving flower arrangement skills, can be particularly effective. Collaborations with influencers who resonate with Gen Z values and aesthetics can also amplify reach. Engaging storytelling, focusing on the journey of flowers from farms to bouquets, shared through YouTube mini-documentaries or Instagram Stories, can captivate this audience.





# PALETTE POWER

This trend encapsulates the profound impact of color theory on consumer behavior within the floral industry. Recognizing that 98% of buying decisions are influenced by color, this trend explores how the floral industry can harness the power of colors to enhance customer engagement, influence purchasing decisions, and create emotive experiences.



## MICRO TREND:

### *Color Cues*



The Color Cues sub trend explores emotional color mapping, which entails examining the psychological effects of colors in floral arrangements and products. This trend leverages research on how different colors evoke specific emotions and behaviors to design floral products that resonate with desired emotional responses.



## MICRO TREND:

### *Hues in Harmony*



The “Hues in Harmony” trend is a sophisticated approach that focuses on creating floral arrangements using monochromatic color schemes. This trend emphasizes the use of varying shades, tints, and tones of a single color to create depth, texture, and visual interest. By limiting the color palette to one hue, these arrangements offer a cohesive and elegant aesthetic. This approach not only highlights the natural beauty and variety of flowers within the same color family but also aligns with contemporary design preferences for simplicity and elegance. It’s perfect for customers seeking a stylish, modern look for their floral decor.



## MICRO TREND: *Color Cues*

In the floral industry, implementing the “Color Cues” sub trend involves a holistic approach where florists not only educate their staff about the psychological effects of colors but also inform customers through creative materials. They craft specific color-themed collections, each designed to evoke a particular emotion, such as relaxation with soothing blues and greens or energizing with vibrant reds and yellows. Florists offer personalized services, allowing customers to select color palettes that convey their desired emotions. This trend extends to marketing strategies, highlighting the emotional impact of different hues. In-store experiences are transformed, showcasing various color palettes and the emotions they evoke, enabling customers to feel the impact of their choices directly.



## MICRO TREND: *Hues in Harmony*

To market the “Hues in Harmony” trend, florists can launch a “Color of the Month” campaign, where each month features a different monochromatic arrangement. Social media can be leveraged for a “Share Your Hue” contest, encouraging customers to post photos of their monochromatic decor. Collaborations with local influencers or interior designers can showcase these arrangements in stylish settings, highlighting their versatility. In-store workshops on creating monochromatic bouquets can engage customers, while exclusive online previews of new color releases can create anticipation and drive online traffic.



# HOME IS WHERE YOUR PLANTS ARE

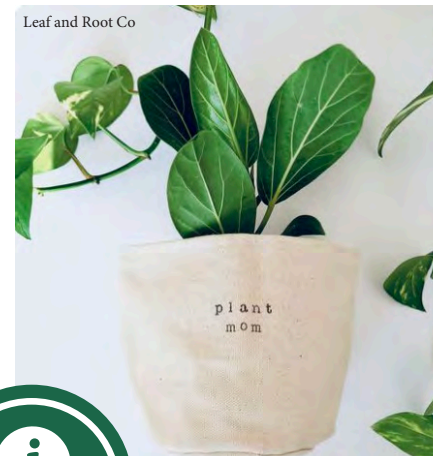
This macro trend dives deeper into the emotional and psychological benefits of integrating plants into home spaces. It's not just about aesthetics; it's about creating an environment that promotes mental well-being, mindfulness, and a sense of connection with nature. The trend caters to the growing awareness of biophilic design - the concept of bringing the natural world into built spaces.



## MICRO TREND:

### *Therapeutic Greenery*

This trend recognizes the increasing awareness of the mental and emotional health benefits of plants. It emphasizes the role of plants in enhancing psychological well-being, reducing stress, and improving mood. It ties into the broader societal focus on mindfulness and self-care, where nurturing plants is seen as a form of therapy.

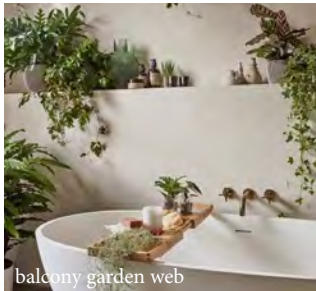


## MICRO TREND:

### *Plant Parenthood*

This trend reflects a shift from plants being mere decor to becoming a part of the family. It aligns with the lifestyles of those who invest time and effort in nurturing their plants. This trend also connects with the growing interest in sustainability and self-sufficiency, where growing one's own herbs and vegetables is valued.





## MICRO TREND: *Therapeutic Greenery*

To implement the “Therapeutic Greenery” trend, florists can develop wellness-focused plant collections, offer educational workshops on the mental health benefits of plants, and create mindful gardening kits. Collaborating with mental health professionals to integrate plants into wellness programs and using social media for sharing stories about the therapeutic effects of plants can also be effective. These steps aim to position florists as providers of not just plants, but also tools for mental and emotional well-being.



## MICRO TREND: *Plant Parenthood*

Launch a series of beginner-friendly workshops and online courses covering basic plant care, pest control, and sustainable gardening practices. Offering a ‘first-time plant parent’ package, complete with easy-care plants, care instructions, and access to a plant care hotline or online support community, can cater to novices. Additionally, hosting plant swap events or community garden initiatives can foster a sense of community among plant enthusiasts.