



P. Allen Smith  
Brand Overview

# Who is P. Allen Smith?

P. Allen Smith, an author, television host, entrepreneur and conservationist, has a passion for American style. He uses his Arkansas home, Moss Mountain Farm, which The New York Times hails as a “stunning estate,” as an epicenter for promoting the local food movement, organic gardening and a grounded, natural lifestyle. The farm serves as a place of inspiration, education and conservation and a way to share ideas for growing food and flowers, entertaining, raising animals and cooking with his television audience.

Allen is a sought after speaker and presenter. He frequently appears on a national stage as a keynote speaker at tradeshow and conventions speaking to audiences about garden industry trends, marketing to today’s consumers, design, green building, heritage poultry, garden to table movement, and living a natural lifestyle.





## Three National TV Shows



“P. Allen Smith’s Garden Home”

95% Total of US TV Markets (DMA’S)

- Shows air on over 590 stations
- Total of 317 markets nationwide;  
24 of Top 25 Markets; 48 of Top 50; 93 of Top 100
- These stations reach 211 million TV households
- Total Annual Household Impressions: 47 million



“P. Allen Smith’s Garden to Table”

90% Total of US TV Markets (DMA’S)

- Total of Stations: 103
- The Show airs weekly, 52 weeks
- Total Annual Household Impressions: 57, 020, 910



“P. Allen Smith’s Garden Style: Grow. Cook. Design.”

72% Total of US TV Markets (DMA’S)

# Social Media



## Social Media Stats

- 8,100,000+ YouTube views
- 344,000+ 3 Facebook pages
- 15,000+ Twitter Followers
- 30,000+ Pinterest Followers
- 27,000+ Instagram Followers

## P. Allen Smith Show on Streaming Media

- Launched October 2015
- Nearly 500 videos uploaded
- 400,000 views as of April 2016



## YouTube Unique Channels

### *eHow Home*

- Launched 02/12
- Subscribers: 206,000+
- Views: 23,500,000+

### *eHow Farm-Raised*

- Launched 04/12
- Subscribers: 35,000+
- Views: 6,400,000+

### *eHow Garden*

- Launched 02/12
- Subscribers: 73,000+
- Views: 39,000,000+

# Website and Newsletter Reach



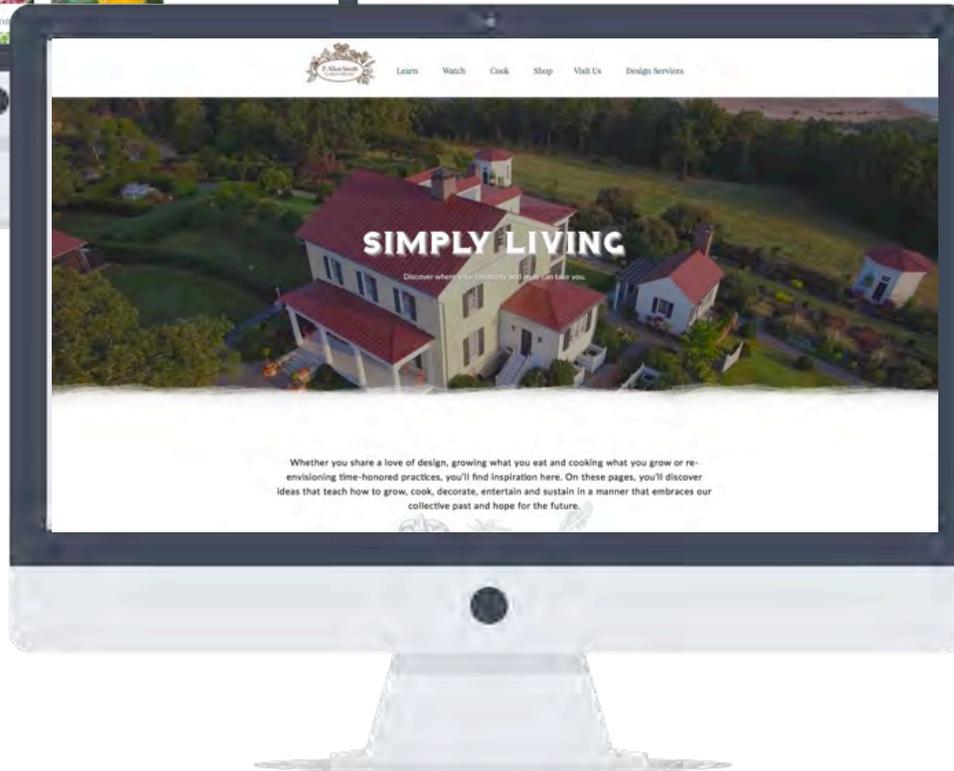
## PAllenSmith.com

Jan 2015 – Dec 31, 2015

Sessions: 2,275,000

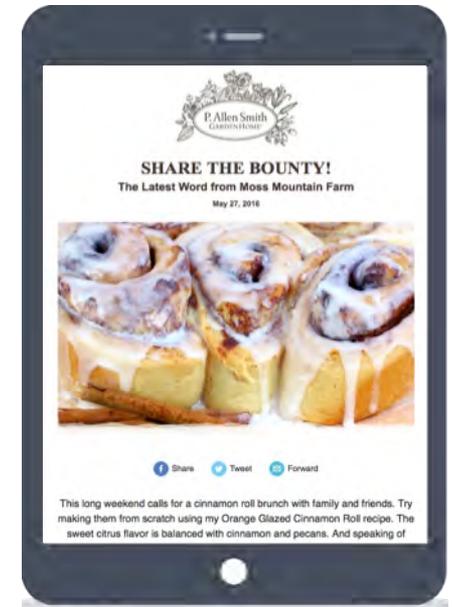
Unique Users: 1,717,000

Page Views: 4,041,000



## eNewsletter

- 100,000 Subscribers
- 23% Open Rate
- 6% Click Through Rate



# P. Allen Smith Brand

A full-scale lifestyle brand reaching millions of households across multiple channels providing information on home and gardening trends.

## Entertain

Recipes & Tablescapes



## Grow

Flowers & Edibles



## Home

Décor & Inspiration



## Health

Living Naturally



# Growing Success through Problem Solving

## How we help:

The P. Allen Smith brand has an authentic, grounded and highly desirable opinion and voice to address the home and health concerns of our audience.

Hacks, DIY and quick customizable “to do” lists appeal to our viewers. We reach this audience using the P. Allen Smith “1-2-3 Done!” program and the supportive “Do It Your Way” teaching methodology.

The brand supports health and well-being through our existing digital and TV channels.



**1.2.3  
DONE!**

**“Bucket List”  
Garden**

Use five-gallon buckets to grow an edible garden.

**MATERIALS NEEDED:**

- (3) five-gallon buckets
- Potting soil
- Greens – we used red romaine, spinach and buttercrunch lettuce

**DIRECTIONS:**

1. Turn each bucket upside down, and use a drill to create three holes for drainage in the bottom.
2. Turn each bucket right side up and fill it near to the top with potting soil.
3. Plant two to three leafy greens (of the same kind) in each bucket.

See more DIY projects like this on [BonniePlants.com!](http://BonniePlants.com)

**1.2.3  
DONE!**

**GET MORE DIY PROJECTS  
LIKE THIS ON  
BONNIEPLANTS.COM!**



**THE SNACK POT**

With this easy assortment, all you need is mozzarella and vinegar, and you'll be snacking on fresh, homegrown caprese all summer long. So snip some, bust, pluck a ripe tomato and some sweet peppers and put something delicious together.

**Ingredients:**

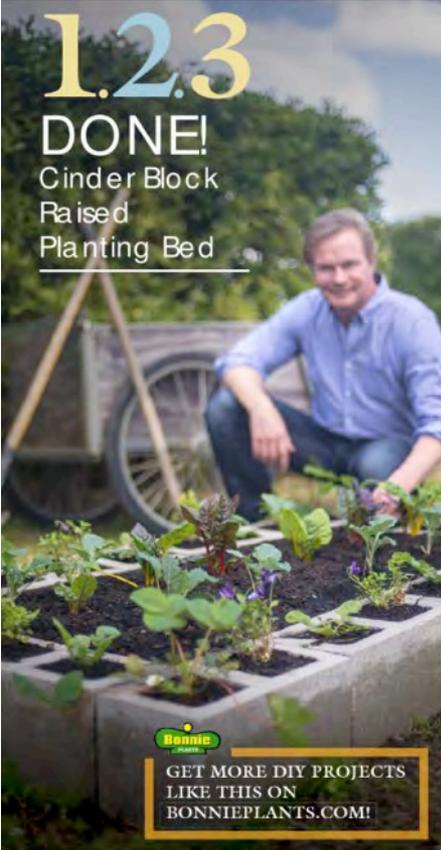
- 1 container 24" diameter
- 1 purple basil plant
- 1 Lunchbox Sweet Snacking Pepper plant + stake
- 1 Tumbling Tom Yellow Tomato plant

**Directions:**

Plant according to the container images on the recipe card. Place the container on a high step or the edge of the deck to give the tomatoes room to cascade and grow.

For more detailed information on planting depths and spacing, please go to [bonnieplants.com](http://bonnieplants.com).

**1.2.3  
DONE!**



**1.2.3  
DONE!**

**Cinder Block  
Raised  
Planting Bed**

**GET MORE DIY PROJECTS  
LIKE THIS ON  
BONNIEPLANTS.COM!**



# Lifestyle and Gardening Trends

- 1 in 3 households (or 42 million) are growing food
- In 2015, 5 of the 6 million 'new' gardening households were Millennials.  
—*gardenresearch.com*
- Sales of organic and naturally grown product grew 24% and 28% respectively from 2014 to 2015. — *Feb 2015, Huffington Post*
- Consumers spent \$3.6 billion on vegetables, herbs, fruit and berries vs. \$2.7 billion on flowers — *gardenresearch.com, 2015*

Our decades of experience growing organically and living naturally appeals to both Boomer and Millennial generations.



# Retail Sales Reach

Several of our partners have created PAS branded collections and have had strong success in selling Allen's branded products to multiple retail channels.



*water colors*  
COLLECTION

P. Allen Smith  
GARDEN HOME™

By **FLEXZILLA**  
watercolorscollection.com



"Enjoy your lawn, garden or just about anything with the ease of using this lightweight, stylish, no-kink garden hose inspired by my Water Colors Collection."  
-P. Allen Smith, Lifestyle Expert and Television Host



- Lightweight, no kink under pressure
- Swivel Grip™ fittings attach easily
- Superior O-ring connects leak-free
- Extreme oil-weather flexibility
- Drinking water safe
- Lifetime Warranty



Enjoy the best  
of the garden  
inside your home!

Introducing  
*P. Allen Smith*  
GARDEN HOME  
Candle Collection by Aromatique®  
Available at select Dillard's stores & online at Shop.PAllenSmith.com.

## Five Easy Ways to Serve 'Aspabroc' Baby Broccoli

(known as Broccolini®)

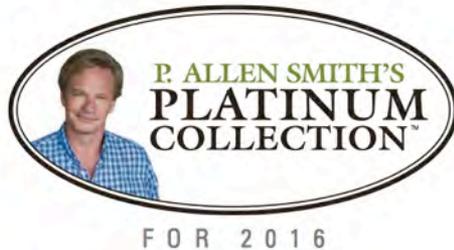
Roast it • Grill it • Steam it • Sauté it • Snack on it

HOME GROWN  
SEED COLLECTION

P. Allen Smith  
GARDEN HOME™

Click here for the how-to.

# Retail Sales Case Study



## He Believes in Proven Winners and Gets the Word Out

P. Allen Smith provides inspiration and fresh ideas for both passionate and casual gardeners. Because they trust his recommendations of Proven Winners varieties, this promotional partnership leads consumers into garden centers to purchase our plants, which translates into more sales for growers and retailers.



## Perennials



## Flowering Shrubs



The 21 Proven Winners varieties that Allen promoted increased 31% vs. a 4% increase for their other varieties. Annual sales of P. Allen Smith's Platinum Collection is 30 million units.

"You must learn a new way to think before  
you can master a new way to be."  
-- Marianne Williamson

