





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”
93% Total of US TV Markets (DMA’S)
Shows air on over 582 stations
(including CREATE)

- Total of 186 markets nationwide;
24 of Top 25 Markets; 45 of Top 50; 90 of Top 100
- These stations reach 211 million TV households
- Total Annual Household Impressions: 47 million



“P. Allen Smith’s Garden to Table”
83% Total of US TV Markets (DMA’S)
Show air via Create on over 234 stations



“P. Allen Smith’s Garden Style: Grow. Cook. Design.”
81% Total of US TV Markets (DMA’S)

- Total of Stations: 123
- The Show airs weekly, 52 weeks
- Total Annual Household Impressions:
75,000,000+

Social Media



Social Media Stats

- 8,000,000+ YouTube views
- 28,740 YouTube subscribers
- 359,000+ 3 Facebook pages
- 15,000+ Twitter Followers
- 31,000+ Pinterest Followers
- 33,000+ 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+

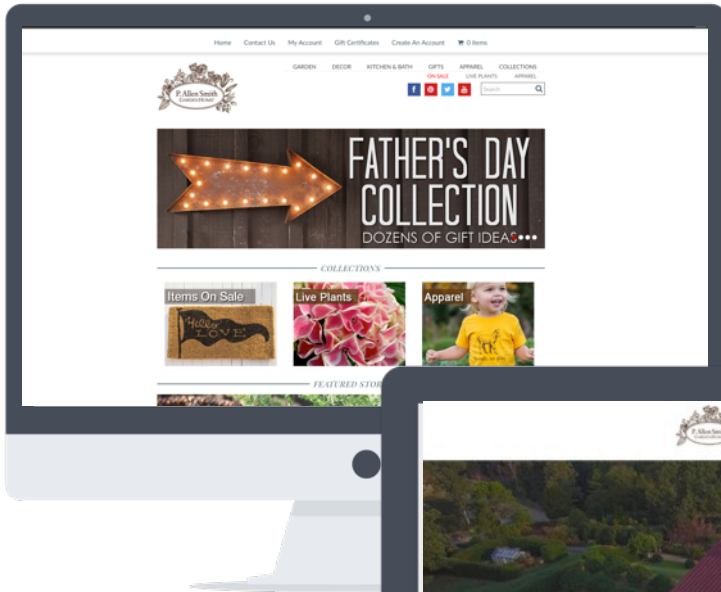
eHow Farm-Raised

- 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



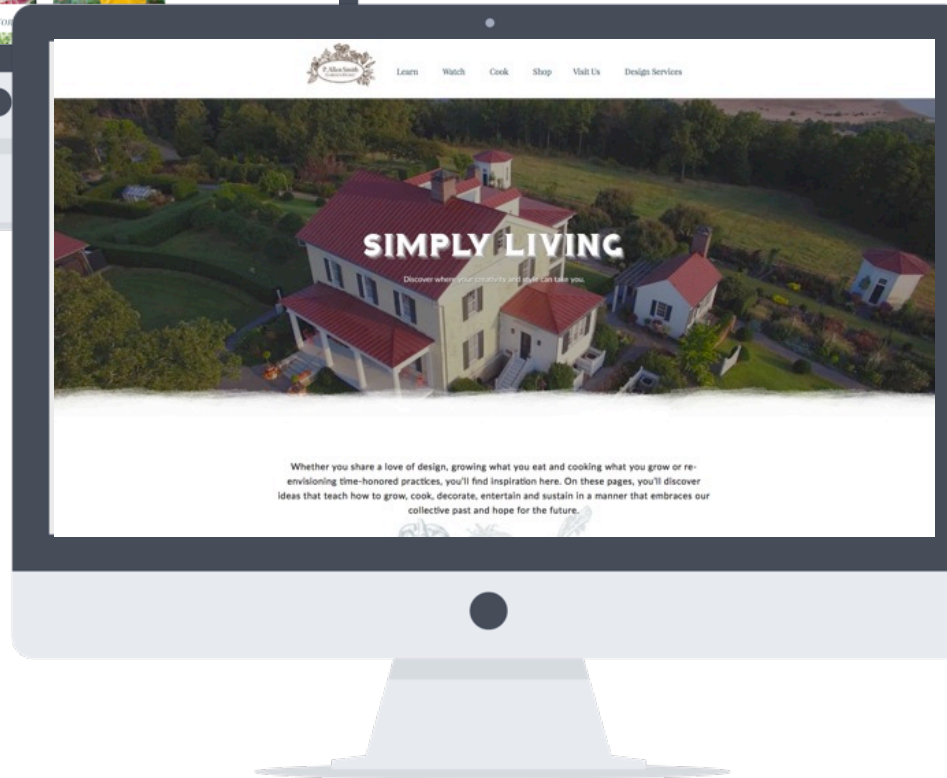
PAllenSmith.com

Sept 2015 – Aug. 2016

Sessions: 1,650,720

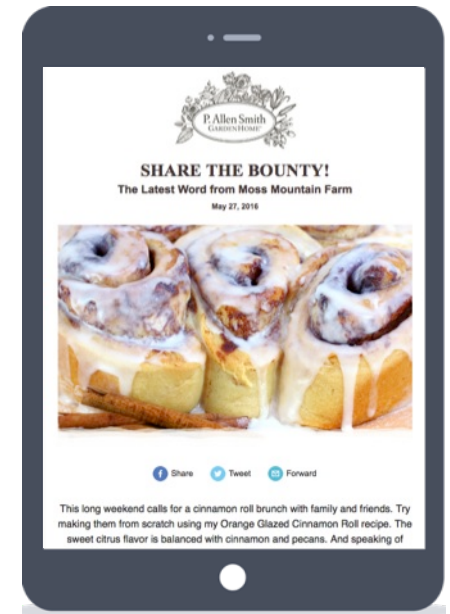
Unique Users: 1,248,303

Page Views: 2,867,874



eNewsletter

- 140,000 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.



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
GARDENHOME™

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
GARDENHOME™

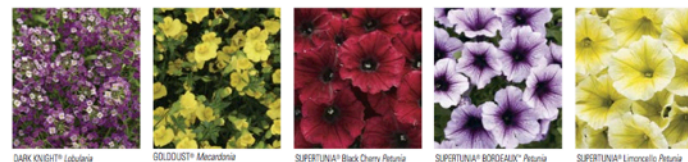
[Click here for the how-to.](#)

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

