



BRAND AWARENESS · RETAIL · DEMONSTRATE & EDUCATE · FACE TO FACE

BBC
Gardeners'
WorldLive

Sponsored by:  LEXUS

18 - 21 June 2020 | Birmingham NEC





101,000 CONSUMERS

- BBC Gardeners' World Live is co-located with BBC Good Food Show Summer.
- One of the largest UK consumer events attracting over 100k visitors.

[Click here to watch the show video using password: idmreview](#)



BBC GARDENERS' WORLD LIVE

BBC Gardeners' World is Britain's biggest gardening brand

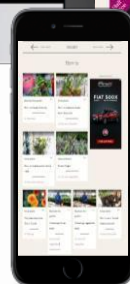
MAGAZINE

28 years as market
leading title
860k readers
133k subscribers



TV PROGRAMME

52 years as the nation's
favourite gardening show
2.7m viewers



ONLINE

4.5m page impressions
1.4m unique visitors a month



LIVE SHOW

101,000 visitors
27 year heritage



- *NPS score **+45** (Industry benchmark +30)
- The show's campaign has a marketing and PR reach of **6 million**
- **£24 million** spend at and post-show with exhibitors and sponsors in 2019
 - Quality audience **86 % ABC1**
 - Average age of visitors **56**

* NPS is an industry benchmark for customer satisfaction and enjoyment

*Combined spend at BBC Gardeners World Live & BBC Good Food Show Summer



WHAT OUR VISITORS SAY:

‘ALWAYS THE BEST SHOW OF THE YEAR!’

*‘THE ULTIMATE PLACE TO SEE ANYTHING AND EVERYTHING
GARDENING RELATED’*

*‘BRILLIANT DAY OUT, WOULD WELL RECOMMEND TO
BUDDING GARDENING FRIENDS’*

*‘I HAVE BEEN ATTENDING FOR SEVERAL YEARS NOW AND I
AM ALWAYS TELLING MY FRIENDS TO ATTEND!’*

‘IT IS A SHOW THAT EVERY GARDENER MUST NOT MISS’

‘SO MUCH TO SEE. LOTS OF INSPIRATION FOR ALL AGES!’



WHAT OUR EXHIBITORS & SPONSORS SAY:

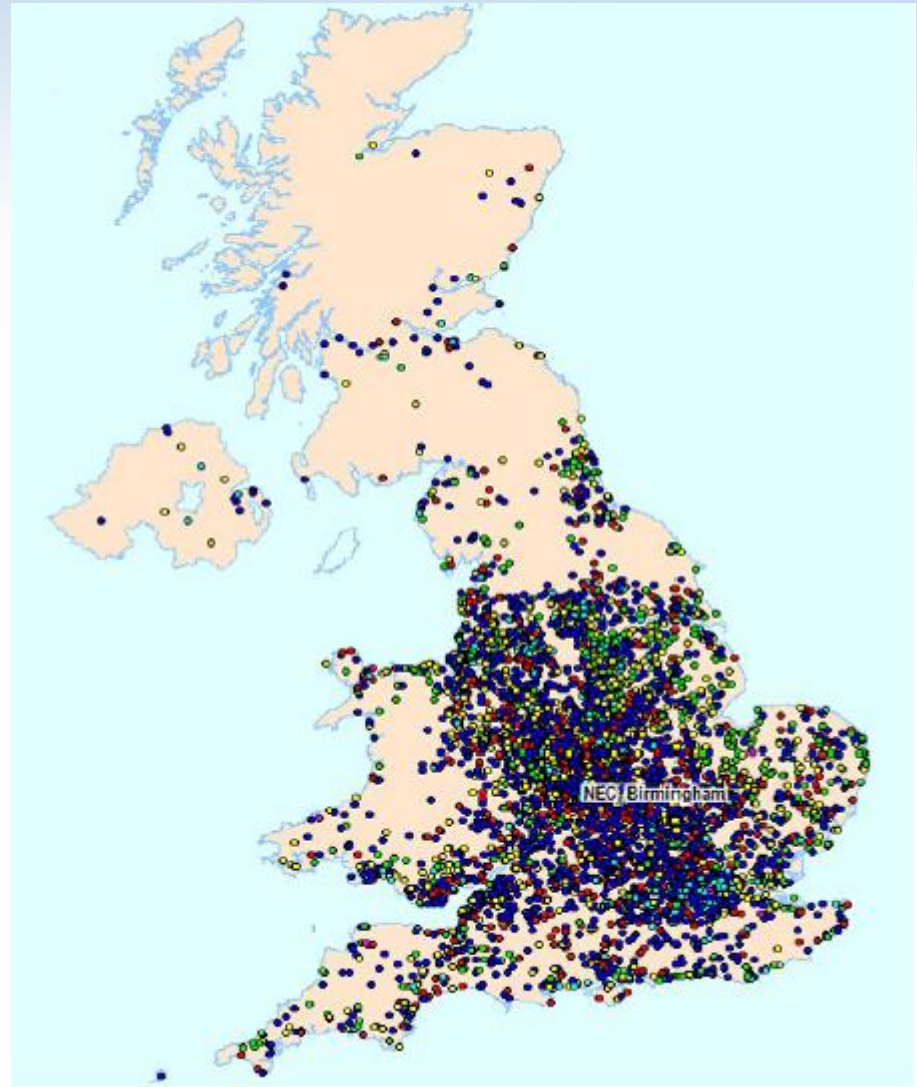
"THE ORGANISATIONAL STANDARDS, ATTENTION TO DETAIL AND PROFILE OF THE SHOW ADDS UP TO AN EXCELLENT EXHIBITION FOR US TO PROMOTE OUR PRODUCTS TO BROAD GARDENING AUDIENCE. THIS IS EXTENDED THROUGH THE FIRST-CLASS PR CAMPAIGN AROUND THE SHOW THAT REACHES A FAR WIDER AUDIENCE THAN PURE SHOW VISITORS. I CAN FIRMLY RECOMMEND BEING ASSOCIATED WITH BBC GARDENERS' WORLD LIVE." – **ROLAWN**

"WE HAVE EXHIBITED NATIONWIDE FOR ALMOST 7 YEARS ACROSS ALL MAJOR RHS SHOWS AND SMALLER INDEPENDENT SHOWS. WE HESITATED TO TRY BBCGW DUE TO EXISTING COMMITMENTS ELSEWHERE, HOWEVER IN 2019 WE BIT THE BULLET AND WENT FOR IT. WE ARE DELIGHTED TO SAY WE HAD A FANTASTIC SHOW, THE TEAM WERE A PLEASURE TO WORK WITH AND WE FOUND THAT ALMOST ALL OF THE CUSTOMERS WE SOLD TO WERE NEW CUSTOMERS THAT WE HAD NOT MET AT OTHER GARDEN/FLOWER SHOWS. I WOULD HAVE NO HESITATION IN RECOMMENDING THIS SHOW TO OTHER EXHIBITORS AND NEW BUSINESS OWNERS LOOKING TO GROW THEIR CUSTOMER BASE. WE LOOK FORWARD TO 2020 AND THE YEARS FOLLOWING." – **THE PATIO BLACK SPOT REMOVAL COMPANY**

Where do our visitors come from?:

BBC Gardeners' World Live attracts
101,000 visitors to the NEC, a pretty
impressive spread across middle
England

55% of the BBC Gardeners' World Live
do not attend any other gardening
shows



CORE DEMOGRAPHIC FOR MEDIA TARGETING

AFFLUENT SENIORS

Aged 66+

Household income
£50k-149k

Well-off retirees

Live in spacious
detached houses

Significant assets and
generous pensions



BBC Gardeners' WorldLive

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CORE DEMOGRAPHIC FOR MEDIA TARGETING

SHOWCASE GARDENERS

Aged 36-65

Household income £70k+

Managerial roles

Families with children

Live in detached houses in better
neighbourhoods

Technologically advanced





OUR SOCIAL FOLLOWING...

Our activity is highly engaging and content driven like our events.



44.5k followers



31.2k followers



29k followers



BBC Gardeners' WorldLive

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EXHIBITING AT GARDENERS' WORLD LIVE

Stand Types Available

- Indoor Shell Scheme
- Indoor Space Only
- Outdoor Marquee (3m x 3m)
- Outdoor Space Only
- Bespoke Sponsorship Opportunities

Talk to us about the best way for your brand to meet our visitors.

Every exhibitor is listed in the event Showguide (free to every visitor) and in the exhibitor list on bbcgardenersworldlive.com.

Get in touch to find out more





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BRAND IMPACT

We have helped deliver successful bespoke campaigns for many brands over the years.

BBC Gardeners' World Live is rich in editorial content that offers huge opportunities for brands to impact and engage a valuable audience

Depending on objective and budget there are many editorial assets brands can invest in and make an impact by being part of:

The Floral Marquee

The Show Gardens

BBC Gardeners' World Theatre

The Demo Bench

Gardeners' Restaurant/ English Tea Garden

Demo Features

VIP/ Luxe Lounges

Bespoke solutions



Floral Marquee

BBC Gardeners' World Live

Sponsored by: LEXUS



Show Garden



BBC Gardeners World Live Theatre

SPONSORSHIP OPPORTUNITIES

Be it a feature partner, or your own stage, a bespoke branded feature or product supply - we'll find the right solution that match perfectly with your objectives and budget.



Bespoke Feature



VIP Lounge/VIP Luxe



Band Stand



Product Supply

Brand impact and valuable levels of engagement:

In recent years brands have had incredible engagement levels by sponsoring theatres, presenting walk through gardens and retailing. See some case studies below:

Click on each image below to watch the live case studies for each of these brands.

Using password: **idmreview**



**John Lewis Home Solutions
Garden**



**Inspired Villages and Legal &
General GWL Theatre
Sponsorship**



**M&S retail Space and Sparks
Lounge**

BRANDS WHO HAVE JOINED US AT
BBC GARDENERS' WORLD LIVE...

M&S

EST. 1884



Marshall's



Niwaki



The National Allotment Society

National Society of Allotment and Leisure Gardeners Ltd



Oakdale



TESCO



VegTrug™



Wyevale garden centres



Bramblecrest
garden furniture of distinction



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TAKE A LOOK AND SEE WHY OUR VISITORS ATTEND
BBC GARDENERS' WORLD LIVE



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RIVER STREET

**IMMEDIATE
MEDIA^{co}**