

Gardening with a Y

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8 Takeaways

1. **Gardening is about people**—people who want to buy dynamic, kickass plants that matter. Our product development, merchandising and our audiences deserves *passion* in order to be relevant.
2. **Post-demographic consumerism** means your people aren't exactly who you thought they were.
3. **Style consciousness** is the key to successful audience engagement. Traditionally defined brands may find limitations, but *imagine the possibilities when everyone can define their own brand* with the products and experiences we offer.
4. Millennials (Gen Ys) don't want work-life **balance**. They want a healthy work-life **blend**.
5. Spread the seeds—we need to grow where our audiences are growing. **Being present and engaged in digital environments puts us in the right conditions to thrive.**
6. Expertise has appeal; **geekiness is sexy**. Millennials dig experts. Be one.
7. **30% of U.S. consumers get their inspiration from retailers**, either directly or through branded communication. Two things strike me here—30% is not insignificant, so let's seize the day; 70% is also not insignificant. Where does their inspiration come from?
8. By 2040, 75% of the world will live in urban environments and live longer. **We will need a culture of horticulture to make these cities livable, healthy and beautiful.**



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