



2027 Marketing Calendar

MONTH	THEME	MAJOR ACTIVITIES & MILESTONES	PLANTS SPOTLIGHTED	RETAIL TOOLS & PROGRAMS
JANUARY	New Plants 2027 and Winter Garden Interest	New Year campaign: "Start the year with something beautiful." Start Your Garden Journal/Share Your Garden Journal Winter Garden: Showcase plants with winter structure, fragrance, and color.	Hellebores, camellias, houseplants, new introductions for 2027	New Year digital lookbook; Winter POP signage
FEBRUARY	Collector's Plants	Valentine's campaign: "Give something that grows." Collector's Plants and Curated Wish Lists from Garden Trends	Black Tulip® magnolia, unique camellias, forsythia, bleeding heart, Dan Hinkley collection, collector's conifers/statement plants	Collector's Guide Game (Social Media); Rare plants POP; Valentine's garden content; Shades of Beautiful LookBook with Perfect Pairings (including designing with red)
MARCH	Spring Garden Design	Design your most beautiful year in the garden. Designer collaboration featuring Landscape Legend shrubs. "How I designed my garden" influencer profiles	Lilacs, upright conifers, architectural grasses, statement shrubs, topiaries, Landscape Legends plants, early spring perennials	Spring Garden Design Guide; custom Landscape Legend posters
APRIL 1-15	Incredible Edibles and More	Grow something extraordinary – and delicious. Blueberries, berries, mixing edibles and ornamental shrubs, plus the connected garden and sensory gardens	Fruit trees, blueberries, berries, kiwi, artichokes, herbs and lavender and other spring perennials.	Berry Best Program; Grow An Edible Garden Guide
APRIL 16-30	Winning Roses and Other Garden Champions	New roses as champions of the spring garden. Derby season campaign. Celebrate roses for all reasons. Rose Care Guide, in-store rose displays, and Certified Rose Pros. Mother's Day pre-sell	Exclusive roses: climbers, shrub, groundcover roses and companions with roses; plus peonies, early hydrangea, Dreameria® Thrift, early perennials	Winning Roses Program; Rose Care Guide and Certified Rose Pros at IGCs promotion; Roses for Mom
MAY	The New Garden Party	Your Garden is the Venue. Cut Flower Garden. Lavender Week (5/10-5/17) Hydrangeas and other flowering shrubs, vines to decorate your garden this month	Lavender, roses, hydrangeas, jasmine, ornamental grasses, tropical vines, Monrovia exclusives, Cut flowers	Lavender Week IGC program; Garden Party Lookbook and Poster; Vine Care Guide
JUNE	The Summer Garden	Pollinators, passion and peak season. National Pollinator Month. Bee a Winner giveaway (6/1-6/15). Gardens that thrive in heat.	Salvia, agastache, milkweed, coneflowers, penstemon, monarda, meadow perennials, crape myrtle, allium, lantana, gaillardia, Russian sage, heat-tolerant grasses	Bee a Winner poster kit; New Backyard Habitat Guide

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JULY	Patio and Container Gardens	Outdoor living celebration: panicle palooza, patio plant styling, and resort-style garden inspiration. Tropical and statement plants for high-impact outdoor spaces.	Bougainvillea, mandevilla, tropical hibiscus, statement succulents, architectural agave, desert plants, bold cannas, sedums, gardenias, panicle hydrangeas	Patio and Container POP, Tropicals and Succulents posters
AUGUST	The Sustainable Garden	Low-water additions to the garden; Right plant, right place videos; beneficial insects; education on cultivars of native species	Sedum, succulents, tropicals, late-summer perennials, Southwest natives, drought-tolerant choices, Late summer perennials	Grow Responsibly Guide and Poster
SEPTEMBER	Front Yard Refresh	Front Yards: Shrubs, small trees, and perennials to add now. Fall color. Curated selections for drama, structure, and seasonal color that lasts into winter. Halloween planting and decorating	Japanese maples, cercis, cotinus, ilex, ornamental grasses, fall asters, hypericum, thuja, heuchera	Fall Planting Guide: Best Small Trees and Shrubs; Fall Planting and Halloween POP
OCTOBER	Textures and Fall Color	Bold, moody foliage plants and unexpected fall garden aesthetics. For gardeners who want something beyond the ordinary. Dark plants and dramatic textures done right.	Heuchera, cordyline, dark Japanese maples, physocarpus, loropetalum, black mondo grass, heuchera	Goth Garden POP and Holiday displays
NOVEMBER	Plants That Give Back	"Plant something that gives back." Bird-friendly and habitat plants with storytelling on legacy, community, and ecological impact. Night pollinators. Winter Prep.	Viburnum, red twig dogwood, hollies, grasses, holiday	Bird-Friendly Habitat POP: Retailer Holiday Display Contest
DECEMBER	Holiday Plants and Gift Ideas	Holiday campaign: "Give something with roots." Holiday wrap program. Winter trees	Camellias, dwarf conifers, fragrant holiday herbs	2028 New Introductions/ Distinctive Selections