



# amazonas

Building the Amazonas Brand:  
A Journey from Concept to Commercialization



Welcome to an exciting journey through the **creation of the AMAZONAS™ brand**, a unique Petunia variety that stands out for its natural, bold appearance.

This presentation will guide you through the intricate process of building a brand in the plant industry, from its earliest breeding stages to the moment a new branded commercial variety is born, embodying nature's wild beauty and the latest gardening trends.

Join us as we explore the power of naming, storytelling, and the importance of visual identity in crafting a brand that connects with growers and consumers alike.



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**Initial  
Discovery**



**Learn Unique  
Characteristics**



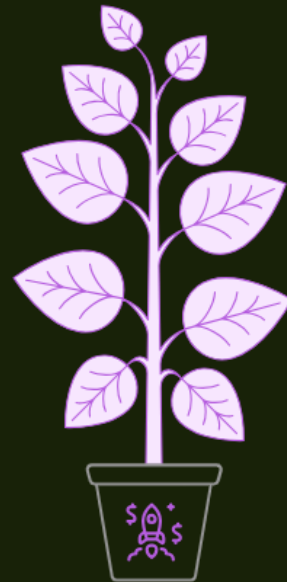
**Brand Story**



**Naming**



**Develop  
Visual Identity**



**Launch Brand**



# The Birth of Amazonas: Discovery and Early Promise

1

## Initial Discovery

Amazonas first caught our attention 4 years ago during the internal blooming phase, revealing its unique characteristics and potential.

2

## Early Observations

Besides its natural and bold look, the variety showed exceptional strength and resilience, setting it apart from other Petunias.

3

## Concept Formation

We named it 'Amazonas' internally in that early spot, with its concept and essence already taking shape.

# The Power of Naming: Crafting Amazonas Identity

## Aligning with True Features

The name "Amazonas" was chosen to reflect the variety's drought tolerance, rain resistance, and excellent garden performance.

## Evoking Natural Beauty

Inspired by the rainforests, the name conjures images of exotic greenery and wild, vibrant beauty.

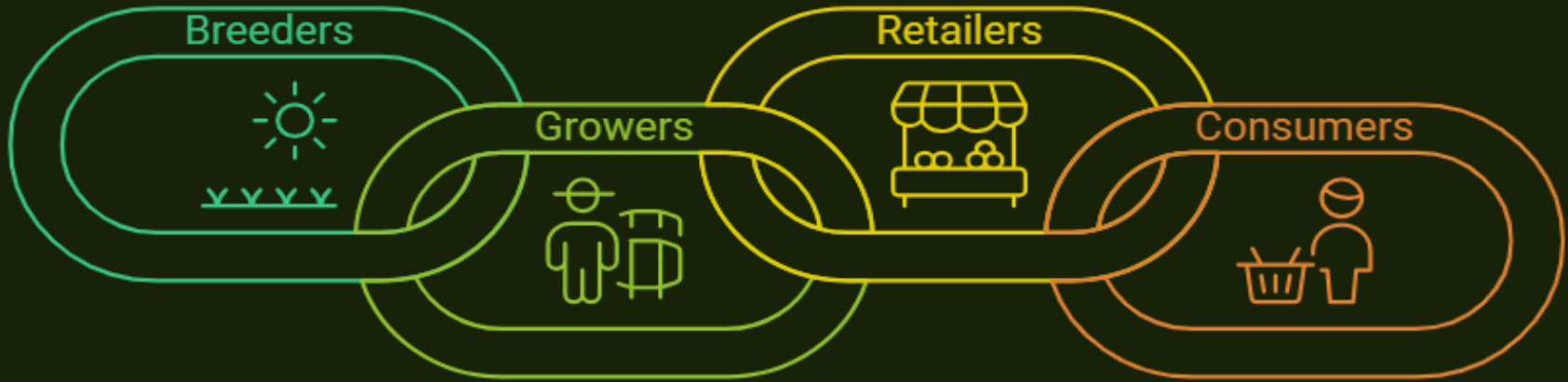
## Capturing Personality

"Amazonas Plum Cockatoo" perfectly encapsulates the product's bold, evergreen look and jungle-like vibrancy. Harmonic contrast between the lush green of the jungle and the vivid colors of its many inhabitants.



# Branding for the Entire Value Chain

When we create a new brand we are committed to the whole value chain- from us the breeders, to the growers, retailers and until the end consumer. We believe that a good brand story will help elevate the sales of variety to all. It makes it memorable, creates a buying impulse and emotional engagement



# Developing the Amazonas Story

## Trend Alignment

Amazonas was positioned to reflect the latest trends in greenery and the wild garden look.

This alignment with current gardening preferences helped create a strong connection with consumers seeking a natural, untamed aesthetic in their outdoor spaces.

## Versatility Emphasis

The messaging highlighted Amazonas' versatility, particularly its ability to complement foliage plants. This positioning expanded its appeal, showcasing how it could be incorporated into various garden designs and container arrangements.



# Crafting the Visual Identity

## Creative Exploration

Using AI-generated inspiration as well as traditional mood-boarding techniques to gather visual ideas.

## Design Brief

Creating a comprehensive outline for designers based on the brand's messaging and visual concepts.

## Visual Synthesis

Combining all elements creates a cohesive and striking visual identity for Amazonas.







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# Amazonas Launch: Flower Trials 2023

A visually captivating display that brought the Amazonas story to life.

We presented the Amazonas brand with its full package – a stunning display at the entrance to the show that brought the story to life with all the right elements and an opportunity to have a “photo moment”. The response from visitors was overwhelmingly positive, and the display garnered significant attention.



# Conclusion:

## Multi-Disciplinary Approach to Brand Building

To sum up, delivering new brands requires a holistic approach. It involves understanding the product, conducting market research, identifying consumer and retail needs, exploring trends, and incorporating creativity to deliver a brand that captures attention and conveys its message effectively.

- ★ **Product Understanding**  
Thorough knowledge of the variety's unique characteristics and benefits.
- ★ **Market Research**  
Analyzing trends, consumer preferences, and competitive landscape.
- ★ **Creative Development**  
Crafting compelling stories and visuals that resonate with the target audience.
- ★ **Strategic Implementation**  
Executing the brand strategy across all touchpoints in the value chain.



We are here to inspire our customers with superior genetics but also provide compelling selling stories that resonate with retailers and end consumers.

**Thank you for joining us on this journey!**





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## Petunia

- Unique bloom coloration
- Green ruffled flower edges
- Adds an interesting element to combinations
- Blooms early enough for any market
- Good summer performance – prolonged growing
- Recover ability after rains and wind



Compact



Landscape



30-36 cm  
12-14 in



30-40 cm  
14-16 in



12-15  
Gal, Patio Pot



Hanging  
basket



AMAZONAS™ Plum Cockatoo