

always evolving

Do you remember when Apple's logo was a scene of Sir Isaac Newton sitting beneath an apple tree? How about when Starbucks' logo was brown and had a tagline of "coffee, tea and spices?"

You probably don't because Apple quickly changed its logo to the shape of an apple with rainbow stripes the same year (1976), and Starbucks introduced green to its brand in 1987.

Google any well known company — even the search engine itself — and you'll find an evolution of logos through the years.

Yet, when I talk to a lot of garden centers they are hesitant to make changes to their logo because "it has been around for decades" or "our customers recognize it."

These are both valid points, but if a logo is no longer conveying the brand that you want your customers to see, it might be time for an update.

This month, Stephanie Whitehouse Barlow tackles what's really in a brand on page 12. She addresses logos, colors, fonts and styles, but also goes beyond that.

Stephanie sent me an email with a list of companies that for her "reflect a cohesive brand identity that you also can find in their e-newsletter as well as brick-and-mortar storefronts." Before reading any further, I took a second to make a little list of my own.

We had one of the same companies unrelated to horticulture (Pottery Barn) and two of the same companies within the industry (Terrain and Proven Winners). We're either just on the same wavelength, or they're truly doing a good job with on-point marketing.

A cohesive brand identity isn't just a logo; it's everything a customer sees when they go to your website, walk in your store, interact with your employees and so much more.

In Christina Salwitz's column on page 26, she talks about having your employees walk the floor quickly before every shift. Sending the right message is truly a team effort.

awards time

It's one of my favorite times of the year — time to accept entries for Lawn & Garden Retailer's 2017 Merchandiser of the Year competition.

You've spent lots of time preparing for spring, and I know your stores look incredible!

Grab your camera, head to the garden center and start snapping some photos. You have until June 9 to submit up to five images of your favorite creative display or group of displays that appeared in your store this year. They can be anything from hard goods to green goods or a combination of both.

Send them to me at akleckler@greatamericanpublish.com, along with up to 500 words about the purpose of the display, when it was featured, how you created it or what customers had to say. See page 85 for more details.

Not only could you be featured in the magazine and win bragging rights as Lawn & Garden Retailer's 2017 Merchandiser of the Year but also a bottom line-boosting package from our sponsors.

Need inspiration? Head to www.lgrmag.com/merchandiser-of-the-year to see our past winners and finalists. Also, visit www.lgrmag.com/inspiration-book for a look at ideas from garden centers across the country.

We can't wait to see your entry!




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