



# CTPB 2021 General Season Messages

## *Our Ongoing Value Proposition*

### **REAL CHRISTMAS TREES ARE SPECIAL; THEY CREATE MEMORIES AND LITERALLY SMELL LIKE CHRISTMAS.**

- Because they're natural, they're unique. Each tree brings something fresh to each year.
- Shopping for a tree together creates family traditions and lifelong memories. In fact, in a nationwide survey last year, 76% of respondents said they think of real Christmas trees as an experience, not just a product.<sup>1</sup>
- Real trees provide the official scent of the season, and there's nothing else like it.
- Like other crops, real Christmas trees are grown to be harvested, just like pumpkins for Halloween or salad ingredients for dinner. There's no harm in taking them home.
  - They are biodegradable, so they can be recycled or reused for mulch.
  - For every real Christmas tree farmers harvest, they plant at least one new tree.

## *This Year's News*

### **89% OF PEOPLE WHO PREVIOUSLY BOUGHT ARTIFICIAL CHRISTMAS TREES AND SWITCHED TO A REAL ONE LAST YEAR WISH THEY HAD DONE SO SOONER.<sup>2</sup>**

- This may be a good year to make the switch to real too if you were planning on buying an artificial tree.
- (Especially because) the artificial Christmas tree industry has stated publicly that supply chain snags are forcing a higher price tag on its product as well as shipping delays.<sup>3</sup> Some shipments are unlikely to arrive before the Christmas shopping season.<sup>3</sup>

## *The Main Concern*

### **SUPPLY IS TIGHTER THIS YEAR, BUT WE'VE NEVER RUN OUT OF TREES BEFORE AND DON'T EXPECT TO NOW.**

- The number, variety, and size of real Christmas trees may vary retailer by retailer this season, but trees will still be available across the country. That's because ...
  - **The heat wave in the Pacific Northwest was limited in reach** – It did not wipe out all the trees in the region. It was confined primarily to the Northern Willamette Valley in Oregon and parts of Southwest Washington, but real Christmas trees are grown in every state and in Canada.
  - **Not all damage was severe** – Effects varied in intensity, from farm to farm, species to species, and even tree to tree. Many effected trees will recover and be ready for harvest in one to two years.
  - **Growers have borrowed from future harvests** – Christmas trees take eight to 10 years to reach market maturity. So growers can “borrow” from trees originally intended for harvest in a future year to make up for short falls in the current year.



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## Call to Action

### THE KEY TO GETTING A REAL CHRISTMAS TREE IS TO SHOP EARLY, STAY FLEXIBLE, AND PLAN AHEAD.

- **Shop early** – For the greatest selection and availability, shop the first two weeks of the season, starting the day after Thanksgiving. As Christmas gets closer, some locations may close early and there may be a reduced selection.
- **Try something new** – Sizes and species will vary, and trends are changing. More “natural” looking trees are becoming popular and should be in good supply this year.
- **Know your options and check availability in advance** – The exact tree you want may not be in the exact place you look for it, but there will be trees within shopping distance. Visit [ItsChristmasKeepitReal.com](https://www.itschristmaskeepitreal.com) to use the Retail Locator with an interactive map and search filters to find a real Christmas tree at a retailer near you.

<sup>1</sup> ABOUT THE 2020 MARKETING RESEARCH SURVEY: TRUE Global Intelligence, the in-house research practice of FleishmanHillard, fielded a survey of 2,019 Americans adults ages 21 to 49 years from July 6th to July 10th, 2020. All respondents to the survey celebrate or observe Christmas and either decide or share in the decision of whether and what kind of Christmas tree to put up in their home each year or influence their home's decisionmaker. The survey has a margin of error of ±2.2% and higher for subgroups.

<sup>2</sup> ABOUT THE 2021 MARKETING RESEARCH SURVEY: TRUE Global Intelligence, the in-house research practice of FleishmanHillard, fielded a survey of 1,502 Americans adults ages 21 to 49 years. All survey respondents celebrate or observe Christmas and either decide or share in the decision of whether and what kind of Christmas tree to put up in their home each year or influence their home's decisionmaker. The survey was fielded from May 7 to May 17, 2021. The survey has a margin of error of ±2.2% and higher for subgroups.

<sup>3</sup> <https://www.cnn.com/2021/08/26/perspectives/supply-chain-issues-holiday-shopping/index.html>

## SAMPLE “SOUNDBITE STORY”

(PRIMARY MESSAGES WOVEN TOGETHER CONVERSATIONALLY WITH SELECT PROOF POINTS TO FORM OPENING RESPONSE)

**Real Christmas trees are special; they create memories and literally smell like Christmas.** That may be why a new survey shows that **89% of people who previously bought artificial Christmas trees and switched to a real one last year wish they had done so sooner.** In fact, **this may actually be a good year to switch to real too if you were planning on buying an artificial tree.** Now, that may sound a bit odd coming at a time when there's so much talk about shortages, so let me be clear: **Supply of real Christmas trees is tighter this year, but we've never run out of trees before and don't expect to now. The number, variety, and size of real Christmas trees may vary retailer by retailer this season, but trees will still be available across the country. The key to getting a real Christmas tree is to shop early, stay flexible, and plan ahead.**