

# what is Love?

## 2016 Valentine's Day Media Plan Highlights

Teleflora will reach millions of consumers via a multi-media campaign featuring print, radio, digital media and social media – all designed to drive excitement for Teleflora products and orders to your shop!



teleflora  
*love note*  
CONCIERGE

Words are hard. We can help.  
**1-844-IT-IS-LOVE**



### PRINT (Jan/Feb print & online)

WORKING  
MOTHER

LIVE WELL EVERY DAY  
Woman's Day

curve  
THE BEST-SELLING LESBIAN MAGAZINE

NATIONAL  
Examiner

closer  
WEEKLY

### DIGITAL (Feb 1 - Feb 14)

Teleflora What is Love? Video  
Paid Media campaign



YouTube

### RADIO (Feb 3 - Feb 10)

National and Top Market Radio Tour.  
Featured Placements in:

- New York (Lite FM + PIX 11)
- Los Angeles (KOST 103.5 + Power 106FM)
- Washington DC (WQRX FM)
- San Francisco (KBLX FM a+ KOIT FM)
- Chicago (KISS FM)

Other markets include:

- Charlotte,
- Columbus
- Milwaukee
- Minneapolis ... and more!

### SOCIAL MEDIA (Feb 3 - Feb 14)

Teleflora Twitter Parties

- Feb 3 – 10 a.m. PST
- Feb 9 – 10 a.m. PST



# teleflora®

