

The Harvi logo consists of the word "HARVI" in a bold, white, sans-serif font, enclosed within a white rounded rectangular border. The background of the entire slide is a dark teal color, decorated with faint, white line-art illustrations of various vegetables and herbs, including broccoli, tomatoes, carrots, and leafy greens, scattered across the right and bottom portions of the frame.

HARVI

Product Launch Case Study

Created by Jack Chacon



What is Harvi?

Harvi is a self-watering, stackable, raisable, food safe gardening system designed for beginners and people who wouldn't typically have enough space to grow a garden.





Harvi Products

Garden Bed

Harvi brings the garden to life and the farm to your table. And in the kind of recyclable, food-grade polymer container that's kind to the earth, kind to your plants and kind to you. It's a modular, stackable system that means you can start small, and grow big.

Extender Legs (4 Pack)

Our Extender Legs add 15.75" in height to the Harvi Garden making plants easier to reach and gardening easier on your back. They also enable Harvi owners to stack their garden beds in lots of interesting ways, allowing them to customize their garden to fit their space.

AVAILABLE IN 5 COLORS:



Features & Benefits

1 Self-Watering

The secret is Harvi's clever easy-fill capillary mat reservoir. It holds up to 1.5 gallons and works to minimize evaporation loss and keep the soil and plant roots hydrated even on the hottest days.

2 Stackable & Raisable

Start small, grow big! Harvi can be stacked in multiple formations allowing you to customize your garden to fit your space and help you grow more of what you love. It can also be raised up with extension legs, making your garden easier to reach and easier on your back.

3 Thoughtful Size

We want you to be able to grow a great garden no matter what space you have available, so Harvi is designed to maximize growing room, even when space is at a premium.

4 Food Safe

Harvi is made from a high-density food grade molded polymer. That means it's safe for you and the environment. It's also UV resistant and phenomenally durable — it will never rot or corrode — but still light and easy to move around.



Bonus: Harvi Garden Is 100% made In the USA with a lifetime warranty.



Context

- The summer prior to our official launch we had a soft launch at the Philadelphia Flower Show. We had a booth and set up a simple website for selling garden beds to the people we met.
- At the Flower Show and in the time between then and launch, we sold several garden beds and were able to validate some of our assumptions about our target audience.
- The following spring we decided to launch in earnest with a fully formed website and marketing.
 - I was responsible for developing the launch strategy, coordinating with our design team, and ultimately executing everything we had planned.



Our launch campaign goals were to...

**Raise awareness and
sell more garden beds!**

Target Audience

- **Demographics**

- Skews Female
- Late 20s – Early 40s
- Lives in an urban area
- Has limited outdoor space
- Is likely to be a new gardener
- Annual income of \$80K+

- **Psychographics**

- Prioritizes health and wellness
- Likes spending time outdoors
- Likely politically progressive
- Likes to cook

- **Behaviors**

- Shops at local stores, farmers markets, and co-ops when able
- Tries new restaurants often
- Shops for organic foods



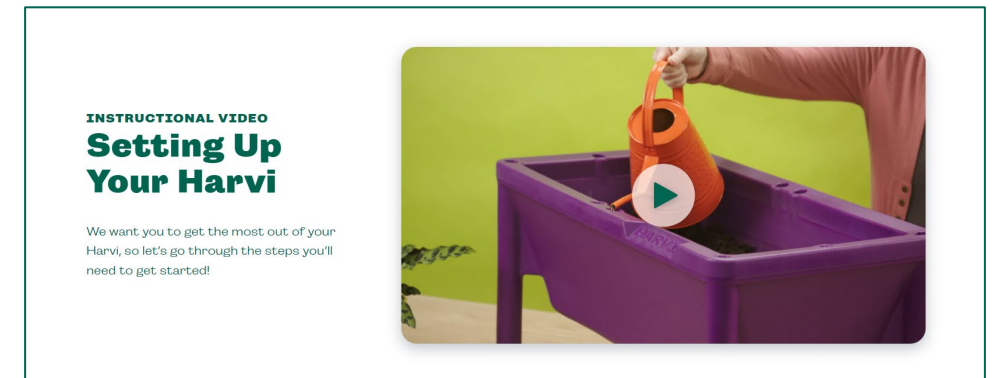
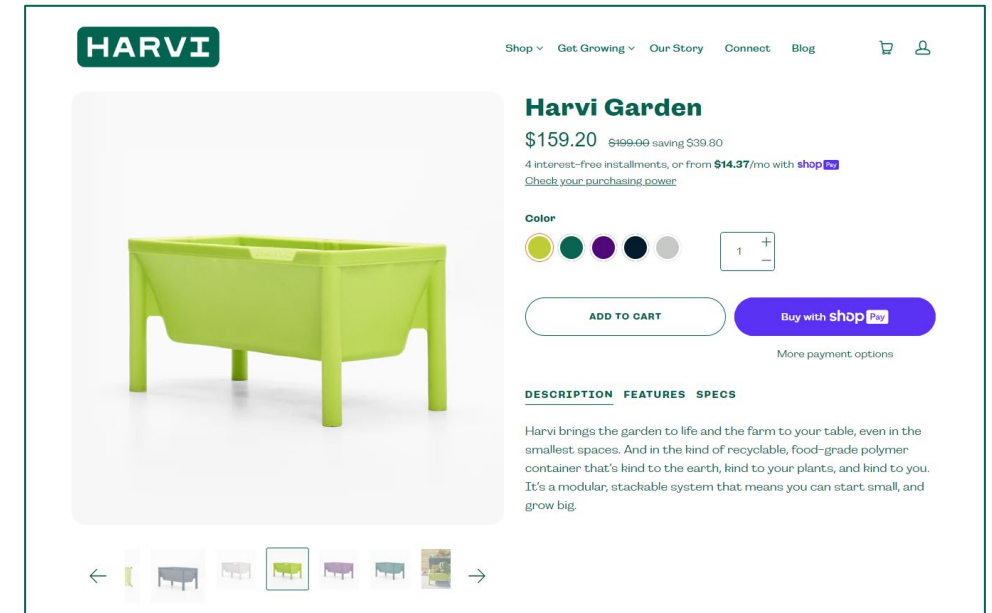
Why is this audience interested?

- After the pandemic, interest in gardening increased exponentially, but not everyone was able to do it.
 - For those who didn't have much outdoor space, Harvi's small footprint and stackability opened up new opportunities.
 - For beginner gardeners, the self-watering reservoir and smaller size made gardening seem like a much more manageable hobby.
 - For those who were too busy, too forgetful, or traveled too often, Harvi's self-watering reservoir allowed them to go longer in between waterings.
 - Depending on the climate and the types of plants being grown, the reservoir holds 1-2 weeks worth of water!



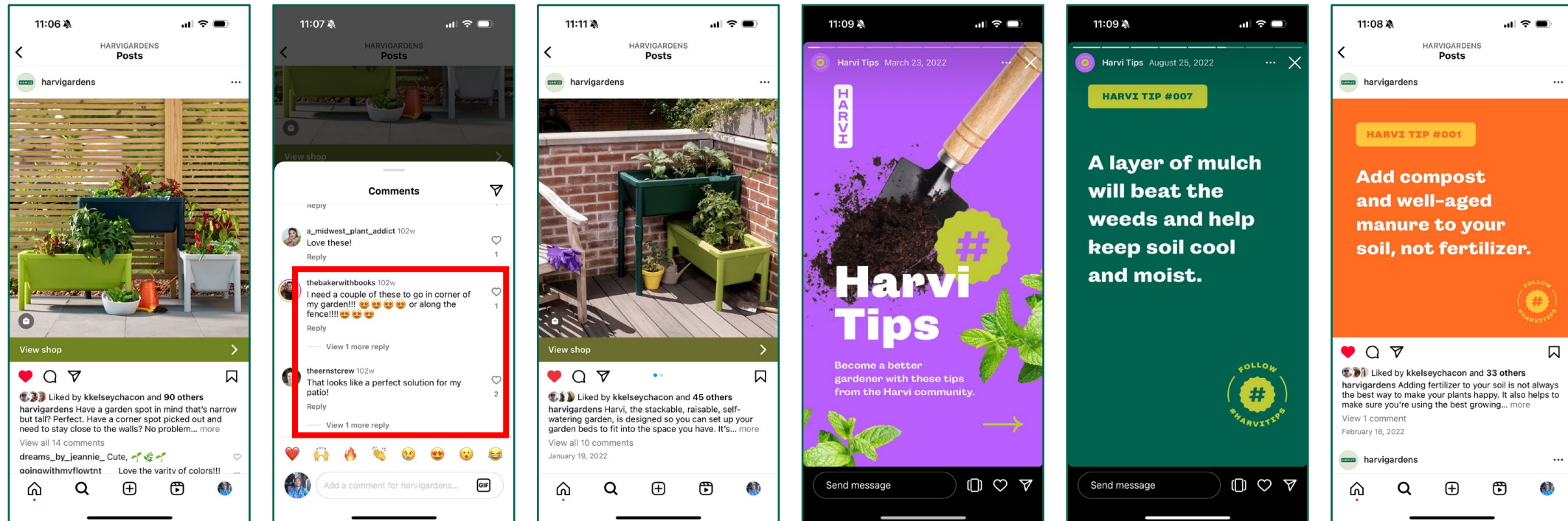
Launch Strategy: Shopify

- **Focus:** Relaying the benefits of growing in a Harvi and providing useful information for beginner gardeners to help them feel more confident.
- **Strategy:** This website is where we focused all of the traffic we generated.
- **Note:** I was no longer working on the brand or website after 12/15/23.
- See below for links...
 - [Harvi Gardens Website](#)
 - [Harvi Gardens Instructional Video](#)



Launch Strategy: Organic Social

- **Focus:** Show Harvi in the context of small spaces and create educational content for beginner gardeners that would provide value making them more likely to follow us.
- Visit Harvi's Instagram [@harvigardens](https://www.instagram.com/harvigardens) (Note: I have not managed this account since 10/30/23)



Launch Strategy: Social Ads

- **Focus:** Highlight Harvi as an option for small space gardening and explain the benefits of Harvi's self-watering reservoir.
- **Strategy:** We ran a series of A/B tests to discover which images and copy were most effective. Once we settled on creative that worked, we began running targeting experiments as well.
- **Note:** I was unable to find the ads from the campaign, but I do know that the most effective image ended up being our most liked post at the time. *(Shown here on the right)*



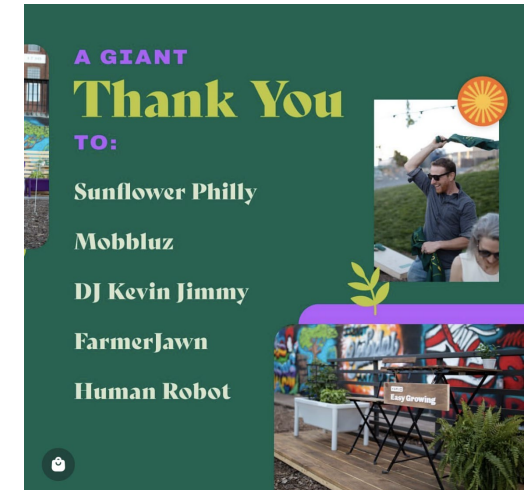
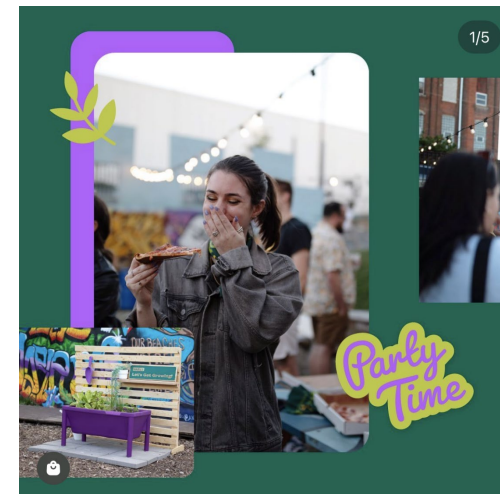
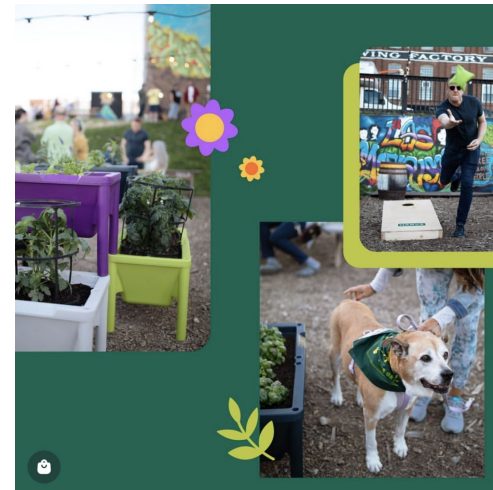
Launch Strategy: Google Ads

- **Focus:** Putting ourselves in the context of searches for container gardens, small space gardens, and beginner gardening systems to raise awareness and generate sales.
- **Strategy:** We used a combination of search and shopping ads. We also ran a retargeting campaign through Google Shopping to reengage website visitors across the Google Network.

 SALE	
HARVI Garden Avocado	Harvi Gardens Gift Card
\$159.20 \$199.00 Harvi Gardens Free delivery by Tue, Feb 13	\$199.00 Harvi Gardens Free delivery by Tue, Feb 13

	HARVI Garden Avocado Harvi brings the garden to life and the farm to your table, even in the smallest spaces. And in the kind of recyclable, food-grade polymer container thats kind to the earth ... Outdoor Other options: ▼ View product details SALE \$159.20 \$199.00 +\$12.74 est. tax Harvi Gardens Free delivery by Tue, Feb 13 Buy now \$185.00 +\$14.80 est. tax Walmart - Harvi Gardens Free delivery Compare 2 prices
	

Launch Strategy: Launch Party



Results

- We more than doubled our prelaunch sales within the first two months.
- Amazon sales accounted for roughly 20% of our total sales without running any ads.
- We gained nearly 1000 Instagram followers through the first 6 months.
 - We gained an average of 162 followers per month over the first 6 months.





Thank You!