



The Website



At the heart of the [Dig.Drop.Done™](#) campaign is an entertaining and educational website designed to be easily navigable for the avid gardener and the first-time planter. Here's a peek at what consumers can find on the site.

BULB-U-CATION

Bulb Basics: Discover what a bulb is, where to buy it and how to plant it.

Dig Deeper: Answers and ideas on naturalizing, mulch, fertilizer, color schemes and pest control.

Bulbpedia: Explore the colorful universe of flower bulbs. Search by season, light requirements, name or just peruse through images.

FAQ: Curious? Find the answer to questions like, "Why are my bulbs flowering so much later this year?" to, "Why are bulbs grown in Holland of all places?"

Bulb Tips: Review bulb ideas from Marcy, Juliana and Evelyn.

PLANTERS GUIDE

Gallery of Inspiration: Visually explore colorful design ideas, stunning solutions for unusual spaces and inspired plantings. Watch the ladies dispense their bulb wit and wisdom in a series of light-hearted videos.

Family Fun: Peruse indoor and outdoor bulb activities that involve parents and kids.

Bulb Calendar: What's going in with bulbs in June? Is there anything to do in the garden come November? Learn what happens in the garden from January through December.

Planting Chart: Use this table to determine how many bulbs you'll need for the size of your planting bed.