

From: "Bifulco, Frank" <frank_bifulco@homedepot.com>
Subject: **RE: Concern with Home Depot's radio commercials**
Date: June 4, 2009 6:08:07 PM EDT
To: "Jenny Scala" <jenny.scala@safnow.org>
Cc: "Niemi, Jean" <Jean_Niemi@homedepot.com>, "Greenia, Kim" <Kim_Greenia@HomeDepot.com>

Dear Ms. Scala:

This responds to your email below. I do appreciate your having reached out to me, and I fully acknowledge the concerns that you raise. Rest assured that our intent is not to disparage your industry or to convey negative images of flowers or florists. Going forward, we will certainly be more sensitive to your perspective. I have asked my associate, Kim Greenia, who stewards our broadcast efforts here at The Home Depot, to give you a call personally.

Please do continue to shop our stores and let us fulfill your gardening and home improvement project needs.

All the best,

Frank Bifulco

From: Jenny Scala [<mailto:jenny.scala@safnow.org>]
Sent: Wednesday, June 03, 2009 4:51 PM
To: Bifulco, Frank; Niemi, Jean; Drake, Paula; Dayhoff, Diane; Public Relations
Subject: Concern with Home Depot's radio commercials

Dear Mr. Bifulco,

As the national trade association representing more than 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to concerns about negative references to flowers and florists. SAF sent an e-mail to one of your public relations manager's attention on May 6 in regards to a Home Depot radio commercial that said instead of a floral arrangement that will die in a few days, buy a rose plant from Home Depot for Mother's Day.

It has been brought to our attention that Home Depot's current radio commercials say do not buy flowers from your florist that will just die when Home Depot has rose plants that can live on forever.

While purchasing Home Depot rose plants certainly has its advantages, this type of campaign runs a risk of giving consumers an overall negative impression of floral products -- regardless of the type or location of where they are purchased.

Our request is that you simply eliminate the negative reference to flowers and florists, and promote your floral products on their own merits. The type of advertising you are doing confuses consumers, and runs the risk of providing an overall negative impression of all floral products.

You also may want to consider that disparaging remarks in your advertising run the risk of alienating loyal customers — floral industry members who enjoy gardening and do-it-yourself home improvement projects.

SAF hopes that you will reconsider your advertising approach and promote a more positive image of the flower industry. The long-term effect can only benefit all involved.

Thank you for your time and consideration.

Sincerely,
Jenny Scala

Jenny Scala

Director of Consumer Marketing

Staff Liaison of Professional Floral Communicators – International (PFCI)

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