

From: Jenny Scala <jenny.scala@safnow.org>
Subject: **Concern with Intermezzo radio commercial**
Date: April 28, 2009 3:16:19 PM EDT
To: rtully@intermezzomagazine.com

Dear Ms. Tully,

As the national trade association representing 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to member concerns about negative references to flowers. One of our members contacted us about the Intermezzo radio commercial on WBZ AM 1030. It says: "Buy chicken soup instead of flowers."

SAF realizes that advertising is competitive but supports respected principles that suggest promoting a product on its own merits rather than disparaging another. In other words, consumers choose Intermezzo magazine for many positive reasons. Therefore making references to flowers to make your magazine stand out seems unnecessary. SAF feels that taking the time to identify and promote your advantages results in more sharply focused, creative, successful advertisements.

On behalf of the floral industry, SAF requests that you eliminate the reference to flowers in your promotions and reconsider this negative approach in future campaigns.

Thank you for your time and consideration.

Sincerely,
Jenny Scala

Jenny Scala

Director of Consumer Marketing
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