

From: Jenny Scala <jenny.scala@safnow.org>
Subject: **Concern with McDonald's radio commercial**
Date: May 7, 2009 11:45:52 AM EDT
To: Mary.Dillon@us.mcd.com

Dear Ms. Dillon,

As the national trade association representing 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to concerns about negative references to flowers. A floral business owner has contacted us to express disappointment with a McDonald's radio commercial that says why send flowers when you can get a café latte.

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 lattes for many positive reasons. Therefore making references to flowers to make McDonald's café latte look good seems unnecessary. SAF feels that taking the time to identify and promote your advantages results in more sharply focused, creative, successful advertisements.

You may want to consider that disparaging references against an industry run the risk of alienating loyal customers — floral business owners and their staff who enjoy fast food and lattes during the busy Mother's Day season.

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

Thank you for your time and consideration.

Sincerely,
Jenny Scala

Jenny Scala

Director of Consumer Marketing
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