

From: Jenny Scala <jenny.scala@safnow.org>
Subject: Concern with OfficeScapesDirect.com
Date: April 23, 2009 3:55:39 PM EDT
To: service@silkflowers.com, crc@silkflowers.com, jrc@silkflowers.com
▶ 1 Attachment, 45.1 KB

Dear Mr. Corelli,

As the national trade association representing 12,000 florists, wholesalers, suppliers and flower growers, the Society of American Florists (SAF) responds to concerns about negative references to flowers. Floral business owners have contacted us to express disappointment with an e-mail they received from OfficeScapesDirect.com. Specifically, the April 20 e-mail with the subject line, "Take 15% off for Mother's Day – this week only." It includes an image of "fresh cut flowers after 7 days" and states: "Why give fresh flowers that wilt after 7 Days ..."



Why give fresh flowers that wilt after 7 Days...
When you can send Silk Flowers that still look fresh after 7 years!
• Silk Flowers •
The Gift That Lasts

FRESH CUT FLOWERS
AFTER 7 DAYS

LASTING SILK FLOWERS
AFTER 7 YEARS!

Save 15% off Mother's Day Gifts when you order by April 24th!
Use Offer Code: **GIFT1A**
[▶ Click here for Great Gift Ideas!](#)

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 silk flowers from OfficeScapesDirect for many positive reasons. Therefore making references to fresh flowers to make your silk flowers 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 also may want to consider that this sort of negative remark runs the risk of alienating many loyal customers – floral business owners who receive your emails and purchase silk flowers.

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
Staff Liaison of Professional Floral Communicators – International (PFCI)
jenny.scala@safnow.org
(703) 836-8700 x 216
800-336-4743
Fax: (703) 836-8705

Society of American Florists

1601 Duke Street
Alexandria, VA 22314
www.aboutflowers.com
Members Only: www.safnow.org

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