

**From:** Jenny Scala <jenny.scala@safnow.org>  
**Subject: Re: Concern with Quilt in a Cup Ad**  
**Date:** May 7, 2009 9:50:45 AM EDT  
**To:** "Dianne Springer Designs" <sales@quiltinacup.com>  
**Bcc:** "Jenny Scala x.216" <jscala@safnow.org>

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Dear Ms. Springer,

Thank you for the response. We are simply asking for you to refrain from making negative references to flowers in your promotions. There is no need to point out that flowers die, fade, wilt, etc. in promotions.

Thank you for your time.

Jenny

On May 6, 2009, at 8:02 PM, Dianne Springer Designs wrote:

Dear Ms Scala,

It saddens me to find that you could possibly find something negative in our ad. It was never our intent to infer anything negative about flowers or anything else. The reality is that while flowers are, indeed, beautiful, they still are temporary. Such is life. I cannot imagine that it would be news to anyone that flowers do not last forever. It amazes me that my ad or my product could be in any way competition for your business. I suppose I could take this as a compliment.

I am wondering when you say that I should "eliminate the reference to flowers in [my] promotions," does this mean only ones that *you* decide are "negative," and that I should have my ads screened by you, personally, just to be on the "safe" side? or, that I am not "allowed" to refer to flowers at all? Just curious, what do you do about the silk flower industry?

Again, I am sorry that you chose to interpret my ad as anything but creative. Other than your email, we have heard only how clever the ad is.

If you have this much time on your hands, I could use some help.

Dianne  
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**From:** [Jenny Scala](#)

**To:** [sales@quiltinacup.com](mailto:sales@quiltinacup.com)

**Sent:** Wednesday, May 06, 2009 12:52 PM

**Subject:** Concern with Quilt in a Cup Ad

Dear Ms. Springer,

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 Quilt in a Cup advertisement published in the May/June issue of *Fons & Porter's Love of Quilting* magazine. It reads: "Give your Mom flowers that never fade to match your love that never dies."

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 your craft projects for many positive reasons. Therefore making references to flowers to make Quilt in a Cup look good 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

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**Jenny Scala**

Director of Consumer Marketing

Staff Liaison of Professional Floral Communicators – International (PFCI)

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Members Only: [www.safnow.org](http://www.safnow.org)



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