

**From:** Jenny Scala <jenny.scala@safnow.org>  
**Subject:** **Concern with St. Louis Magazine advertisement**  
**Date:** April 29, 2009 11:38:37 AM EDT  
**To:** sschenkenberg@stlmag.com, cmarshall@stlmag.com, ahenshaw@stlmag.com

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Dear Mr. Schenkenberg, Ms. Marshall and Ms. Henshaw,

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. Floral business owners have contacted us to express disappointment with an advertisement in the Home section of the St. Louis magazine. The ad for a St. Louis magazine subscription shows a vase of tulips and states: "This Mother's Day, Give a Gift That Stays Fresh All Year."

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 to give a St. Louis magazine subscription for many positive reasons. Therefore making references to flowers to make your magazine 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 subscribers — floral business owners and their staff who read your magazine to stay current on St. Louis' lifestyle trends.

We thought you and your readers would be interested to know that most Americans appreciate the beauty and ephemeral nature of flowers as a unique investment in memories, according to research by The Michael Cohen Group. In fact, 92 percent of women can remember the last time they received flowers; and 97 percent of men and women recall the last time they gave a floral gift.

Fresh flowers provide a powerfully positive emotional boost. A behavioral research study conducted at Harvard reveals that people feel more compassionate toward others, have less worry and anxiety, and feel less depressed when fresh flowers are present in the home. A previous study from Rutgers University shows that the presence of flowers has an immediate impact on happiness and increases life satisfaction and enjoyment.

These are just a few reasons why flowers are one of the most popular gifts for Mother's Day and proof that flowers are more than a mere household decoration — flowers are an affordable way to lift our spirits, make us happier and emotionally healthier.

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.

If you ever need information about flowers, please contact me or visit [www.aboutflowers.com](http://www.aboutflowers.com).

Thank you for your time and consideration.

Sincerely,  
Jenny Scala

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## **Jenny Scala**

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

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