

From: Jenny Scala <jenny.scala@safnow.org>
Subject: **Concern with WolfCamera.com radio commercial**
Date: May 4, 2009 11:54:11 AM EDT
To: brysha@ritzinteractive.com, contact@ritzinteractive.com

Dear Mr. Brysha,

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 a radio commercial for WolfCamera.com. It says, for about the same price as a dozen roses, you can get your mom a digital camera.

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 WolfCamera.com for many positive reasons. Therefore making references to flowers to make your digital cameras 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
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

 please consider the environment before printing this email