



SAF Marketing Breakfast

Consumer Marketing: Program Highlights

SAF AMELIA ISLAND 2015

Women's Day: March 8



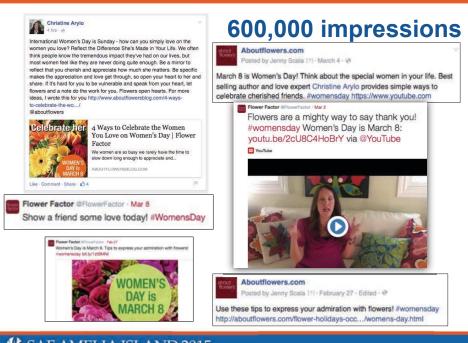


In our busy lives, lets take a pause & tell the women who have made a diff, how much we appreciate them ow.ly/JT6PS #womensday

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Women's Day Posting, Tweeting





Thank you Lane DeVries, Sun Valley Floral Group



Women's Day Resource Center

www.safnow.org/womensday



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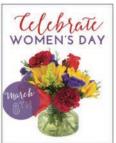
Women's Day Resource Center

- Sharable Facebook graphics
- Web banner ads
- Print ads
- Posters
- Suggested Facebook posts
- Suggested tweets
- Color fliers
- Press release
- Talking points
- Radio commercial scripts
- Ideas & advice



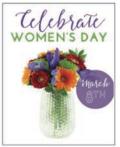
safnow.org/womensday





Industry Partnership

- Asocolflores
- Association of Floral Importers of Florida (AFIF)
- Cal Flowers
- California Cut Flower Commission (CCFC)
- Produce Marketing Association (PMA)
- Society of American Florists (SAF)
- •Wholesale Florist & Florist Supplier Association (WF&FSA)



Follow SAF on Social Media



Facebook.com/AboutFlowers.com



Twitter.com/FlowerFactor



Instagram: About_Flowers



Pinterest.com/AboutFlowers



flower factor AboutFlowersBlog.com

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Consumer **Marketing Program**

2015 Local Marketing Materials

Local Marketing Kit distributed to SAF members in August 2015

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Flowers on the set!

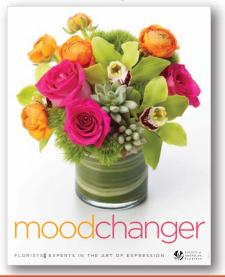


Carol Caggiano, AIFD, PFCI









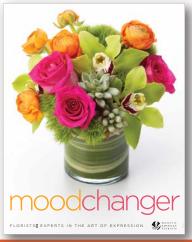
2015 Marketing Kit Posters



Direct Mail Materials Available at safnow.org/kits



- Postcards
- Statement Stuffers



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Marketing Materials Available Online

at safnow.org/kits



- Customizable print ads (3 sizes)
- Smaller versions of posters
- Customizable fliers matching posters
- Web banners
- Sharable Facebook images
- How-to advice and promotional ideas

2015 Public Relations Program

- Omnibus Survey
- Media Outreach
- Expert Spokespeople
- Promotional Stunt

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Omnibus Survey

Spring 2015

Surveyed 2,500 Americans 18+ years of age 50% women, 50% men

Flowers can improve life at home and work

76% of Americans agree "having flowers in my home or office improves my mood."

(Women 89%, Men 64%)



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People don't need a reason to receive flowers

84% of Americans agree "the best reason for receiving flowers is 'just because'."

(Women 92%, Men 76%)



'Just Because' outranks other major occasions for top reasons for receiving flowers to make them happy.

Just because (63%)
Birthday (45%)
Anniversary (39%)
Holidays (38%)
Thank you (36%)
Get well (35%)
Relationship milestone (33%)
I'm sorry (18%)
Academic/professional achievement (18%)
New baby (11%)
Other (7%)

*Gen Xers most likely to indicate "just because": Millenials 61%, Gen X 68%, Baby Boomers 62%, Silent Generation 56%

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Giving is just as satisfying as receiving flowers

88% of Americans agree "giving flowers to others makes me feel happy."



80% of Americans agree "receiving flowers from others makes me feel happy."

Flowers and Romance

- 25% of Americans received flowers from a romantic interest or significant other in the past year.
- One in ten women (11%) have never received flowers from a romantic interest or significant other.

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8 in 10 Americans reported they would have a positive reaction if a romantic interest or significant other gave them flowers.

Feel special (53%)
Smile (52%)
Feel happy (52%)
Be grateful (37%)
Feel lucky (22%)
Show flowers off to others (17%)
Feel like a million bucks (17%)
Be in the mood for romance (15%)
Post pictures on social media (11%)
Fall in love all over again (10%)
Forgive and forget (5%)
Take selfies with flowers (4%)

*Millenials are more likely than others to feel lucky (31%), be in the mood for romance (22%), post pictures in social media (21%), fall in love all over again (16%)

Nearly 4 in 10 Americans (37%)* indicate florists have helped them in a past or current relationship, most frequently to say "I love you" or schedule a surprise delivery.

Choosing the right flowers to say "I love you" (11%)
Scheduling a surprise flower delivery (4%)
Creating an arrangement in my significant other's favorite flowers/colors (10%)
Choosing the right flowers to show support (9%)
Saving the day with a last-minute flower order for special occasion (8%)
Choosing the right flowers to express congratulations (7%)
Choosing the right flowers to impress my date or significant other (6%)
Choosing the right flowers to say "I'm sorry" (4%)
Giving me relationship advice (2%)
Other (4%)

A florist has never helped me in a past or current relationship (63%)

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2015 Omnibus Survey



^{*43%} of men say florists have helped them in a past or current relationship, a significantly higher amount than women (30%).

Dak Kopec, Ph.D.

Design Psychologist and author



Write blog posts

Quote in press materials

Media interviews

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Dak Kopec, Ph.D.





June 2015

2015 Public Relations Program

- Omnibus Survey
- Media Outreach
- Expert Spokespeople
- Promotional Stunt

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Promotional Stunt in NYC



October 2015

Promotional Stunt in NYC



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Keep One, Give One



PETAL
IT FORWARD



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#petalitforward



#petalitforward



Facebook.com/AboutFlowers.com



Twitter.com/FlowerFactor



Instagram: About_Flowers



Pinterest.com/AboutFlowers



AboutFlowersBlog.com

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Thank You ASOCOLFLORES

Petal It Forward:

Marketing + Industry = SUCCESS

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Thank You

- Dramm & Echter
- Dos Gringos
- Flores El Capiro
- Holland America Flowers
- Delaware Valley Floral Group

Petal It Forward



Christine AryloBest Selling Author

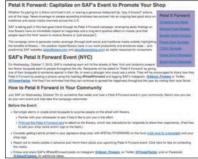
- Media Outreach
- Spokesperson On Site
- Social Media Posting
- Blogs

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Petal It Forward: NYC → Nationwide

Will you join us? Petal It Forward Online Resource Center



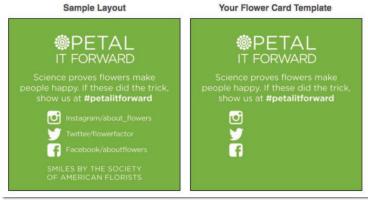


safnow.org/petalitforward

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Petal It Forward:

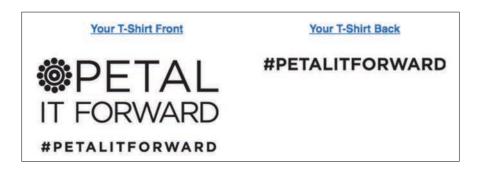
Surprise people on the street with flowers!



safnow.org/petalitforward

Petal It Forward:

Get t-shirts made for your flower team

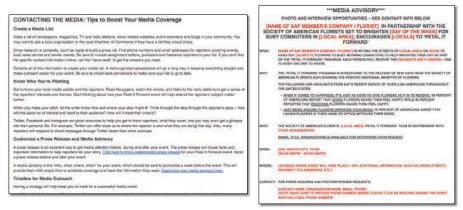


safnow.org/petalitforward

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Petal It Forward:

Reach out to media



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Petal It Forward:

Post on social media before, during, after

SOCIAL MEDIA MESSAGES: The Power of Social Media

We recommend posting content directly to Instagram and cross-posting to Facebook from within the Instagram platform. In addition, we suggest posting to Twitter natively — doing so allows photos to appear within the Twitter stream, capturing the attention of those scanning through content. Always include the #PetalltFoward hashtag.

Why hashtags? Hashtags are words or phrases used on social media sites (prefaced by a # sign) that identify specific content and messaging. In this instance, using #PetalltForward indicates that a photo or message is part of a larger content series and allows social media users to explore all content related to the #PetalltForward campaign, which helps to spread the positive flower message.

We encourage all social media content to be tagged #PetalltForward. Once a hashtag is used with frequency, momentum can build. It also allows you (and us) to easily measure the success of the campaign after completion.

Messaging for Instagram and Facebook

Spread your event with these messages:

- Join in on the fun today as we #PetalltForward with @About_Flowers! We'll be spreading happiness today by giving away two bouquets of flowers – one for the recipient and another to gift to someone else. Follow along at #PetalltForward all day!
- Follow along as we #PetalltForward with @About_Flowers! We're gifting two flower bouquets one to keep and another to spread even more happiness. How are you going to #PetalltForward today?
- Nothing brightens someone's mood quite like receiving flowers. Follow along as we #PetalltForward today with @About_Flowers, surprising strangers with two flower bouquets one to keep, and another to spread even more happiness.

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Get SOCIAL with us!



facebook.com/AboutFlowers.com



twitter.com/FlowerFactor



Instagram: About_Flowers

flower factor AboutFlowersBlog.com

#petalitforward





THANK YOU PR Fund Supporters



SAF PR FUND







Floral Management's 22nd Annual Marketer of the Year

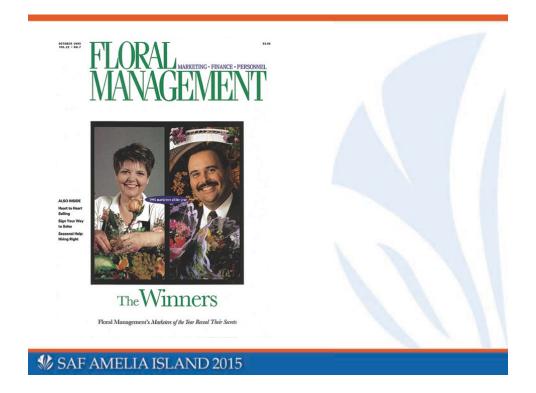
















2013-2014





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Floral Management's 22nd Annual Marketer of the Year

Judges

- •Robert Aykens, AAF, Memorial Florists & Greenhouses, Inc.
- Ben Dobbe, Holland America Flowers, LLC
- •BJ Dyer, AAF, AIFD, Bouquets
- Danielle Mackey, Danielle Mackey Public Relations
- Sandy Nielsen, Nielsens Florist
- •Rod Saline, AAF, Engwall Florist & Greenhouses, Inc.

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And the Winner is...

BUTERA THE FLORIST

Vince Butera, AAF, AIFD, PFCI and Carolyn Butera

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BUTERA

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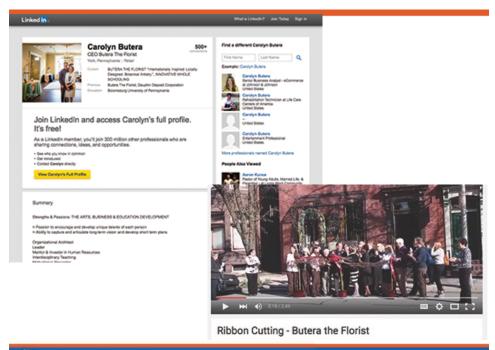
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Results: 2014 vs. 2013

- 94% increase in wedding sales,
- 25% increase in average wedding ticket
- Weekly In-store traffic growth: 30 to 2,500



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