

Interflora: “better presented”



A discussion document prepared for **David Standing**

## Why choose Interflora?

Why not?

“I can buy four times as many flowers from a supermarket for the same price!”

“It’s much more convenient to stop at a garage on the way home...”

“It’s the thought that counts...”

The issue is that most people don’t appreciate the difference.

You can’t communicate the whole story of care, attention, training and knowledge possessed by Interflora florists... to the buyer. BUT you can make the recipient feel really short-changed if they get flowers from anywhere else... “You can’t count the cost of thoughtlessness...”

Bucket?

OR

Bouquet?



Arse?

OR

Elbow?

InterflORa



### Shorter, sharper, to the point

In these high-stressed times when instant gratification has become an unacceptable delay you have milliseconds to connect. People are price conscious and time poor; you have to add value **and** save time.

IF you can save them time

IF you can connect with them when the time is right

IF you're there for them, when they can't be...

IF you can deliver... then they'll remember you...

IF: Interflora Rapid Response

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**Better presented**

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If<sup>®</sup>   
You really care™



 **Interflora**

**Interflora “Is a bit stuffy...”**

Interflora has been around for donkey’s years. That continuity is a great brand asset, but it’s also a sign of the times that other established brands are shifting emphasis, or sub-branding to attract new business...



The word according to jackade.com



If®  You really care™



If®  You really care™



If®  You really care™



If®  You really care™

**Does Elton use Interflora?** Elton John is probably the most famous flower buyer in the UK. These graphics represent girl to girl, girl to guy, girl to girl and guy to guy 'action', not to discriminate but to acknowledge, recognise and remind us about the pink pound...

**Better presented**  
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## **Retrolution™**

There are thousands of reasons not to change the logo. Every piece of signage, publicity and press material will have to be changed.

The florists will balk at the cost, but they'll talk about the benefits.

“Say it with flowers” doesn't really say it now does it?

Interflora need to express ALL the value-added aspects of the service. An old van with a new paint job is still an old van, what does Interflora need to say to people in the 21st Century

People expect you to provide beautiful bouquets, but do they appreciate that your cost includes making ALL the arrangements?



Our gift is to ensure that your gift is  
better presented.

Guaranteed quality \*

Your message handwritten \*

Local delivery by a familiar face \*



\* Guaranteed delivery

\* Flowers arranged by florists

\* We make all the arrangements

INTERFLORA



We make all the arrangements™

## **Appreciating assets**

The Interflora infrastructure could also delivery other products. No-one can afford to ignore the value of customer networks and data aggregation.

Interflora knows:

- who we love,
- when a loved one dies,
- when we were born,
- when we get married

It is feasible to use technology to process the information you gather intelligently to provide a proactive service. Individual florists can't begin to use this intelligence, but Interflora know the whole story. What else could you arrange without intruding on people's privacy?

My gift is to ensure that Interflora is  
better presented.



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