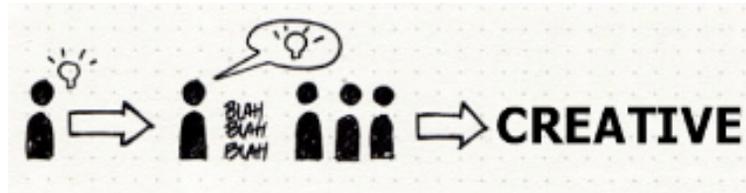


POWER IN NUMBERS

"Quality means doing it right when no one is looking."

-Henry Ford



At Creative Visions, we draw on the power of the collective to provide our clients with the best and brightest solutions. And we do this by starting top-level. That is to say, we brainstorm. Together. This explorative unveiling, we call the Ideation Process. It can best be described as a formalized creative session that allows a group of individuals to create freely and work together as one. Designed to bring out multiple ideas from multiple viewpoints in life to create the best possible creative idea, or to bring the best imagination forth for a particular campaign, it also helps us cover a diverse landscape of thought. This unique, organized approach lends itself to participation and our clients are always welcome to join in.



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HORSE SENSE



When the Arabian Horse Association approached us with a redesign project, their direction was to 'convey a firm handshake'. The media kit for Modern Arabian Horse, the official magazine of the AHA, was to be distributed across the US, inviting associated businesses and breeders to purchase ad space. Creative Visions tackled the project utilizing top quality printing techniques to tout the publications high quality and reliable image. It's oftentimes the small things that make the difference; paper choice, business card slots, color and fit all contributed to the final piece. Dan Schwab, AHA Design & Publications Manager, said the finished kit was "the best printed piece they've done this year." Which, needless to say, makes us feel like a horse of different color.

CARROLL TIRE SUCCESS



For the past two years, Creative Visions has been instrumental in building a brand for Georgia based

Carroll Tire Company. Managing the field marketing and dealer programming for their 36 branches, proved to be no small feat, but with great challenges come greater opportunities. Our first and foremost goal was to keep the Carroll Tire brand top-of-mind for dealers. To that end, we used particular printing techniques to create a professional image that conveys trust and enhanced the dealership's experience, such as matte finish to reduce fingerprints, and the use of gloss and no gloss features that made images in the piece come alive. The summation of these design 'tweaks' gave their printed pieces a clean, professional look. That, along with our research into the company's audience and supply has catapulted Carroll Tire sales. At Creative Visions we're proud to have been a part of their marketing and sales success.

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