



## January Newsletter

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### Think About It

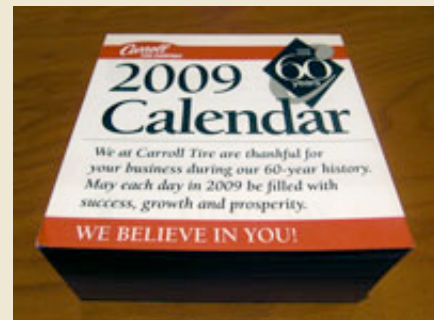
***"Wherever you see a successful business, someone once made a courageous decision."***

**-Peter F. Drucker**

### Give Them Quality

Price is certainly not the only factor a consumer should ponder before engaging in a long-term business relationship with a vendor. The long-standing question is often how to communicate additional value without being trumped by the

dollar sign. Carroll Tire, one of the nation's largest distributors of private and major brand tires, came to Creative Visions with that very question. Our solution? A not-too-big, not-too-small, uniquely shaped desk calendar boasting a daily quote from successful, influential people like Milton Hershey, who said; "Give them quality. That is the best kind of advertising in the world." This effective and inexpensive tool stays in front of customers and potential clients alike, reminding them that price should not be the only consideration when purchasing tires from distributors. Geoff Doster of Carroll Tire had this to say: "In an industry where things are easily commoditized, we were looking for a way to continue to remind our customers that business is not about price and price alone. The calendars allow us to communicate daily with our 10,000 plus customers a message of partnership and service."



### The Right Message Goes a Long Way



**Dr. Ryan Redfearn**

Consumers are inundated with market messages from the ever-growing media circus. If the desired result is audience impact, how can we know what message will deliver it? Truth be told, the onslaught of the information age has proven very little room for the cliché among finicky consumers. Our advice? Dig deeper.

Dr. Ryan Redfearn of Legacy Dental came to us at a crossroads. The Denver dentist wasn't sure what, if any, insurances they should carry, or, more importantly, if that was important for their target audience. Similarly, Dr. Redfearn had been managing what turned out to be a poorly producing direct mail campaign focused on consumer pain points. In order to get the appropriate information, we went forward with a

consumer survey.

In addition to other valuable demographic information, our survey results found that 64% of their target market has insurance, making it a valuable investment and promotion point. Creative Visions also found that neither 'fear of the dentist' nor 'pain' is a major factor in obtaining client interest - perhaps contrary to intuition. In Dr. Redfearn's case, our survey showed that the right message would emphasize ahead-of-its-time technology and a promotion of the staff's education. In this case, market research revealed that a step into the shoes of your demographic can unearth powerful results!

### The Man Behind the Magic A peek into the life of President and Creative Director, Erik Hofstetter



Erik Hofstetter

Growing up, Erik watched TV for the ads, not the programs. At age 16, he began his career in the design and communications scene. Now President and Creative Director of Creative Visions, a Gold Star member of the BBB since 2003, Erik applies a lifetime of industry experience to his work - precisely targeting individual business needs and unique market opportunities for his clients. The recipient of an Associates Degree in Commercial Art and a number of industry awards, Erik quickly leap-frogged his way to entrepreneurship through the ranks of design and printing. He catalyzed a number of new start-up companies in the Denver Metro area, and was responsible for the exponential growth of the Big O Tires Franchise Group from five stores to thirty-six stores in just nine years. Erik's understanding of effective design strategy and a diligence to seize opportunity continues to translate into success for his clients. His

work spans industries with companies such as the National Multiple Sclerosis Society, Anheuser-Busch, and Coca-Cola. Erik participates heavily in his BNI (Business Networking International) chapter, and serves on the BBB Marketing Committee. He lives his passion everyday - working to save print costs for his clients and build brand equity with a mind for the market.



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