

**HAPPY INDEPENDENCE DAY!**

Everyone loves Independence Day, the perfect American holiday, complete with barbecues, parades, picnics, and fireworks of course! At Creative Visions, we're no different and we take this holiday to recognize how proud we are to be Americans. In a celebratory spirit, we've included some surprising facts about the 4th. Be the life of the party this year and share a few of these tasty nuggets of knowledge with your fellow countrymen!

Independence Day commemorates the formal adoption of the Declaration of Independence on July 4, 1776. However, it was not declared a legal holiday until 1941.

66 million people said to have taken part in a barbecue last year.

The value of fireworks imported from China reaches approximately \$128.8 million dollars.

Fireworks were made in China in the 11th century. The Chinese used their pyrotechnics for war rockets and explosives.

Uncle Sam was first popularized during the War of 1812, when the term appeared on supply containers. The U. S. Congress didn't adopt him as a national symbol until 1961.

Contrary to legend, historical research has failed to confirm that Betsy Ross sewed the first American flag.

The first two versions of the Liberty Bell were defective and had to be melted down and recast. The third version rang every Fourth of July from 1778 to 1835, when, according to tradition, it cracked as it was being tolled for the death of Chief Justice John Marshall.

Eleven cities in the U.S. have "independence" in their name.

The American national anthem, the "Star-Spangled Banner," is set to the tune of an English drinking song ("To Anacreon in Heaven").

The iron framework of the Statue of Liberty was devised by French engineer Alexandre-Gustave Eiffel, who also built the Eiffel Tower in Paris.

George Washington held his first public office at the tender age of 17.



## NAVIGATING THE WORLD OF THE EMPOWERED CONSUMER WITH POP MARKETING

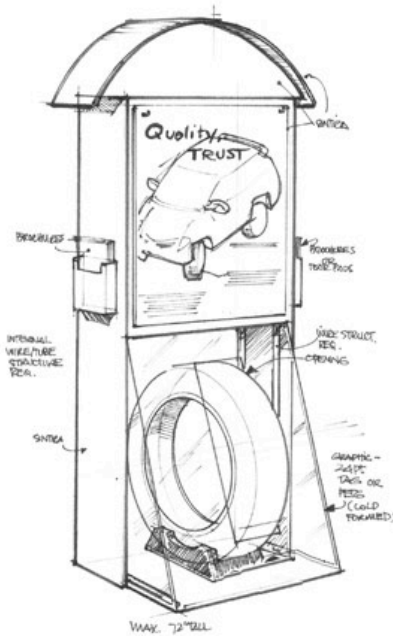
Consumers have choice, and lots of it. But more than choice, the empowered consumer today is extremely self-reliant and marketing mistrust runs rampant. With all the information out there begging for attention, night and day, 24-7, POP (point of purchase), also known as interruptive marketing, moves up a few notches on the 'ole priority list. Why? Because it works.

The staff of Creative Visions has been designing, printing and distributing POP packages for over 19 years. No matter what the retail environment might be, we have the capabilities to create visual solutions to increase sales. Our flexible packages include iVISION™ technology. An effective use of motion-censored infrared lights that spark a TV

screen to life as a consumer passes by. Spouting an attention-grabbing and personalized 5-8 second clip, the screen then switches to an interactive click-button piece designed to let the (very empowered) consumer educate themselves - which is what they'd do anyway, at home, online.

Or how about 3-D lenticular screens that give the appearance of movement without the use of a television? Movement captures attention faster, and can even stop someone at a store mid-task. In the sea of information and marketing messages, we first need to interrupt the buyer's process and get involved without being too forward.

Our philosophy at Creative Visions is to educate and entertain the consumer first. Blatant marketing tactics of days past is no longer an effective use of your marketing dollars. "Win their attention first, let them self-educate and feel great about their decision," said Daren Fields of Creative Visions. 19 years of experience makes our team at Creative Visions your POP Specialists.



## ST. CROIX TRIP WINNER



Introducing Keith Blake, owner of the Wheatridge Big O Tires and partial owner of several other Big O Tires franchises in Colorado. Keith is the lucky winner of a ticket to white sand and sunshine this winter by entering to win a Creative Visions drawing at the TBC Conference this past April. He's destined for the aptly named Garden of the Caribbean, a whole free week stay at Villa Soleil in St. Croix.

As the snow hits this November, we can all think of Keith in his lounge chair, favorite rum drink in hand. But don't despair; there is hope for you yet. We had so much fun with the TBC giveaway that we just might not be able to stop. Just keep reading this newsletter and who knows, there may be a new prize waiting for you!

**HAVE A WONDERFUL HOLIDAY!**

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