



### WHAT IS LMR™?

LMR stands for "Local Motivational Research" and is our secret weapon. With it, we become super-human. Well, not exactly, but we can use it to discover what spurs reaction to marketing materials in your target audience - which might as well be super human powers.



At Creative Visions, LMR allows us to hone-in on your target market and discover the hidden motivators and emotions that make them tick. With this information we pinpoint certain words that are more important than others, exactly what type of logo should be designed, and what kind of colors and imagery will produce the best result. Incorporating these things into your marketing campaign gives you a much-coveted cutting edge. What does that mean for you?...a higher chance for success.

Come and see our latest retail project.

LOLA'S  
sugar  
rush™

GRAND  
*Opening*  
EVENT

Saturday April 11th

2490 W. Main Street, Littleton CO 80120  
FUN FOR THE WHOLE FAMILY

### READ 'EM AND REAP. THE KEYS TO AN EFFECTIVE NEWSLETTER



The newsletter is a timeless piece of communication strategy. It is simple and thus easy to take for granted. Done well, it can be a valuable tool. At Creative Visions, we receive compliments all the time on our monthly communiqué, which in turn has converted into good business. Here are few tips about newsletters we've discovered along the way:

First of all, know your audience. Which is to say, be relevant. This takes some thinking up front. Finding the sweet spot where you are communicating what you'd like to say in a way that is interesting to your audience is not always easy...but we didn't say it would be.

Second, keep it simple. You will have multiple chances to say more - hence the beauty of a monthly or weekly publication. If you try to tackle everything in one, you'll end up with something that looks very close to spam. Clear and concise spells effective.

Third, tell a story. Providing a laundry list of information is a one-way ticket to the 'delete' button. Stories breathe life into fact.

And finally, go for consistency. As much as we tend to shy away from routine, when it comes to branding, we humans like to get comfortable. Maintain a common tone of voice, structure, article content and release date for the best effect.

So will these tips give you insight on how to effectively stay in front of past and potential clients? Well, you're still reading...aren't you?

## WITH FLYING COLORS. UNDERSTANDING COLOR IN DESIGN



Have you ever wondered why fast food brands choose aggressive, warm color schemes for their restaurants? No coincidence, the colors were picked for a concrete reaction: to get you in and out in a hurry. Chased away by reds, oranges and yellows to make room for the next dozen people. No, this is not a case of color theory gone wrong, but rather, intentionally right. Psychologically colors provoke imbedded emotions. A designer who understands color is a successful one.

This is not to say all reds and yellows are evil. It's working for McDonalds isn't it? Red specifically communicates urgency (think Red Cross). If your company seeks to get projects done quickly and effectively in a 'we've-come-to-the-rescue' approach, red is probably a great color for you. Warm colors also lead to impulse buying. Have you ever seen a "SALE" sign in blue or green? - Not often because red has proven its effectiveness.

A common color scheme for spas, schools and boutiques, cool colors tell you to 'slow down, relax, you're in good hands.' Blue says 'I'm wise and knowledgeable'. How less competent would IBM appear if their logo were yellow rather than blue? We think about these things at Creative Visions, because color and its use is only one of the many aspects of good design, but one not to be taken 'whitely', er 'lightly' - excuse us.

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