



## MAY NEWSLETTER

**ST. CROIX TRIP WINNER  
TO BE ANNOUNCED**



Look for next month's newsletter where the winner of the St. Croix giveaway from the TBC Convention will be announced!

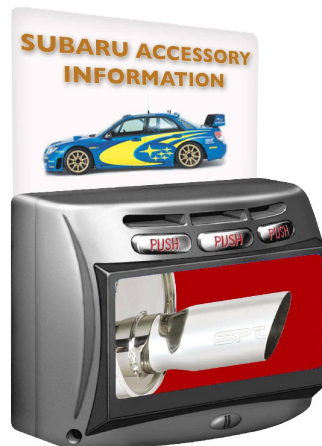
**"The Key to happiness is having dreams; the key to success is making them come true."**

**-James Allen**



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**SUBARU® ACCOUNT SIGNED**



Creative Visions is thrilled to announce the beginning of a prolific relationship with Subaru dealerships across America. Now the think-tankers behind Subaru's "Learn, Love, Live, better in your Subaru" accessory point-of-purchase (POP) campaign, Creative Visions, is taking it to the next level.

According to the Point-of-Purchase Advertising Institute, in-store advertising accounts for 53-60 percent of consumer purchases. With the declining viewer interest in network television and newspapers, and recession-sized budget cuts, POP advertising increasingly is becoming one of the more important aspects of brand awareness and promotion. Creative Visions uses iNVISION™ technology that will allow customers to interact with POP elements and educate themselves about the product. In this case, Subaru's focus is on educating clients about 3 types of accessories including Utility & Convenience, Performance and Protection.

Working to revolutionize the auto industry, Creative Visions is teaming up with Subaru's talented marketing group in Denver, which allows the factory to deliver a clear and concise message to the end users at the time of purchase. Look for these exciting displays in Colorado, Arizona, and Southern California Subaru dealers in the fall.

**TBC CONFERENCE A HOWLING SUCCESS**



The spring 2009 TBC Retail Business Conference last April was a great success! Our 10'x10' booth space buzzed with activity as conference attendees crowded to get a taste of some tools specific to Creative Visions. There we demonstrated and spoke about our vital intelligence, designed to cushion every step of your consumer's buying process; from utilizing local motivation research (LMR™), iNVISION™ in-store digital media, to C-POP™ materials used to close the deal. We were thrilled with the enthusiastic feedback we received on our products, and were happy to come home to Colorado after meeting so many great people. Thank you TBC!



## LOLA'S SUGAR RUSH WEBSITE POSTED

Calling all sweet tooth's! Lola's Sugar Rush, the long-awaited sugary dream of Lola Salazar, has taken cyber form with the posting of [www.lolassugarrush.com](http://www.lolassugarrush.com) this month.

Creative Visions has been tickled brown and pink to take on the branding and development of the Littleton candy shop from the get go. The website, boasting fun music, photo galleries and personal 'we're-your-neighbor' copy, is a nice example of brand integrity across all mediums...to which, the general reaction has been one of irresistible cravings, with a side of smiles. Yum! Check it out for yourself.



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