



## October Newsletter

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### Dear Erik,



Creative Visions has been selected as the exclusive advertising agency to provide In Motion Displays™ (IMD) for the tire industry.

Patented IMD units play a message when the motion detector senses that a customer is within 6 feet of the unit. Currently, there are more than 90,000 digital media players in grocery stores and drug stores across the U.S. and Canada-with another 15,000 units on the way. Well-known companies such as Coca-Cola have recently committed to this type of point-of-purchase program. "Brands across many categories have experienced double digit sales increases with the use of the digital media player," says Erik Hofstetter, president of Creative Visions.

The program that Creative Visions has developed for the tire industry includes the following components:

**Custom Graphics** - an easily updated printed header card that attaches to the top of the video unit (3.6, 5.7 or 7-in. screen sizes). The eye-catching graphics and copy will help consumers notice the device, and want to interact with it.

**Teaser Ad** - a brief, full sound and motion video clip that is activated by movement, which compels the customer to push one of three different buttons.

**Content** - 60 seconds of video can be divided among the three different buttons in any fashion desired. This way, focus on individual brands, products, service categories, or special promotions can be made. Changes to video content is easy and very inexpensive.

"Some companies purchase large TV screens as part of their marketing programs," explains Hofstetter. "At less than \$300 for each unit, IMD units are the least expensive option in video point-of-purchase programs. And, if you consider that the average cost for one 30-second commercial on network TV is \$375,000, IMD is a much more cost effective way to advertise your products and services."

For more information about how IMDs can help your tire business, contact Erik at (720) 482-7954 or [erik@cvisions.net](mailto:erik@cvisions.net).

### IN-TER-EST



## Ice Cubes Coming out of A Shower Head?



This eye-catching visual was featured on a recent direct mail piece that Creative Visions developed for Quality 1st Plumbing. The piece is one example of how Creative Visions uses graphic design to engage the attention of its client's target audience.

"With our business, we wanted to help people identify a need that they may not even be aware of yet - preventive maintenance for their water heater," explains Howie Metz, president of Quality 1st Plumbing. "Creative Visions came up with this dynamic concept to help us create interest. As we have learned, before we can deliver our message, we need to persuade them to participate or engage with us. This piece hit the mark perfectly."

Curious about how good graphic design can capture the interest of your audience? Visit [www.cvisions.net](http://www.cvisions.net) or call us at (720) 482-7954.

## Melissa Hofstetter Named Director of New Business Development



Melissa Hofstetter has a new role with Creative Visions: Director of New Business Development.

Melissa started Print Buyers International with Erik back in 1990, which then became Creative Visions in 2000. Since day one, she has "worn many hats" with the company. To keep up with the company's growth, Creative Visions recently added another staff member to help with bookkeeping and administrative functions - freeing up Melissa's time to focus on developing new client

relationships.

"My background is marketing and sales, so the new position allows me to return to what I enjoy doing the most," explains Melissa.

Melissa moved from New Jersey to Colorado when she was 16. She and Erik were high school sweethearts who married in 1983. "Not all couples can work together, but Erik and I enjoy jointly building our business," Melissa adds. "We have grown through our clients' referrals and I look forward to meeting with many business owners to talk about how we can help with their marketing needs."

Melissa may be reached at (720) 482-7954 or [melissa@cvisions.net](mailto:melissa@cvisions.net).



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