

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

31 Merrick Avenue • Merrick, NY 11566 • (516) 378-0800 • FAX 516-378-0884

[www.creativemag.com](http://www.creativemag.com) • [info@creativemag.com](mailto:info@creativemag.com)

Dear P.O.P Executive:

We are pleased to tell you that the November issue of **CREATIVE** will carry a major story on **Supermarket Displays**. This story will be in full color to highlight the importance of supermarket displays as a merchandising tool for all types of consumer products and services.

Supermarkets are locked in a battle with all forms of retailers to attract customers and sales. Supermarket operators are turning to kiosks, floor displays, power wings, in-store TV, plasma displays, etc. to distinguish their stores from competitors' stores, and to generate sales among the customers already in the store.

We invite you to participate in our **Supermarket Displays** feature by filling out the enclosed form and sending it back to us with a full color image of a supermarket display that has been produced for a national or regional advertiser during the past year. You can submit one or more supermarket displays by simply duplicating the enclosed form and sending it along to us with an image.

Please send material and disks to us by November 2. We want to thank you for your help and support for this story. If you have any questions or wish to discuss, please call me at 516-378-0800 or e-mail me at [larry@creativemag.com](mailto:larry@creativemag.com).

Sincerely,

Larry Flasterstein  
Publisher

LF/sb  
Enc.