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The Essential Resource for Specialty Retailers



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MERA Releases Industry Advertising Position

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Indianapolis, IN: In an effort to strengthen the public image of the mobile enhancement industry the Mobile Enhancement Retailers Association, MERA, has adopted a position on advertising and promotion for the mobile enhancement industry.

On behalf of MERA retail members and the mobile enhancement retail community at large, MERA adopts the following as its position on manufacturer or retailer promotion made directly to the consumer and suggests that manufacturers and retailers of mobile enhancement products do the same.

It is in the best interest of the mobile enhancement community that promotions intended for consumers - whether from a retailer or vendor - be responsible. These promotions should not use symbols, messages or suggest behavior that would adversely affect the industry. Irresponsible promotion could negatively impact the perception of our industry by the public at large and could be used against us by activists or government to regulate our products and activities.

For more information regarding MERA call 800-WHY-MERA (949-6372) or visit www.merausa.org.
