



ANDERSON HUMPHREYS LLC

ADVERTISING. PERSPECTIVE.

Megamarket

This campaign that won a Best of Show and numerous national and local awards. A grocery chain that had one distinct difference. Price. And what a better way to show it, than to show identical price to price comparisons.

Megamarket

Logo

TOTAL VICTORY.

WESTERN	BRUNO'S	WINN DIXIE	FOOD WORLD	MEGAMARKET
72.46	67.36	78.94	68.82	59.24

SAVE UP TO \$19.70

megamarket
THE ABSOLUTE LOWEST FOOD PRICES IN MEMPHIS.

As you can see, it's really not much of a contest. Megamarket actually has to beat every other store in town to keep comparisons of identical items. The absolute lowest price is the bottom listed price. With a lot more to go!

Newspaper

KROGER, YOU'RE TOO MUCH.

Kroger	Megamarket
87.61	72.22

SAVE \$15.45

Truth is, Megamarket has the absolute lowest food prices in town. On American Way, Covington Pike and Shelby Drive. Lower than Kroger. Lower than anyone's. Identical size to those listed to total comparisons price it. And that's the truth.

The Justice? After all these years, you finally get what you've had a right to all along. The absolute best for the absolute best. So why not join with the thousands of other patriots. And make allegiance to the American Way.

megamarket
The absolute lowest food prices in Memphis.

SHELBY DRIVE at Elm Presley COVINGTON PIKE at I-240

Open 24 hours. 7 days.

TRUTH, JUSTICE ON AMERICAN WAY.

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