



UPIC:Pioneer
ASI 78200
SAGE 56460



ADVERTISER: Truck Manufacturer.

OBJECTIVE: To generate excitement about the new truck design at the truck show.

PRODUCT: 28" Horizontal Rectangle Shape Microfoil® balloons, imprinted with a replica of the truck and the program slogan “Shape of the Future.”

DISTRIBUTION: Most of the balloons were used to decorate the trade show booth. The remaining balloons were given to dealerships for self-promotion of the new truck design.

RESULTS: The promotion was a huge success. During the truck show, the bright balloons effectively attracted attention to the booth and sparked questions about the new truck.



For additional product information, see the current *Pioneer Line* catalog or visit www.pioneerline.com