



UPIC:Pioneer
ASI 78200
SAGE 56460



ADVERTISER: Automart Automobile Dealership.

OBJECTIVE: To promote the opening of a new dealership and to attract attention to the dealer at a local auto show.

PRODUCT: 11" Qualatex® latex balloons featuring Madison Motor's new logo. ProLite® Balloon Valves were used for easy inflation and distribution.

DISTRIBUTION: The balloons were used to decorate the showroom and to handed out to customers during the dealership's grand opening. They were also given away at an auto show held at the city's fairgrounds.

RESULTS: The dealership opened with tremendous response. The balloons attracted attention as people drove by the dealership, prompting them to stop in. The balloons provided a way to introduce the new company name and also helped establish immediate rapport with customers. The balloons given away at the auto show sparked interest in the exhibit and delighted the children who attended.



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