



UPIC:Pioneer
ASI 78200
SAGE 56460



ADVERTISER: Tri-State National Bank.

OBJECTIVE: To promote the bank's new 0% financing program and to generate traffic at trade shows.

PRODUCT: 35" "0" Shape Microfoil® balloons, imprinted with the bank's logo and 0% financing.

DISTRIBUTION: The custom shape Microfoil balloons were filled with helium and flown above the bank's booth at trade shows. They were also used for display in the bank lobby.

RESULTS: Tri-State Bank was pleased with the Custom Shape Microfoil balloons because they tied in so well with the promotion. The balloons were very effective in increasing traffic at trade shows and did not take up any additional floor space in the lobby. In addition, since the helium-filled balloons have a ten day float time, the bank employees did not have to inflate balloons every day. Instead, they could refresh with helium as needed.



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