



UPIC:Pioneer  
ASI 78200  
SAGE 56460



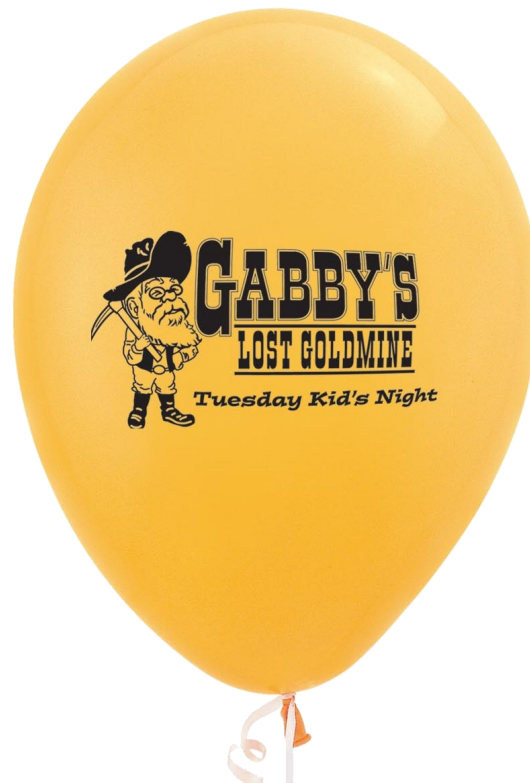
**PRODUCT:** 9" Round Qualatex® latex balloons.

**ADVERTISER:** Gabby's Lost Goldmine, a theme restaurant.

**OBJECTIVE:** To promote the restaurant's Tuesday Kid's Night and build customer loyalty.

**DISTRIBUTION:** The helium-filled balloons were given to children throughout the week. As servers came around to each table, they pointed out the details on the balloons so each family would be well informed about the Tuesday Kid's Night.

**RESULTS:** The balloons entertained the children and generated good will among all customers. Sales volume on Tuesdays increased 22% within the first month of the promotion. One manager said, "We couldn't believe that the small investment in these balloons led to such great sales results." Because children carried the balloons out of the restaurant, the balloons served as "walking advertisements" for the restaurant and its Kid's Night.



For additional product information, see the current *Pioneer Line* catalog  
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