UPIC:Pioneer
ASI 78200

Success Stories

◂ **Stand-A-Balloon Holder**
For use with air-filled latex balloons. Insert into the ground or attach to a corrugated sign!

ADVERTISER: Walker Real Estate.

OBJECTIVE: To attract attention to the agency's open houses and remind visitors of the realtor in a unique way.

PRODUCT: 17″ Outdoor Display balloons, air-filled and attached to small Stand-A-Balloon holders. In addition, 9″ Qualatex® latex balloons with a Photo Print featuring the realtor's picture and telephone number were also used.

DISTRIBUTION: Sidewalks were lined with 17″ air-filled balloons attached to the holders. The 9″ latex balloons were given to those who toured the house as a reminder of the realtor's name and phone number.

RESULTS: Increased traffic was seen at the homes where the balloons were displayed, and prospective buyers associated the Photo Print balloons with the realtor and the property they visited.

◂ 9″ Qualatex latex Photo Print balloons

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