UPIC:Pioneer
ASI 78200

Success Stories

ADVERTISER: Jalapeno House Restaurant.

OBJECTIVE: To promote the restaurant's grand opening.

PRODUCT: 36" round Qualatex® latex balloons printed with the restaurant's logo. In addition, air-filled 11" latex balloons were used with the straw and saucers.

DISTRIBUTION: The helium-filled 36" latex balloons were flown outside of the restaurant to capture attention. The air-filled balloons were given to children throughout the week. As servers came around to each table, they would deliver their check and a balloon to each child.

RESULTS: The restaurant was very pleased with the results. The balloons helped build customer loyalty and increased their customer base.

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