UPIC:Pioneer
ASI 78200
SAGE 56460

Success Stories

Note: Each cooler comes with three AdMax mini, plain, white baseballs.

ADVERTISER: Valley RV.

OBJECTIVE: To increase showroom traffic and the number of test drives.

PRODUCT: AdCooler™ Stock Baseball Toss Cooler.

DISTRIBUTION: The AdCoolers were imprinted with Valley RV's logo and initially given as a gift with the customers' purchase.

RESULTS: Many people began visiting Valley RV as they learned about the great promotional offer, and as a result, both showroom and test drive traffic increased at Valley RV. Additionally, the promotion helped the salespeople to identify potential buyers for follow-up purposes.

With their high-quality construction, ability to hold 50 lbs. of combined product and ice, and the fun they create, the Baseball Sports Toss Coolers were also a hit with many of the sports fans at the RV parks and campgrounds as well as at tailgating parties. They also loved that the cooler was available in three different sport-themed options. After several requests, the RV dealer began selling its imprinted Sports Toss Coolers to walk-in traffic in the showroom. By doing this, the dealership was able to get its name out to even more potential customers, increasing brand awareness.

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

© 2009 PBC