



# Success Stories

**ADVERTISER:** Monterrey Resort Hotel Restaurant.

**OBJECTIVE:** To increase restaurant traffic during their family weekend promotion.

**PRODUCT:** 12" Small Beach Ball printed with the hotel restaurant's logo on one panel and the kid's menu on another panel.

**DISTRIBUTION:** The beach balls were distributed to families when they checked into the hotel to enjoy while using the resort's pool.

**RESULTS:** The beach balls entertained the children and increased awareness of the restaurant located at the resort. The beach balls also generated interest from the adults as well. The resort was very pleased with the increased restaurant traffic.

