Success Stories

ADVERTISER: Import Auto Dealership.

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

PRODUCT: 17" Outdoor Display Balloons along with the Stand-A-Balloon holders and car window adapters. Also 8-ft. Round Cloudbuster™ Chloroprene Balloon kit was used.

DISTRIBUTION: The 17" Outdoor Display balloons were imprinted with the dealership's logo and attached to each car window on the lot using the stands and window adapters. The 8-ft. Cloudbuster was flown above the dealership to attract more attention from passing traffic to the car lot.

RESULTS: Showroom traffic and test drives increased. This promotion also helped identify potential buyers for follow-up by the salespeople.

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