Success Stories

ADVERTISER: Mountain Motors.

OBJECTIVE: To generate awareness for the dealership and increase advertising exposure in the community.

PRODUCT & DISTRIBUTION: 7″ Vinyl AdMax™ Mini Sport Footballs were donated to the local high school with the high school mascot logo on one side and the Mountain Motors logo imprinted on the second side of the football.

The balls were drop shipped directly to the high school for distribution during the home football games. The footballs generated good will among the community. The dealership also had a couple of their brand new trucks parked in the stadium parking lot with banners giving them additional exposure. Families who came to the dealership for a test drive received additional promotional products with the dealership imprint on them. An ad ran in the local newspaper inviting readers to “Come in and take a test drive and pick up your free gifts from Mountain Motors!”

RESULTS: The mini football program gained recognition for the dealership by increasing community awareness. Because of the continuous requests for the footballs, the program was repeated throughout the year. The football program such a success, the dealership also donated basketballs during basketball season!

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

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