UPIC:Pioneer
ASI 78200

Success Stories

ADVERTISER: Madison Motors.

OBJECTIVE: To promote Hyundai cars at the Houston Regional Car Show, and generate goodwill with potential customers and within the community

PRODUCT: Kinderprint® Child Identification Kits imprinted on the back panel with a map of the locations of all the Houston Hyundai dealers. The latex balloons, inside the kits were imprinted to read, “Hyundai: Cars That Make Sense for Kid’s Sake.”

DISTRIBUTION: The Kinderprint kits were given to people attending the Houston Regional Car Show. Dealers also received additional kits for distribution at their dealerships. An ad ran in the Houston newspaper inviting readers to, “Come in and test drive a Hyundai and pick up your Kinderprint Child Identification Kit.”

RESULTS: Hyundai dealers experienced an increase in traffic during the auto show and the regional dealers saw an increase in Hyundai test drives. Dealers also felt they generated goodwill within the community by providing Kinderprint kits as a public service.

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