UPIC:Pioneer
ASI 78200
SAGE 56460

Success Stories

Stock **Spanish**
Kinderprint®
Child ID Kit

Stock **English**
Kinderprint®
Child ID Kit

ADVERTISER: Real Estate Company.

OBJECTIVE: To support interest in various community events and provide the real estate company with greater visibility as a public-spirited company.

PRODUCT: Stock English and Spanish Kinderprint® Child Identification Kits. The front cover and the 9″ Qualatex® latex balloons were printed with the real estate's logo and phone number.

DISTRIBUTION: The kits were given to attendees of various local community events. In addition, the real estate company inflated extra latex balloons and distributed to the children attending the event.

Individual realtors also distributed the kits during open house events to promote their name recognition.

RESULTS: The real estate company has been using balloons as an advertising vehicle since the 80's, and has continued to increase their usage over the years due to the immense popularity of balloons. While the balloons are distributed primarily to children, adults see them and are reminded of the realty company.

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

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