UPIC:Pioneer
ASI 78200

Success Stories

ADVERTISER: Golden Grains Cereal.

OBJECTIVE: To promote a one-day sale of a new cereal being introduced.

PRODUCT: 11″ Qualatex® balloons with colorful four-color IMPRESS V print. The eye-catching balloons served as floating "signs".

DISTRIBUTION: All store locations displayed the helium-filled balloons over a special cereal display.

RESULTS: The balloons drew shoppers' attention to the cereal display and encouraged additional purchases. Golden Grains and the stores were pleased with the increase in additional sales.

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

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