Success Stories

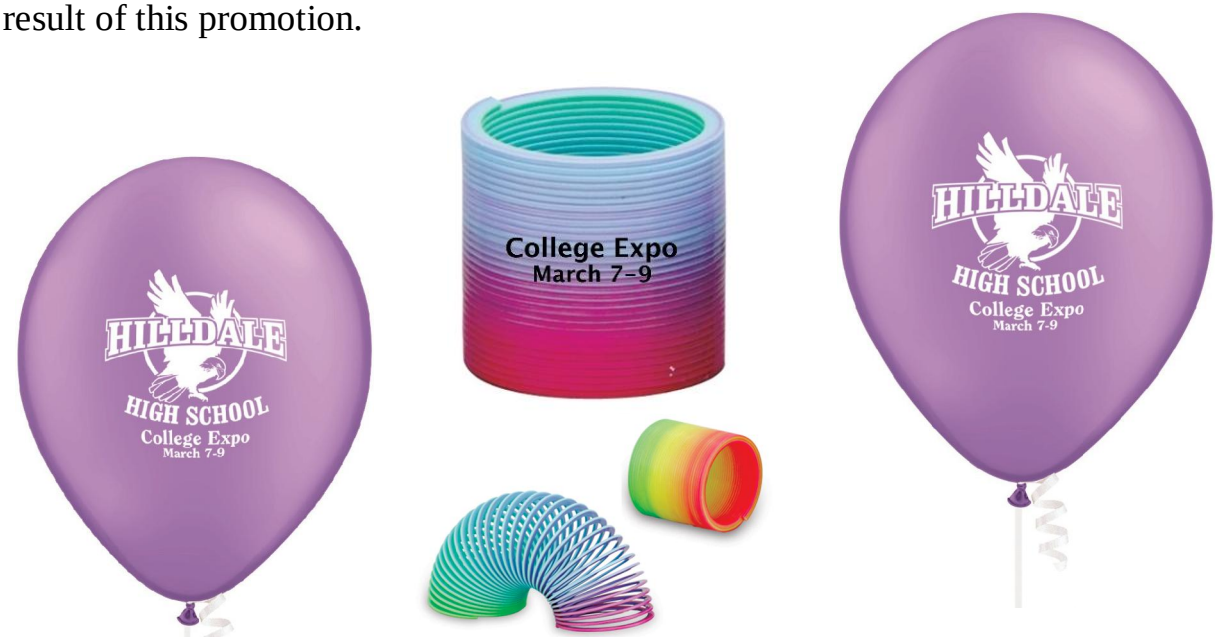
ADVERTISER: Local college.

PRODUCT: 11″ Qualatex® latex neon color balloons and 1¼″ Mini Toy Rainbow Springs printed with the school logo.

OBJECTIVE: To encourage high school students to pursue their education at the local college.

DISTRIBUTION: Balloons were helium-filled and used to decorate the college's booth during the college expo. The mini toy springs were distributed to all those students who visited the college's booth and listened to their presentation.

RESULTS: The balloons created enthusiasm and the mini toy springs helped the students remember the college and the presentation they heard. The college felt the balloons and toy springs helped draw the students to their booth so they were very pleased. In addition, they had a record number of applications as a result of this promotion.



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

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