Success Stories

ADVERTISER: Frito Lay Company.

OBJECTIVE: To promote a new product– O'Gradys® Potato Chips- and a promotional contest at the point of purchase.

PRODUCT: 23″ Vertical Rectangle Shape Microfoil® balloons, made as a replica of the O'Gradys Potato Chip bag. A packet was included with each Microfoil balloon that included an instruction sheet for inflation and display of the balloons. Contest rules were printed inside the actual potato chip bags. Various prizes were awarded to contest winners, with the grand prize being a Suzuki 4 x 4 Recreational Vehicle.

DISTRIBUTION: The Microfoil balloons were given to the Frito Lay sales representatives to distribute to grocery and convenience stores for use with point-of-purchase displays. To promote the contest, balloons also were tied to Suzuki 4 x 4 Recreational Vehicles outside of stadiums before National Football League games.

RESULTS: The program introduced the new product in a dynamic way. The promotional contest generated enthusiasm and served as an incentive to buy O'Gradys. The company was so pleased with the results they placed a second order for the balloons.

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

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