



# Success Stories



**ADVERTISER:** Truck Manufacturer.

**OBJECTIVE:** To generate excitement about the new truck design at the truck show.

**PRODUCT:** 28" Horizontal Rectangle Shape Microfoil® balloons, imprinted with a replica of the truck and the program slogan "Shape of the Future."

**DISTRIBUTION:** Most of the balloons were used to decorate the trade show booth. The remaining balloons were given to dealerships for self-promotion of the new truck design.

**RESULTS:** The promotion was a huge success. During the truck show, the bright balloons effectively attracted attention to the booth and sparked questions about the new truck.

For additional product information, see the current *Pioneer Line* catalog or visit [www.pioneerline.com](http://www.pioneerline.com)