Success Stories

ADVERTISER: A juice company.

OBJECTIVE: To promote the company's new juice drink and increase traffic at trade shows and outdoor sponsored events.

PRODUCT: A 7-½ ft. tall Walking Ad Inflatable display custom made to replicate the juice company's mascot. Walking Ad Inflatable displays fully inflate around a person who can then walk around and interact with others, creating excitement, increasing traffic, and adding fun to promotions.

RESULTS: The Walking Ad Inflatable display introduced the new product in a unique way. It generated enthusiasm and served as an incentive to try the new juice. The Walking Ad Inflatable display was also very effective in building name recognition and increasing traffic at trade shows. The project executive said, "When clients came into the exhibit hall, they would look for which booth to go to first. They would see the Walking Ad Inflatable and come right to our exhibit." Because of its ease of use and portability, the company staff can take it anywhere and create immediate interest in their products.

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

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