



UPIC:Pioneer
ASI 78200
SAGE 56460



ADVERTISER: Import Auto Dealership.

OBJECTIVE: To increase the showroom traffic and the number of test drives.

PRODUCT: 17" Outdoor Display Balloons and 8-ft. Round Cloudbuster™ Balloon kit.

DISTRIBUTION: The 17" Outdoor Display balloons were imprinted with the dealership's logo and attached to each car window. The 8-ft. Cloudbuster was flown above the dealership to attract attention from passing traffic to the car lot.

RESULTS: Showroom traffic and test drives increased. This promotion also helped identify potential buyers for follow-up by the salespeople.

