



UPIC:Pioneer
ASI 78200
SAGE 56460



ADVERTISER: First Bank.

OBJECTIVE: To promote the bank's new No Monthly Fee and promote traffic at community events.

PRODUCTS: 11" Qualatex® balloons; 18" Microfoil® balloons; Tear Drop Flag; 10 ft. Square Event Tent; Non-fitted Table Covers.

Balloons: Provided color and motion attracting attention.

Tear Drop Flag: Increased exposure and generated traffic.

10 ft. Square Event Tent: Added maximum visibility and shelter for outdoor events.

Non-fitted Table Cover: Captured attention of attendees.

RESULTS: The promotion was a success and resulted in a great introduction of their 'no monthly fee' service. The balloons attracted attention and drove traffic to their event prompting them to stop. It also allowed the bank to establish immediate rapport with prospective customers.



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

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