



UPIC:Pioneer
ASI 78200
SAGE 56460



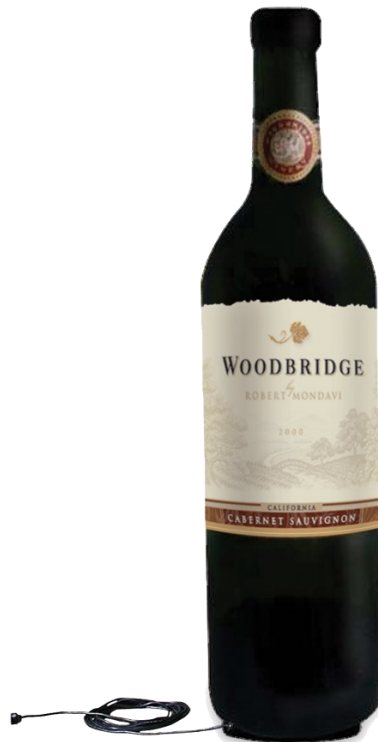
ADVERTISER: A liquor distributor.

OBJECTIVE: To focus consumer attention on, and increase sales of, a brand new wine in stores and generate mass exposure with affordable displays at numerous locations.

PRODUCT: 8 ft. Econo Beverage Bottle Inflatable constructed with lightweight nylon fabric. Includes a built-in electric motor with continuous-running air blower and packed in one, easy-to-handle, portable carrying case.

DISTRIBUTION: Each liquor store had their own inflatable to display.

RESULTS: The size and recognizable shape of the inflatable drew people to the display. The store owners liked it because the inflatable was easy to set up. The distributor noticed an increase in sales of the wine and has repeated the promotion with their other brands.



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

©2016 PBC