



UPIC:Pioneer
ASI 78200
SAGE 56460



ADVERTISER: Entrust Realty

OBJECTIVE: To attract attention to the agency's open houses and remind visitors of the realtor in a unique way.

PRODUCT: 17" Outdoor Display balloons and 9" Qualatex® latex balloons with a Photo Print featuring the realtor's picture.

DISTRIBUTION: Sidewalks were lined with 17" Outdoor Display balloons. The 9" latex balloons were given to those who toured the house as a reminder of the realtor's name and face.

RESULTS: Increased traffic was seen during Open House events where the balloons were displayed. The realtors increased their exposure with prospective buyers by using the Photo Print balloons and helped build their name recognition.



◀ 9" Qualatex latex Photo Print balloons