



UPIC:Pioneer  
ASI 78200  
SAGE 56460



**ADVERTISER:** Jalapeno House Restaurant.

**OBJECTIVE:** To promote the restaurant's grand opening.

**PRODUCT:** 36" round Qualatex® latex balloons printed with the restaurant's logo. In addition, air-filled 11" latex balloons were used with the straw and saucers.

**DISTRIBUTION:** The helium-filled 36" latex balloons were flown outside of the restaurant to capture attention. The air-filled balloons were given to children throughout the week. As servers came around to each table, they would deliver their check and a balloon to each child.

**RESULTS:** The restaurant was very pleased with the results. The balloons helped build customer loyalty and increased their customer base.



For additional product information, see the current *Pioneer Line* catalog  
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