

Quotable Quotes

“The results have been outstanding. The giant inflatable can for Coca-Cola has been a terrific vehicle in getting public exposure for the brand, as well as for getting photographs and publicity.”

Tom Onalfo, Sales Promotion &
Merchandising Manager,
Coca-Cola Bottling Co. of Los Angeles

“One point especially worth noting is the high impulse the balloon created in inducing people to try Prego for the first time in many cases.”

Allan Wilson, Senior Retail
Supervisor
McVay Henley Co.,
Campbell Soup Co.
Food Broker

“To say the least, the Budweiser Light inflatable can has captured consumer brand awareness as well as being a stimulus for selling more product. An inflatable can is a timeless advertising investment that really pays off.”

Lebrihia Sindija, Special Projects
Director,
National Brands, Inc.
Miami, Fl.

“37% of the people we surveyed said they came to see the inflated computer.”

Boyd Wilson, Byte Shop
Mountain View, California

“In summary, we have seen an increase in sales generated when the inflatable is used, a positive acceptance by the trade, and new consumer awareness for our products.”

Bob Hood, Director of Promotions &
Public Relations
Pepsi-Cola Bottling Co. of San Diego

“...There are certain criteria we look for after a promotion...impression residue. Of the people polled, the Miller bottle (replica) came up as number one.”

Jack Tatem, Sales Manager,
Merrimack Valley Distributing Co.
Danvers, Massachusetts

“...The most exciting promotional item ever...the response from the public has been just great.”

Richard Davis, Director of Marketing
Royal Crown/Canada Dry Beverage Co.
Oakland, California

Please feel free to contact any of the above references regarding their successful promotions!