



GREEN CONCEPT

Latex Balloons



A university was trying to find a unique way to raise awareness with students about things they could do to aid in the popular campus "Go Green" campaign. What better way to advertise a green campaign or company than to advertise on an eco-friendly product? This is exactly what the University did with natural, 100% biodegradable latex balloons which are made from the sap of a rubber tree. The balloons were displayed around campus and at "green" events to draw attention to the campaign.

A savings and loans institution wanted a fun and unique way to entice customers into opening savings accounts. Every person who deposited \$500 or more into a new savings account received a balloon with a paper slip inside. The paper inside some of the balloons entitled lucky customers to an increased interest rate up to two points above prime for a one-year account. The result: customer deposits increased dramatically and the bank cultivated a fun and friendly image. In fact, the bank ran a similar promotion six months later, only this time it was for a loan program. Customers who took out loans had the opportunity to lower their rates up to two points below prime.



A cable company included two balloons in a mass mailing to existing and prospective customers. The mailing was to introduce a new cable station geared at children. The balloons featured popular cartoon characters and the new channel's logo. The concept was to promote the new channel, create awareness of the company, and draw in new customers. The promotion was a success. In fact, the company received e-mails, telephone calls, and letters requesting more balloons for larger families.



100% Biodegradable Natural Latex Helium Quality Superior Zenith Silk-Screen Printing

9" & 11" STANDARD BALLOONS

9STD
11STD



9" & 11" FASHION OPAQUE BALLOONS

9FAS
11FAS



9" & 11" CRYSTAL BALLOONS

9CRY
11CRY



9" & 11" METALLIC BALLOONS

9MET
11MET



9" & 11" PEARL BALLOONS

9PR
11PR



WHY SELL BALLOONS?

EVERY business is a potential customer. Balloons can be used for decoration, to draw attention or for hand outs at any promotion or event including:

- Advertising & Promotions
- Anniversaries
- Athletic Events
- Award/Recognition Programs
- Birthdays
- Branding
- Concerts
- Corporate Outings
- Fundraisers
- Golf Outings
- Grand Openings
- Holiday Events/Parties
- Mailings
- New Product Intro
- Open Houses
- Picnics
- Political Campaigns
- Proms
- Reunions
- Safety
- Trade Shows
- Weddings