

Survey of Major Yellow Pages Advertisers *

Balloons – Retail / Novelty & Toy / Advertising

Comparative Ad Analysis for _____

Products Offered - Types, Uses & Important Services:	<p>Balloons & Novelties Retail/Wholesale Corporate/Private Size Range of Balloons Balloon Bouquets/Centerpieces Helium Tank Rentals Custom Imprinting Balloon Delivery Decorations/Decorating Svc Arches/Sculptures/Columns Exotic Adult Gifts & Gags Name & Logo Imprints Banners/Ribbons/Pennants Bridal/Bachelor Parties Halloween Items/Face Painting Balloon Drops/Releases Party Supplies/Rentals Pinatas/Balloon Twisters Singing Telegrams Lighting/Sound/Special Effects</p>	<p>Jokes/Gags/Gifts Gift/Gourmet/Fruit/Wine Baskets Gift in a Balloon/Toys/Souvenirs Teddy Bears/Stuffed Animals Hospital Pick-Me-Ups Newborn Baby Baskets Magazine Baskets Events Listed - Bar/Bat Mitzvahs, Sales Promos, Weddings, Birthdays, Office Parties, Parades, Fund Raisers, Theme Parties, Advertising, Grand Openings, Conventions, etc. Balloon Specialty (Described) Balloon Decor & Floral Services Exploding Balloons DJs/Clowns/Magicians/Jugglers Elvis/Kids Characters/Comics Convention Décor</p>	<p>Flowers/Plants/Unique Centerpieces Balloon Accessories/Imprinted Napkins Advertising Specialties/Cards/Gag Cards Latex/Mylar/Microfoil Balloons Carnival Supplies/Game Rentals Home/Office/Hospital Balloon Uses - Releases, Drops, Arches, Sculptures, Centerpieces, Bouquets, Spirals, Columns, etc. Machine & Game Rentals - Cotton Candy, Karaoke, Popcorn, Bouncing Castle, etc. Tents & Canopies Bulk Balloons/Party Packages/Baskets Musical/Scented Balloons Carnivals/HS & College Parties FESTIVE ILLUSTRATIONS / IN-AD COLORS - BALLOONS, ETC. Variety of Colors Characters – Scoobie, Tweety, Tubbie, etc.</p>
Confidence Factors:	<p>Years in Business Authorized Dealer All Sizes & Colors Nationwide Delivery Free Consultation “G-Rated Fun”</p>	<p>Trained Service Department “Your Event Personalized” Professional Balloon Decorating “Insured for Your Protection” Treated for Longer Flotation Certified Balloon Artist</p>	<p>Professional Staff / Member IADA “Fully Stocked Delivery Trucks” “100% Biodegradable” Specialization – Sales Promotions, etc. Better Business Bureau “Fresh Ideas for Every Occasion”</p>
Convenience Factors:	<p>Showroom/Office Hours Location Data/Map Catalog (Color) Credit Cards / 24/7/365 Service Toll-Free/Fax Number Weekend/Evening Delivery</p>	<p>Immediate/Next Day Delivery Area Served - Nationwide, etc. Web Site/E-Mail Address “Call For Free Demo” “We Will Get it for You” “Buy One or 10,000”</p>	<p>Supply Hotline Number / Multi Locations Ample Parking/Service Center See Balloon Creations on Web Charge By Phone/Same-Day Shipping Corporate POs & Billing Welcome Invitation/Inducement to Visit Website</p>
Special Services or Extras:	<p>Financing Available Giant Cookie & Cake Grams Costumed Deliveries Year-Round Costume Dept. Biodegradable Balloons Discounts to Non-Profits</p>	<p>Commercial Accounts Kisses/Champagne Foreign Language(s) Magic Tricks/Stage Decor "Any Color, Any Size" Fun Rubber Stamps</p>	<p>Party (Event) Planning / Wedding Releases Small Orders Filled / Comedy Roasts Caricature Artist/Strippers/Belly Dancer Portable Helium Supply/Confetti Cannon Blimps/Inflatable Jump Castle/Gift Wrapping Weddings/Wedding Invitations</p>
Typical Related Headings:	<p>Entertainers Tents - Rental</p>	<p>Novelties</p>	<p>Party Supplies</p>

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