

# Traffic Builder Case History

## PZ-600

The National Association of Home Builders wanted to promote their certification program at the Home Builders Show. They choose the PZ-600 Tray Puzzle Traffic Builder.

They did this in conjunction with the six companies on the Remodelers Strategic Partner Council. The six companies split the cost.

Attendees at the show were given the tray with the details of the promotion printed on the back as they registered on site.

The individual puzzle pieces were divided up and given to the individual companies for distribution at their booths.

The first 50 attendees that completed the puzzle and delivered it to the Remodelers Council Booth were allowed to take the "PREP" (the test for certification) at no charge / normally a \$195.00 cost.

### RESULTS:

- Traffic at the six participating exhibitor's booths was great.
- Sign up for the "PREP" certification test included, not only the 50 free tests, but an additional 107 builder remodelers.

