

# TRAINAIR®

**Product:** TRAINAIR® is a device to help improve the strength and stamina of the muscles we use to breathe, increasing exercise capacity and general fitness.

**Mission:** To create awareness of TRAINAIR® within the general public and to conduct market research.

**Execution:** Leaflets and balloons were distributed to coincide with product demonstrations. Data was collected by questionnaire.



**Venues:** 4 venue roadshow  
The Mall at Cribbs Causeway  
Kingfisher Centre  
Broad Street Mall  
Xscape, Milton Keynes



## Results

The leaflets and product demonstrations generated a great deal of interest and positive feedback, and over **1500** questionnaires were completed during the 4 day roadshow.

*“We have been very pleased with the level of service received from SpaceandPeople and look forward to working with them again for our next roadshows”*

Julie Fish, Sales Administrator, TRAINAIR®

[www.trainair.co.uk](http://www.trainair.co.uk)

