



# **BIC** Case Histories

## *Promotional Variety Pack for Bank's Grand Openings*

<b>PRODUCT:</b>	<b>BIC® Promotional Variety Pack</b>
<b>CUSTOMER:</b>	<b>Bank</b>
<b>OBJECTIVE:</b>	<b>Use an inexpensive product for openings</b>
<b>CASE HISTORY CATEGORY:</b>	<b>Grand Opening</b>

**OVERVIEW:** Union First Bank was opening a brand new location and had a small budget for promotional giveaway items. The bank wanted the flexibility to give out a variety of items to different types of customers and felt that BIC's Promotional Variety Pack would best suit its needs. Union First Bank was able to custom imprint 100 BIC® Clic Stic® Pens, 25 mouse pads, 25 Steel® pens and 250 Magnets for its grand opening.

**DISTRIBUTION:** These products were given away to customers throughout the day of the grand opening. Walk-ins received a Clic Stic or magnet; people who signed up for online banking received a mouse pad, and other new accounts received a Steel Pen.

**OUTCOME:** The grand opening was such a success that Union First Bank continues to order Variety Packs for each of its grand openings and special events.

