



BIC Case Histories

Car Manufacturer Sells BIC Mouse Pad Coaster Set in Catalog Program

PRODUCT: BIC[®] Mouse Pad Coasters
CUSTOMER: Car Manufacturer
OBJECTIVE: Creatively launch a new product
CASE HISTORY CATEGORY: Product Launches

OVERVIEW: A car manufacturer wanted to include a few low cost options in its catalog. This maker of fine automobiles, world renowned for impeccable style and reliability, planned to introduce four series of cars in the coming year. Filling a void in the catalog for low-cost options available for sale, the company decided to create BIC Mouse Pad Coaster sets emphasizing these four new cars.

DISTRIBUTION: Distributed via direct mail through catalog sales.

OUTCOME: This cost-effective solution emphasized the four new cars very well and the company achieved its first year forecast on this new car series. The 4-color process produced outstanding images.

