

Credit Union Uses Brite Liner 3-Pack to Generate Community Goodwill and Exposure

PRODUCT: BIC® Brite Liner Grip™ 3-Pak

CUSTOMER: Credit Union

OBJECTIVE: Promote services and goodwill

CASE HISTORY

CATEGORY: Civic Programs

OVERVIEW: A credit union believed it had an ethical responsibility to act as a leader and set a positive example in the community. The company used the BIC Brite Liner 3-Pack to teach area children how to save for the future and provide goodwill to the community. Each Brite Liner was imprinted with one of the three slogans:

“Be \$mart – Stay in School”

“Just \$ay No to Drugs!”

“\$ave Today, Benefit Tomorrow!”

DISTRIBUTION: The company set up field trips with local elementary and middle schools to bring classes in to see how the credit union works. Students that opened a savings account of \$25.00 or more received a Brite Liner 3-Pack with green, yellow and pink Brite Liners in it.

OUTCOME: The program resulted in an overall increase of deposits. The program also provided area youths with a positive message and a useful product for schoolwork, clubs and art projects.

