



# **BIC** Case Histories

## *Credit Union Hands Out BIC Coasters at a Local Event*

<b>PRODUCT:</b>	<b>BIC<sup>®</sup> Mouse Pad Coasters</b>
<b>CUSTOMER:</b>	<b>Credit Union</b>
<b>OBJECTIVE:</b>	<b>Advertise services with giveaway item at local event</b>
<b>CASE HISTORY CATEGORY:</b>	<b>Conventions &amp; Trade Shows</b>

**OVERVIEW:** A credit union always kept a supply of imprinted BIC<sup>®</sup> Clic Stic<sup>®</sup> pens at all branch locations. The company planned to set up a booth at a local fall festival. To promote goodwill within the community and build awareness of their services, they decided to pass out BIC Mouse Pad Coasters at the event, because they were useful and fit within the limited budget. They imprinted the face of a quarter on a round coaster with the company name around the edge of the coaster. The coaster also displayed some of the services the company offered such as IRAs, CSs and other investment opportunities. The bank planned to hand out all leftover coasters at branch locations.

**DISTRIBUTION:** Handed out at local event and bank locations.

**OUTCOME:** The campaign went very well, and the bank has decided to repeat this campaign quarterly with a series of coasters that customers can obtain throughout the next year. They plan to create a penny, nickel and dime to complete the series. The program will encourage customers to visit the bank at least once per quarter which will be a great advertising opportunity.

