



BIC Case Histories

Insurance Company Uses BIC Products for Sales Seminars

PRODUCT: BIC[®] Clic Stic[®], BIC[®] Brite Liner Grip, BIC[®] Mechanical Pencil w/Color Grip and 4x6 50-Sheet BIC[®] Sticky Note[™] Notepads

CUSTOMER: Insurance Company

OBJECTIVE: Giveaway useful promotional products at seminars

CASE HISTORY

CATEGORY: Sales Meetings

OVERVIEW: An insurance company planning regional seminars for potential sales recruits wanted to give away promotional products that could be used at the seminars to take notes and keep after the meeting. The promotional items needed to be imprinted with the company logo and tagline. The products had to be lightweight and capable of delivery to many drop ship locations. Their promotional products distributor suggested cello-packing a BIC Clic Stic, Brite Liner Grip and Mechanical Pencil together and placing a 4x6" 50-sheet BIC[®] Sticky Note[™] notepads with ruled lines in front of each seat. The company chose BIC products because of the significant cost savings of no set-up charges and multiple shipping origins for a variety of items. It was also convenient for the distributor to purchase a variety of products from one supplier.

DISTRIBUTION: Placed on the seats of each attendee.

OUTCOME: The products were such a success at the meeting that the company continued to order the same products for seminars later in the year and the following year.

