



BIC Case Histories

Travel Agencies Using Mouse Pads to Remind Students to Call Them for Their Spring Break Offers

PRODUCT:	BIC® Mouse Pad
CUSTOMER:	Travel Agencies
OBJECTIVE:	Promote spring break trips to students
CASE HISTORY CATEGORY:	Direct Mail

OVERVIEW: Direct mail pieces usually have low return rates and typically it is difficult to gauge the exposure a company receives. Best Travel Agency decided to do a 1/16" mouse pad to advertise a travel package to students for spring break. The agency imprinted their company name and phone number on the mouse pad, as well as images of spring break destinations and information.

DISTRIBUTION: The agency sent out a mailing to a list of 5,000 registered students that included the mouse pad sample as well as a variety of brochures on spring break destinations. It was easy and inexpensive to mail as it sits flat in a large standard-size envelope.

OUTCOME: The travel agency received its highest call volume for two months after this piece went out and sold 35% more packages than in previous years.

