



Case Histories

Heavy Equipment Manufacturer Promotes New User-friendly Website with BIC Mouse Pad

PRODUCT:	Bic[®] Mouse Pad - Fabric Surface
CUSTOMER:	Heavy Equipment Manufacturer
OBJECTIVE:	Announce new website to dealer network
CASE HISTORY CATEGORY:	Advertising Campaign

OVERVIEW: A heavy equipment manufacturer wanted to announce their new website to their network of 1,200 dealers. The website was redesigned to be more high-tech and user-friendly. The company decided to print their announcement on BIC Mouse Pads. With this strategy, the company web address would be in front of dealers at all times.

DISTRIBUTION: 1,200 heavy equipment dealers nationwide received an announcement package including the BIC MP2A Mouse Pad from the heavy equipment manufacturer.

OUTCOME: In the weeks following the mail drop, dealer traffic on the web site increased by 20%. In the year-end customer satisfaction survey, dealers gave higher marks for ease of doing business. The mouse pad succeeded in building awareness of the new site and keeping the information in front of the customer.

