



BIC Case Histories

Pizza Chain Uses Custom Magnet to Promote Weekly Specials

PRODUCT:	BIC[®] Magnet
CUSTOMER:	Pizza Chain
OBJECTIVE:	To generate business and advertise daily specials
CASE HISTORY CATEGORY:	Advertising Campaign

OVERVIEW: With more people dining out, the competition for dining dollars is greater now than ever, especially in the pizza business. A pizza chain is trying to keep its name in front of its customers with a custom 8"x 3" magnet that will advertise its daily specials. The chain needed the ability to do copy changes and utilize 4-color process to create a magnet showing specials for each day of the week and contact information for each location in different cities. By using a magnet, the pizza company hopes customers will keep this information handy on their refrigerators or on their filing cabinets at work.

DISTRIBUTION: Magnets are being inserted into the Sunday edition of local newspapers.

OUTCOME: Thousands of magnets were distributed and orders increased by 20% within the next month.

