



BIC Case Histories

Realtor Puts a Name with a Face Using BIC's Digital Color Graphics

PRODUCT: BIC® WideBody® Digital Color Themes with Color Rubber Grip

CUSTOMER: Real Estate Company

OBJECTIVE: Advertise Services to potential clients

CASE HISTORY

CATEGORY: Advertising campaign

OVERVIEW: A Real Estate Company used the BIC® WideBody® Digital Color Themes with Color Rubber Grip as part of an on-line catalog distributed to real estate agents nationwide. The catalog featured products especially for real estate agents such as digital business card pens that listed contact information, helpful emergency numbers, websites for virtual home tours, and of course, included photos.

The BIC Digital WideBody provides increased exposure for agents to new clients and helps the realtors differentiate themselves from the competition. Since prospective buyers often look at several homes before purchasing, a pen comes in handy for writing down the “pros and cons” of each.

In addition, a realtor’s desire for high visibility is another reason why he would choose the larger barreled Digital WideBody with Color Grip. Consumers have a wide variety of real estate agents to choose from so agents typically place their portraits on all their advertising and promotional products to stand out from their competition. The BIC digital technology accomplishes this successfully for an agent in a memorable but also functional way.

DISTRIBUTION: Realtors purchased the pens from the on-line catalog and gave out their pens at open houses to potential new clients. Each employee is presented with the pen at an awards ceremony.

OUTCOME: The promotion was so successful that the product was also featured in a direct mail catalog sent out to 125,000 agents nationwide.

