



BIC Case Histories

Software Company Uses Mouse Pads to Thank Customers

PRODUCT:	BIC® Mouse Pads
CUSTOMER:	Link Systems
OBJECTIVE:	Increase call volume and revenues
CASE HISTORY CATEGORY:	Advertising Campaign

OVERVIEW: An accounting software manufacturer wanted to give a gift to thank his customers for their continued business. The company had a small budget, and needed to find an inexpensive token of appreciation. They chose ¼" fabric mouse pad with bright colors and an abstract background. The company imprinted their logo and a humorous message onto the pad stating "Thank you for choosing Link Systems for all of your accounting software needs. We guarantee 100% satisfaction with our products. Should your computer fail in any other way, please use this complimentary mouse pad for your head, until help arrives."

DISTRIBUTION: One mouse pad sent to every customer.

OUTCOME: The gift got rave reviews and the software company attributes a 10% sales increase as a result of the mouse pads.

