

Software Company Uses the Promotional Variety Pack to Spread Their Name at Tradeshows and Conventions

PRODUCT:	BIC® Promotional Variety Pack
CUSTOMER:	Software Company
OBJECTIVE:	Advertise company name and increase database
CASE HISTORY CATEGORY:	Convention & Trade Show

OVERVIEW: A new software company was displaying at their first software distributor trade show and needed to increase exposure for their company and brand, as well as build a database of distributors for future sales opportunities and mailings. They decided to use the promotional variety pack to promote their name in several different formats. This Promotional Variety Pack 1 included a BIC® Clic Stic®, Business Card Magnet, BIC® Steel® Retractable Colors and Mouse Pads.

DISTRIBUTION: The software company distributed Clic Stics and Business Card Magnets to everyone who stopped by the booth. The Mouse Pads were used more selectively and given as a Thank-You to people who stopped by the booth and took the time to meet with a technical representative and learn more about the company. In an effort to increase their database, they placed a sample of the BIC Steel Color Retractable out with a “Fishbowl” for people to drop their business cards in for a drawing to receive one of the 25 Steel Retractable Colors.

OUTCOME: The drawing had such a great response and in order to make sure everyone received a “winning” pen, the software company had to order more Steel Color pens. The reps at the software company were also able to use the business cards in for future promotions.

