



Case Histories

Accounting Firm Buys Imprinted BIC[®] Sticky Note[™] Notepads for Office Use

PRODUCT:	BIC[®] Sticky Note[™] Notepads
CUSTOMER:	Accounting Firm
OBJECTIVE:	Create imprinted office products
CASE HISTORY CATEGORY:	Advertising Campaign

OVERVIEW: ABC Accounting Firm uses several packages of BIC[®] Sticky Note[™] notepads weekly. Upon purchasing custom pens imprinted with their logo, the company discovered that they could also buy custom imprinted BIC[®] Sticky Note[™] notepads. After researching alternatives, they realized that it would actually be less expensive to buy custom imprinted BIC[®] Sticky Note[™] notepads, than to purchase them at the local office supply store.

DISTRIBUTION: Distributed internally for general office use and given to customers as gifts.

OUTCOME: The company saved money and generated enthusiasm among employees and clients. They continue to order the BIC[®] Sticky Note[™] notepads regularly.

