



BIC Case Histories

Travel Agent Uses BIC[®] Sticky Note[™] Combo Pack as Giveaways at Trade Show

PRODUCT:	BIC[®] Sticky Note[™] Combo Pack
CUSTOMER:	Travel Agent
OBJECTIVE:	Increase call volume and overall business
CASE HISTORY CATEGORY:	Convention and Trade Shows

OVERVIEW: A travel agency attended a very large vacation trade show in Las Vegas with over 2,000 attendees. The company's objective at this event was to increase call volume and overall business. They decided to achieve this goal by handing out a small, easy-to-carry and unique gift that would quickly capture the attention of the trade show attendees. The BIC[®] Sticky Note[™] Fish Design Combo Pack met these requirements. The agency printed their web site, phone number, and company logo on the BIC[®] Sticky Note[™] notepads and pen. They customized the back of the BIC[®] Sticky Note[™] notepads with a coupon for discounted travel within the U.S.

DISTRIBUTION: The company distributed the personalized Sticky Note Fish Design Combo Pack from their booth at the trade show.

OUTCOME: The travel agency's call volume more than doubled in the weeks after the show and traffic on their web site also increased. They attribute this success to the unique giveaway they handed out at the show.

