

University Uses Mouse Pad to Recruit Students for Cross-Cultural Events on Campus

PRODUCT:	BIC[®] Mouse Pad
CUSTOMER:	University
OBJECTIVE:	Create awareness of programs and festivities
CASE HISTORY CATEGORY:	Recruiting Incentives

OVERVIEW: A university needed a way to advertise their Camel Back program, which brings students together in the middle of the campus, in the middle of the week for various cross-cultural events.

DISTRIBUTION: The University chose to give out a BIC Mouse Pad imprinted with the schedule of upcoming Camel Back events to incoming freshmen, as well as to currently enrolled students.

OUTCOME: The University saw an increase in the attendance at the Camel Back events and continues to order new mouse pads each quarter, imprinted with the upcoming schedule of Camel Back events.

