



BIC Case Histories

Bank Uses Magnets and BIC[®] Sticky Note[™] Combo Packs to Promote New Low-Interest Mortgage Loans and Online Banking

PRODUCT: BIC[®] Sticky Note[™], BIC[®] Magnets and BIC[®] Mouse Pads

CUSTOMER: 1st Nations Bank

OBJECTIVE: Promote new low-interest home loans and online banking

**CASE HISTORY
CATEGORY:**

Product Launches

OVERVIEW: 1st Nations Bank was looking for products to promote its new low-interest home loans and online banking service to potential customers. The company hired a local distributor to search for quality promotional products for these promotions. The products needed to be functional, capture the theme of the banking services and have brand recognition. The bank planned to launch the new promotions with a weekend-long special event at each branch.

DISTRIBUTION: Two weeks before the special event, the bank sent each existing customer a BIC Message Magnet customized with words related to buying a house. The Magnet also included the special event date and the Bank's logo. To promote online banking, the distributor suggested using a computer stock-shaped BIC[®] Sticky Note[™] as an advertisement on the front page of the local newspaper. At the event, the bank used House Themed BIC[®] Sticky Note[™] Combo Packs as door giveaways and also gave a house-shaped Mouse Pad to each customer who signed up for the online banking service.

OUTCOME: The event was very successful. Over the weekend-long promotion, the bank used 100% of the promotional giveaways and increased online banking users by 25%.

