

## *Chamber of Commerce Uses BIC Round Stic Shapes to Promote Key to the City Campaign*

**PRODUCT:** BIC® Round Stic® Shapes, BIC® Worthington® Ball Pen

**CUSTOMER:** Chamber of Commerce

**OBJECTIVE:** Give away product during parade and as awards

**CASE HISTORY**

**CATEGORY:** Civic Program

**OVERVIEW:** The Chamber of Commerce was looking for a promotional product for the upcoming Keys to the City Celebration. The event promotes and recognizes civic and community service by giving Golden Keys to the City to outstanding business and community leaders. The weeklong event is launched with a parade through town and a carnival followed by a fireworks display on the last night. The Chamber of Commerce was interested in a promotional product that they could give away during the parade that would be lightweight and unique. Their promotional products distributor suggested the Round Stic Shape pens in the shape of a key. This item could be easily given away from the parade float and at the entrance to the carnival. The distributor also suggested a gift-wrapped fine writing instrument as a gift to recipients of the Golden Key Award at the awards banquet. The product they recommended was a personalized Worthington Collection Ball Pen packaged in a deluxe gift box. The Worthington Collection was selected because of the low minimums; brand recognition and the fact there are no additional charges for personalization. The Chamber of Commerce purchased 2,500 Round Stic Shapes for the event and 25 personalized Worthington Ball Pen.

**DISTRIBUTION:** The BIC Round Stic Shapes pen was given away from the parade float and at the entrance to the carnival. The Worthington pens were given to recipients of the Golden Key Award at the awards banquet.

**OUTCOME:** The shapes were a tremendous success with local residents, because they reiterated the importance of civic pride. The Worthington Collection pens were very appreciated by the recipients and led to new orders from a variety of area businesses.

