



# **BIC** Case Histories

## *Doctor's Office Advertises New Location Information*

**PRODUCT:** BIC® Business Card Magnet

**CUSTOMER:** Doctor's Office

**OBJECTIVE:** Advertise new location

**CASE HISTORY**

**CATEGORY:** Change of Address

**OVERVIEW:** Companies that move locations need effective ways to inform their customer base of their new address. A doctor's office decided that the most effective solution would be to produce business card magnets, so that patients could affix the magnet to the refrigerator to ensure the new information does not get lost. The magnet business card can be printed with unlimited colors in order to ensure that the information stands out.

**DISTRIBUTION:** The doctor's office distributes the magnets to each patient during the check-in process.

**OUTCOME:** This product was so successful for the doctor's office, they order additional magnet business cards on a continuing basis.

