

Financial Institution Launches New Website Services

PRODUCT: BIC[®] Mouse Pad (7" x 8" ; 1/16" Firm Surface)

CUSTOMER: Bank

OBJECTIVE: Increase web site traffic

**CASE HISTORY
CATEGORY:**

Product Launch

OVERVIEW: A bank that recently updated its online banking services wanted to encourage customers to use the website for banking services rather than making visits to the branches. The bank designed a 7"x8" mouse pad with the logo and web address.

DISTRIBUTION: The bank sent a mouse pad to every customer.

OVERVIEW: The campaign proved to be very successful. Traffic on the bank's web site increased 20% as a direct result of the promotion.

