

## *Pediatrics Office Calms Patients' Fears with Mood Magnet*

<b>PRODUCT:</b>	<b>BIC® Mood Magnet</b>
<b>CUSTOMER:</b>	<b>Pediatrics Office</b>
<b>OBJECTIVE:</b>	<b>Calm patients during examinations</b>
<b>CASE HISTORY CATEGORY:</b>	<b>Customer Presentation</b>

**OVERVIEW:** A pediatrics office decided to use the BIC Mood Magnet in an effort to alleviate some of children's emotional discomfort. The doctor's office contact and emergency after-hours information were imprinted on the magnet alongside the office logo of a cartoon clown wearing a stethoscope.

**DISTRIBUTION:** The attending nurse gave each child a Mood Magnet as they were escorted into an examination room to await the doctor's arrival. They asked each child to study the funny faces on the magnet and pick two that best described how they felt. Obviously, parents were encouraged to assist children that were too young to read.

**OUTCOME:** This promotional vehicle helped calm some of the children's fears by giving them and the doctor something fun to discuss. It also gave parents a lasting advertising tool to take home and keep on the refrigerator.

