



Police Department Uses BIC Evolution Pencil as a Giveaway at Job Fairs

PRODUCT:	BIC® Evolution® Pencil
CUSTOMER:	Police Department
OBJECTIVE:	Giveaway item to recruit officers
CASE HISTORY CATEGORY:	Recruiting Incentives

OVERVIEW: A police department participates in numerous job fairs throughout the year in an effort to recruit new police officers. As part of the recruitment process, potential candidates are required to use a #2 pencil when filling out a short survey and a preliminary data card. The Police Department decided to use the BIC Evolution Pencil imprinted with its name and phone number as a giveaway to all candidates.

DISTRIBUTION: After the candidates used the Evolution pencils to fill out the necessary application information, they were encouraged to take the pencil with them, and to proceed with the recruitment process by calling the number on the pencil.

OUTCOME: The Police Department received an excellent call response and was able to hire a complete class for its academy. The Department was very pleased with both the product and the outcome, and plans to use the BIC Mechanical Pencil for next year's recruiting efforts.

