



BIC Case Histories

Real Estate Agent Gives Local Info to Home Owners, All in One Piece

PRODUCT: BIC[®] Magnet - Large Stock Shape

CUSTOMER: Real Estate Agent

OBJECTIVE: Promote business

**CASE HISTORY
CATEGORY:** Advertising Campaign

OVERVIEW: A real estate agent came up with a great advertising piece to give away at the closing of each home that he sold. The agent always gives new home owners information on local utility companies including phone, cable, and electric. In addition, he also gave his company business card with his picture and office information on it. He chose a large magnet size to fit all important numbers and addresses as well as his company and contact information. By combining the two pieces of information onto one advertising product, the company information is staying in front of the new homeowner longer than a simple business card would.

DISTRIBUTION: The agent gave out magnets to homebuyers at closings.

OUTCOME: The magnets were a big hit with homebuyers. Many of them talked about the usefulness of such an item and appreciated the thought behind it.

