



Case Histories

Restaurant Builds Awareness with Pivo

PRODUCT:	BIC® Pivo®
CUSTOMER:	Steak House
OBJECTIVE:	Build awareness
CASE HISTORY CATEGORY:	Advertising Campaign

OVERVIEW: Customers often walk away with restaurant's pens after signing the credit card slip at the end of a meal. A steak house realized it might be missing an important advertising opportunity by giving out generic pens or pens obtained from other businesses for signing receipts. They imprinted their logo onto the BIC Pivo pen, and always kept a large stock available for customers and waiters/waitresses.

DISTRIBUTION: Given to customers to sign credit card slips after meals.

OUTCOME: The restaurant attributed an increase in its customer base to the Pivo advertising. In addition, the restaurant improved its image by having custom printed pens for customer use.

