

Schnapps Manufacturer Promotes Launch with Steel Colors Ball Pen

PRODUCT:	BIC® Steel® Colors Ball pen
CUSTOMER:	Schnapps Manufacturer
OBJECTIVE:	Promote and position new product
CASE HISTORY CATEGORY:	Product Launch

OVERVIEW: A new manufacturer of flavored schnapps wanted to position their products to the high-end consumer market. They decided to differentiate themselves from their established competitors in the promotion of their new apple flavored schnapps. The beverage manufacturer thought BIC's green Steel Colors ball pen would generate awareness of the new product in a unique and stylish manner. The company's competitors usually just gave distributors an inexpensive plastic pen or mug. The manufacturer imprinted the pens with the company logo and product name.

DISTRIBUTION: Green steel color pens given as a gift/sales incentive to distributors.

OUTCOME: This promotion proved to be very successful and generated increased revenues for the manufacturer. The distributors were pleasantly surprised to receive their gift.

