



Case Histories

Shipping Company Uses BIC Esteem to Say Thank You for Continued Support

PRODUCT: BIC[®] Esteem[™] Ball Point Pen

CUSTOMER: Shipping Company

OBJECTIVE: Create awareness of company

CASE HISTORY

CATEGORY: Holiday Gifts

OVERVIEW: A large, international shipping company wanted to thank its clients for their business. Because the company requires a signature from the recipient for all deliveries, they knew a pen would be a great holiday gift idea. They personalized each pen with the client's name to show special appreciation. This also encouraged the delivery person to get to know the names of all the recipients they deliver packages to because they were responsible for providing a list of names of the clients on their route.

DISTRIBUTION: Given to clients by delivery persons.

OUTCOME: The gift helped foster the relationship between the driver and customer. The clients noticed that the shipping company went the extra mile to express gratitude, and they were thrilled.

