



BIC Case Histories

Local Bank Uses Executive Pen to Increase Customer Base

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| PRODUCT: | BIC[®] Esteem[™] Pen |
| CUSTOMER: | Local Bank |
| OBJECTIVE: | Increase customer base |
| CASE HISTORY CATEGORY: | Advertising Campaign |

- OVERVIEW:** Small local banks lose customers to large national banks every day. To stop this trend, one small bank advertised with a message that its customers were not merely account numbers, but real people. The bank ran an ad in the local paper offering an executive pen as a gift with each new CD deposit of at least \$5000.
- DISTRIBUTION:** When customers opened an account, the bank presented them with a BIC Esteem Pen in a gift box to use to fill out their paperwork.
- OUTCOME:** The advertisements offering the free executive pen resulted in a very high response rate and an increase in the customer base.

