

## 4 Inseparable Colours A new viral campaign for BIC

**BIC is launching a highly irreverent viral campaign for its BIC® 4 Colours ball pen.**

BIC® 4 Colours is an icon. Simple, convenient and reliable, the ball pen with its unique and immediately recognizable shape has been supporting generations of students and workers since its launch in 1970.

More than time to celebrate its popularity! BIC and the agency Toy designed an irreverent viral campaign based on a simple idea: Inside a BIC® 4 Colours ball pen, there are four colours patiently waiting to be called on. The campaign tells the amusing story of these four flatmates with an original look (check out their skin-tight jumpsuits!) and character: **Blue**, a bit of a big head as he's the most demanded - **Red**, who loves correcting people – **Black**, only called on as a substitute for Blue which explains his rather bad attitude – **Green** who is relatively underused making him not only work-shy but also sensitive and flabby.



To reach its primary target (15 to 25 years old) the campaign is mainly digital: from March to December 2013, one can follow the crazy adventures of the inseparable 4 colours on Facebook: [www.facebook.com/Bic4colours](http://www.facebook.com/Bic4colours).

A broad PR and digital media campaign supports its launch in different European countries starting March 4<sup>th</sup>, 2013, whilst a community management will be run throughout the year to entertain the community of fans.

Over the past few years, the BIC® 4 Colours pen kept reinventing itself with successful launches enlarging its family, for example as BIC® 4 Colours Fashion or pocket sized Mini, without forgetting the latest addition, the 4 Colours Shine with metallic and colorful barrel. All these BIC® 4 Colours pens are manufactured in France by BIC in its own factories.

### Advertiser:

BIC

- Marketing Director Europe: Alexis Vaganay
- Marketing Manager Stationery Europe: Vanessa Chabrel
- Senior Group Product Manager Pens Europe: Katja Görler

### TOY

- Creative director: Nicolas de Dampierre
- Art Director: Giselle Navarrette
- Account management: Jennifer Pigeard
- Community manger: Clément Chamba

### Agency:



## About BIC

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BIC is a world leader in stationery, lighters, shavers and promotional products. For more than 60 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands in the world. BIC products are sold in more than 160 countries around the world. In 2012, BIC recorded net sales of 1,898.7 million euros. The company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 100 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone, Ethibel Excellence Europe, Gaia Index and Stoxx Global ESG index.

For more information, please consult the corporate web site: [www.bicworld.com](http://www.bicworld.com)

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Pictures on request.

