



BIC – PRESS RELEASE

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BIC® LAUNCHES ITS FIRST CROWDSOURCED SOCIAL VIDEO CAMPAIGN FOR BACK TO SCHOOL

#BICTEMPTATIONS

#BIC4COLOURS

BIC® is launching its first crowdsourced social video campaign #BICTemptations highlighting young people's ingenious & funny ways to protect their beloved BIC® 4Colours™ ball pens from being stolen <https://youtu.be/NFy6lV-y5Wo>.

The BIC® iconic 4 Colours™ ball pen is a highly recognizable pen with its unique design and original multicolour feature. The objective of the campaign is to remind young people just on how desirable and irresistible the BIC® 4 Colours™ ball pen is. It relies on a strong insight amongst students who very often have their favourite pen disappearing from their pencil cases!

Both the campaign idea and social videos come from eYeka's creative community, specialised in crowdsourcing content to bring even more brand creativity than classic advertising campaigns. BIC chose to launch a video contest, and eYeka's community submitted many hilarious and creative videos, among which 7 were chosen to be featured in the campaign. Those 7 videos were made by creatives from 5 different countries.

BIC is back on the web from August 29th to the October 10th to digitally support the Back to School period and continue driving, as the leader in Europe, the Stationery growth.

“It is the first time BIC crowdsources content. This was a unique opportunity for us to explore creative ideas from really talented people who were able to share with us their vision of the BIC® 4 Colours™ ball pen and #BICTemptations”, Bénédicte Muller – Marketing Manager Europe Stationery – says.

The campaign will roll out in Italy, Spain, UK and Germany, both on the My Bic Pen Facebook page and the Bic Group YouTube channel.

ABOUT BIC

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 and thanks to everyday efforts and investments, BIC has become one of the most recognized brands and is a trademark registered worldwide for identifying BIC products which are sold in more than 160 countries around the world. In 2016, BIC recorded Net Sales of 2,025.8 million euros. More on: <https://www.bicworld.com/en/>

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