



## BIC STATIONERY PRODUCTS - WHEN DISTRIBUTION SUCCESS WASN'T TRANSLATING TO SALES

### Challenge:

The Stationery market was a mature one. Very little innovation took place and the total market sales had been flat for the past several decades. A household brand, BIC Stationery products enjoyed 99% brand awareness AND a similar distribution in the market. Unfortunately, this situation wasn't matching up with BIC's brand share which was a distant second to its nearest competitor Sanford. Expensive school programs and sampling to kids was not improving the picture. Sanford enjoyed a significantly higher share in both B2B bids as well as on B2C shelves. Something had to be done about how much money was being left on the table and close the distribution-to-share gap that existed.

### Solutions For Success:

Through carefully crafted multi-phased research, we found out that although everyone recognized the BIC brand, both B2B and B2C consumers had a lower ink quality perception of BIC pens. This was mainly because most consumers only ever associated the BIC brand with the iconic hexagonal see-through BIC Cristal pen. There was very little awareness of the higher featured, value added newer additions to the lineup. We brainstormed different avenues to change that perception of both the single pen association and the ink quality perception. Finally a short list of ideas were once again consumer tested and new programs were developed to deploy.

### Repositioning:

- Since research suggested that the perception problem was pervasive, a TV advertising campaign was put in place to highlight value added (fancier) pens that the brand was now manufacturing. In addition, special emphasis was put on the ink quality in all communication messaging. 'Smooth Writing' became the motto and tag line.
- A new "EZ Glide" ink technology was developed and marketed as part of the Smooth Writing platform.
- A National handwriting expert media tour was launched, garnering millions of views and brand mentions.
- In-store display graphics featured value-added pen and quality ink messaging

### Results:

Through consistently incorporating the quality message in all marketing vehicles, grew the BIC brand volume by double digits in a flat Stationery category over 7 years.

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We have collaborated with a broad range of companies — from global brands to fast-growing start-ups — to help them solve their brand position challenges and grow their sales. However, there's no way to know if we can help you without sitting down and having a conversation. Give us a call at **416-253-7571** or email us at [chala@therepositioningexpert.com](mailto:chala@therepositioningexpert.com) to set up a no-pressure discovery conversation.