

BIC Launches its First Crowdsourced Social Video Campaign for Back to School #BICTEMPTATIONS #BIC4COLOURS

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SUMMARY

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.

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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.

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**.



QUOTES

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— Bénédicte Muller, Marketing Manager Europe Stationery

IMAGES



SPOKESPEOPLE



François Pétavy

François is CEO at eYeka

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ABOUT EYEKA

At eYeka, we believe in the collective intelligence and exponential creative power of crowds. We nurture a global community of more than 330,000 creative individuals around the world who deliver fresh ideas and original content by participating in crowdsourcing competitions. By combining the creativity of our community with the expertise of an agency, we fuel the world's best brands' innovation roadmaps with relevant product and experience concepts, offer fresh perspectives on packaging and point-of-sale designs, ideate original campaign ideas and create shareable video content. Discover how we boost the marketing ROI of leading brands such as Unilever, P&G, Mondelez, Coca-Cola, Nestlé, Airbnb or Toyota on [eYeka.com](https://www.eYeka.com).



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