

FUNNY & EFFECTIVE

WINNER: BCSI

PROJECT: GAG CARDS

THE CHALLENGE

Personalized stationery products manufacturer BCSI seeks ways to help distributors inspire their customers and promote BCSI's products and services. Specialty print features such as foil, painted edges, spot gloss and double-thick stocks are becoming popular among end users, and examples help to fuel creativity for projects. The company wanted to help distributors and their customers visualize options for print features in a fun way that kick-started conversations.

THE SOLUTION

Over 20 years ago, BCSI used to pass out what it called "gag cards" as giveaways. "These business card-sized cards had comical, corny sayings and were always a hit during trade shows," the company says. "Back then they were very simple, printed in black thermography ink on white cover stock."

BCSI decided to bring back the gag card concept to promote its specialty print features. The company incorporated many of its design possibilities

The project achieved a new and fun way for distributors to present specialty print options to their customers.

onto the cards, including various stock weights and finishing options. Each card features a funny or thought-provoking phrase. Print specs are included on the back of each card, so customers can identify and communicate options they like with their sales or customer service representative.

THE RESULT

This project achieved a new and fun way for distributors to present specialty print options to their customers. "We hope this marketing tool will help promote and encourage mutual sales growth with us and our distributor partners," the company says.

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Having Fun With Print

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understand what you think I said.
But, I'm not sure you realize
that what you heard
is not what I meant.



My work is Top Secret...
Even I don't know
what I'm doing



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gag cards

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can help inspire ideas to
incorporate specialty print
features into your marketing
collateral...
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yah, fer sure.



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