



FINAL CASE STUDY

Presented By: Allen Bautista, Carlee Horton and Rachel Anh-tu Nguyen

designory.

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Final Deliverables

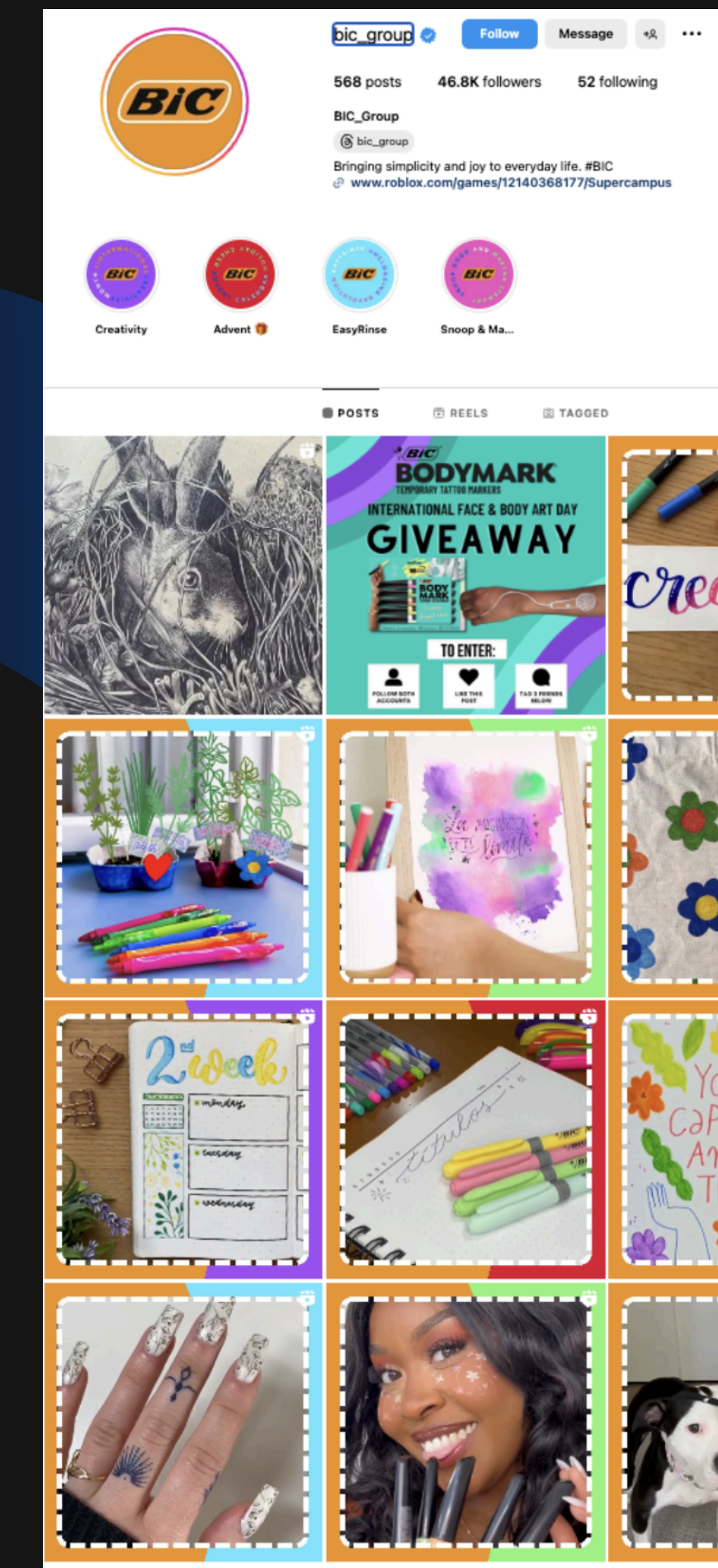
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Main Concept

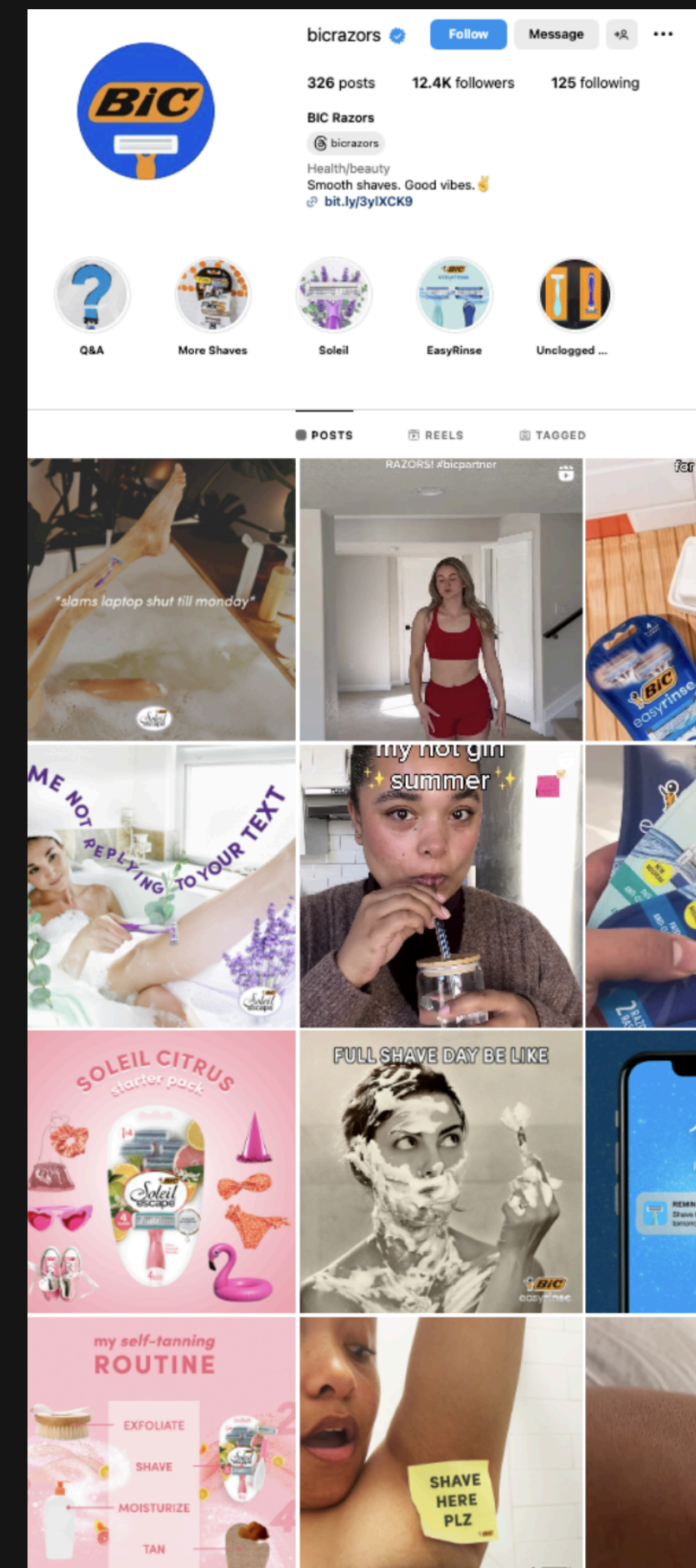
For our concept, we aim for a refreshed and approachable presence of **BIC**.

After extensive research, it shows how BIC's intended audience is youthful and vibrant. We want to use this **vibrancy** as the core visual palette as well as their key value of **simplicity** as the driving identity to highlight BIC's ingenuity and embrace in integrity.

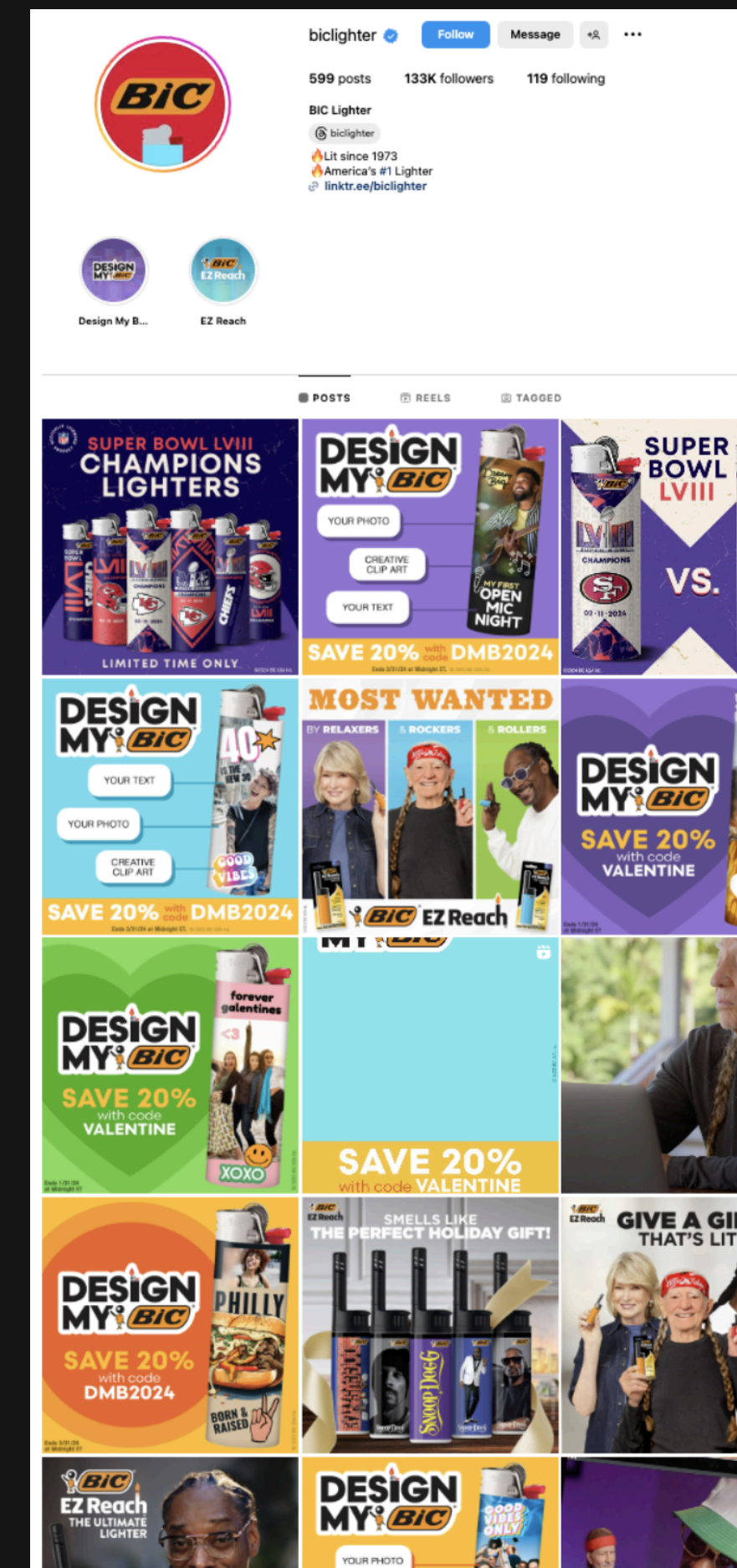
@bic_group
Instagram for pens



@bicrazors
Instagram for razors



@biclighter
Instagram for lighters



Challenges

During our social audit of **BIC's** online presence, we couldn't help but notice there was no cohesion across the range of products— lighter, razor, and pens. Moreover, **BIC's** Instagram, TikTok, and YouTube presences were all quite different from one another.

We identified this point of weakness and sought to create unity through the use of **BIC Boy** and his personification of the branding.

Sustainability

We aim to highlight **BIC's** commitment to sustainability. With strategic packaging and bulk options reducing plastic waste, BIC demonstrates its dedication to a **resourceful environment**.

Aligning with its youthful audience and emphasizing simplicity as a core value, BIC's ingenuity shines through, reflecting its integrity and environmental **responsibility**.

Who is **BIC** Boy?



He's **bold** like ink.

He's got a **point**
to make.





He's ready
to **spring**
into action.

BIC Boy's Personality

To reflect back to our descriptors..

BIC Boy is your guy that represents the vibrant, quirky, and confidently simple traits of BIC as a legacy brand.

Vibrant	Thoughtful
Confident	Self-Aware
Clever	Positive
Playful	Quirky

This is BIC Boy

Vibrant like a tie-dye t-shirt. Like a childhood group of friends.
Like a chalkboard with everyone's writing on it.

Quirky like an Oreo dipped in peanut butter. Like the handshake
between two best buds. Like a dog with a floppy ear.

Simple like that trusty pair of white socks. Like a safety pin. Like a
hot cup of green tea on a Sunday.

Descriptors + Colors

Vibrant

Confident

Clever

Playful

Thoughtful

Self-Aware

Positive

Quirky



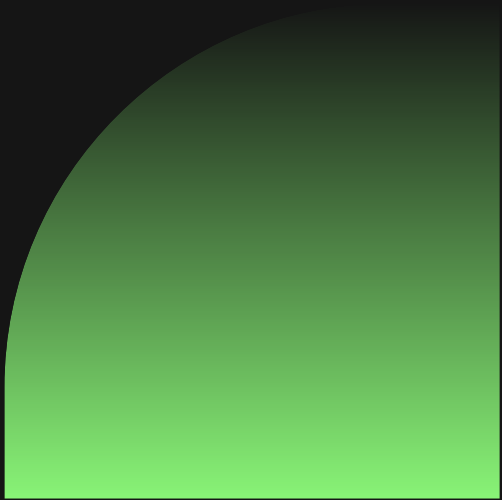
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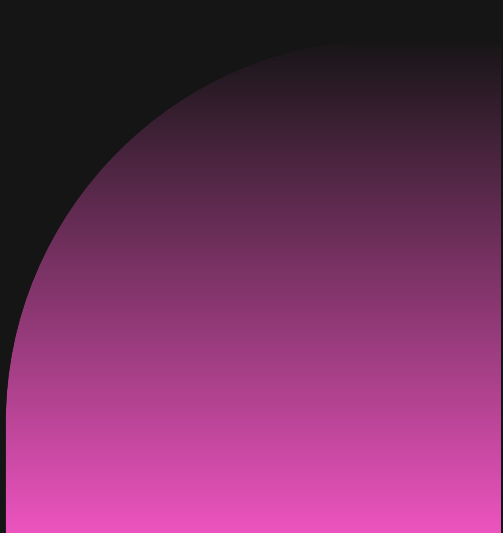
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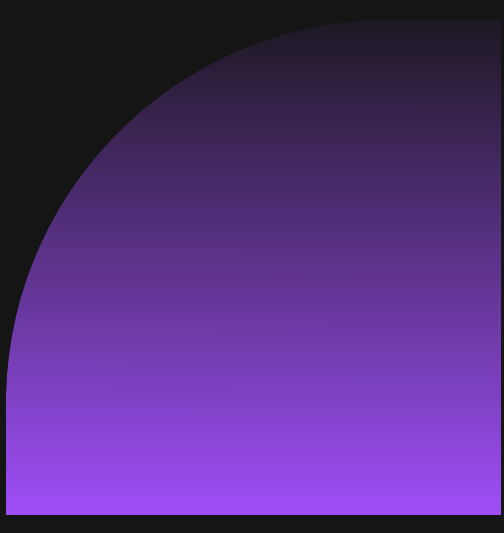
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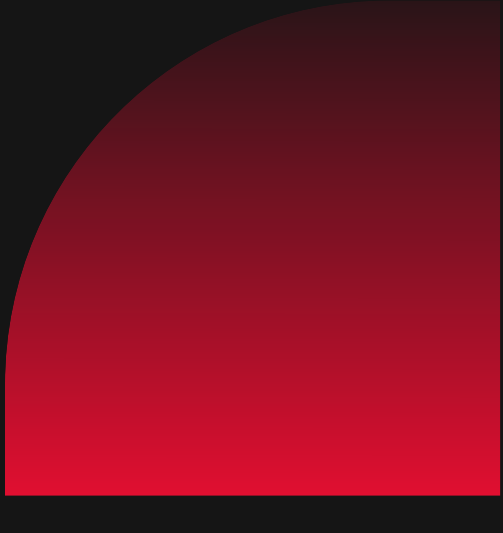
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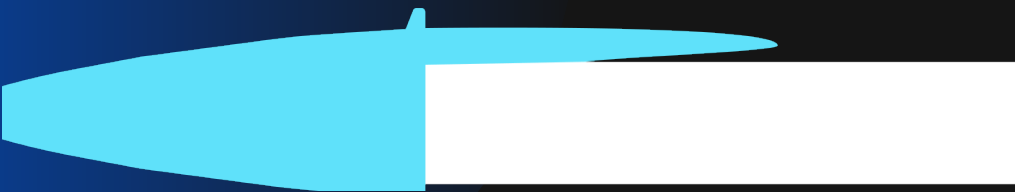
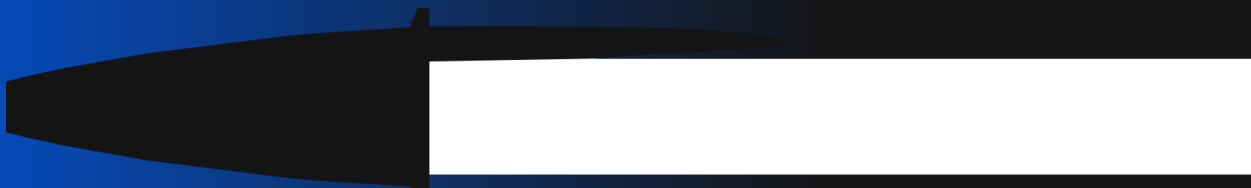
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graphic



vibrant

fun



Our Shapes

Utilizing variations of Bic's classic circle shape, we reinvigorate the classic with a new interpretation of it.

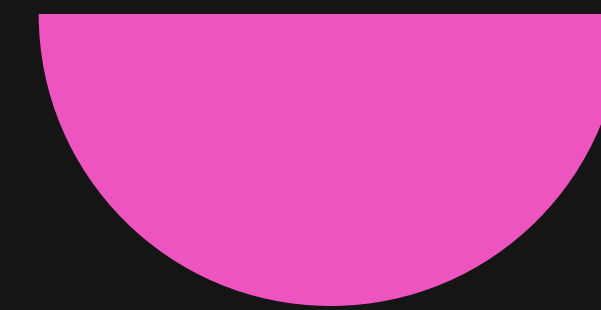
✗ **When using shapes, do not introduce new or alter existing shapes**

✓ **Utilize color to match the message. The flame can easily be utilized as a leaf when green is swapped out for red.**

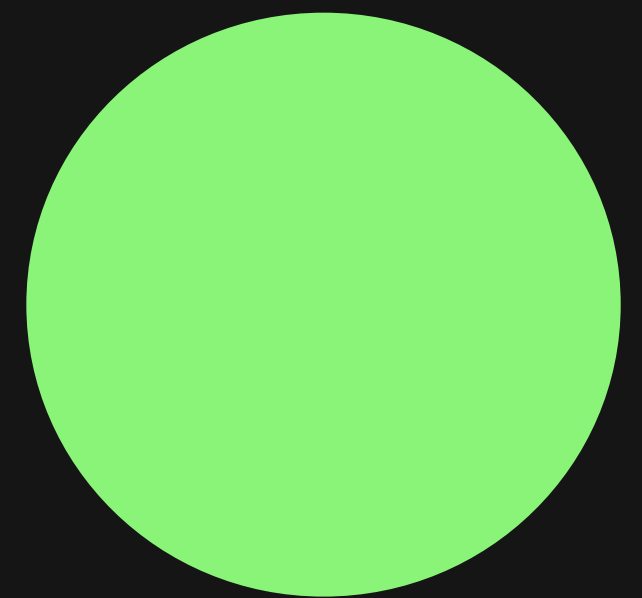
✗ **Shapes should not be stacked in quantities of more than four.**



Flame



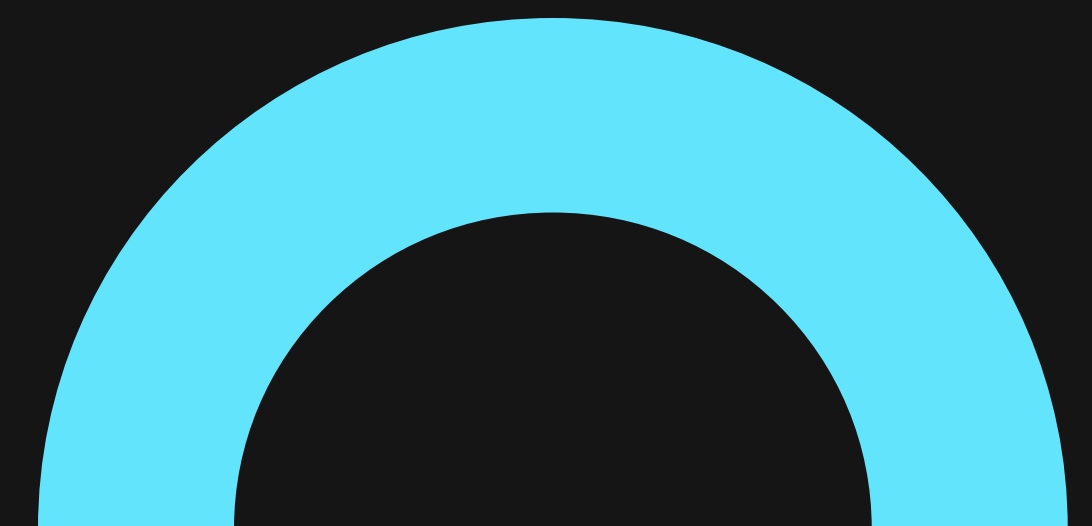
Smile



Ballpoint



Slice of Joy



Rainbow

Our Gradients

Without altering BIC's established branding, we introduced gradients into our shapes to signify BIC's smooth transition into a new direction!



Gradients should only be used against a solid color background.



Gradients should not be used in front of photography.

Typography

Medium Avenir Next

Medium Italic *Avenir Next*

Demi Avenir Next

Bold Avenir Next

Bold Italic *Avenir Next*

Medium Dunbar

Bold Dunbar

Extra Bold Dunbar

BIC Slogan

Joy from

Joy from

Joy from

Joy from

Joy from

Simplicity

Ingenuity

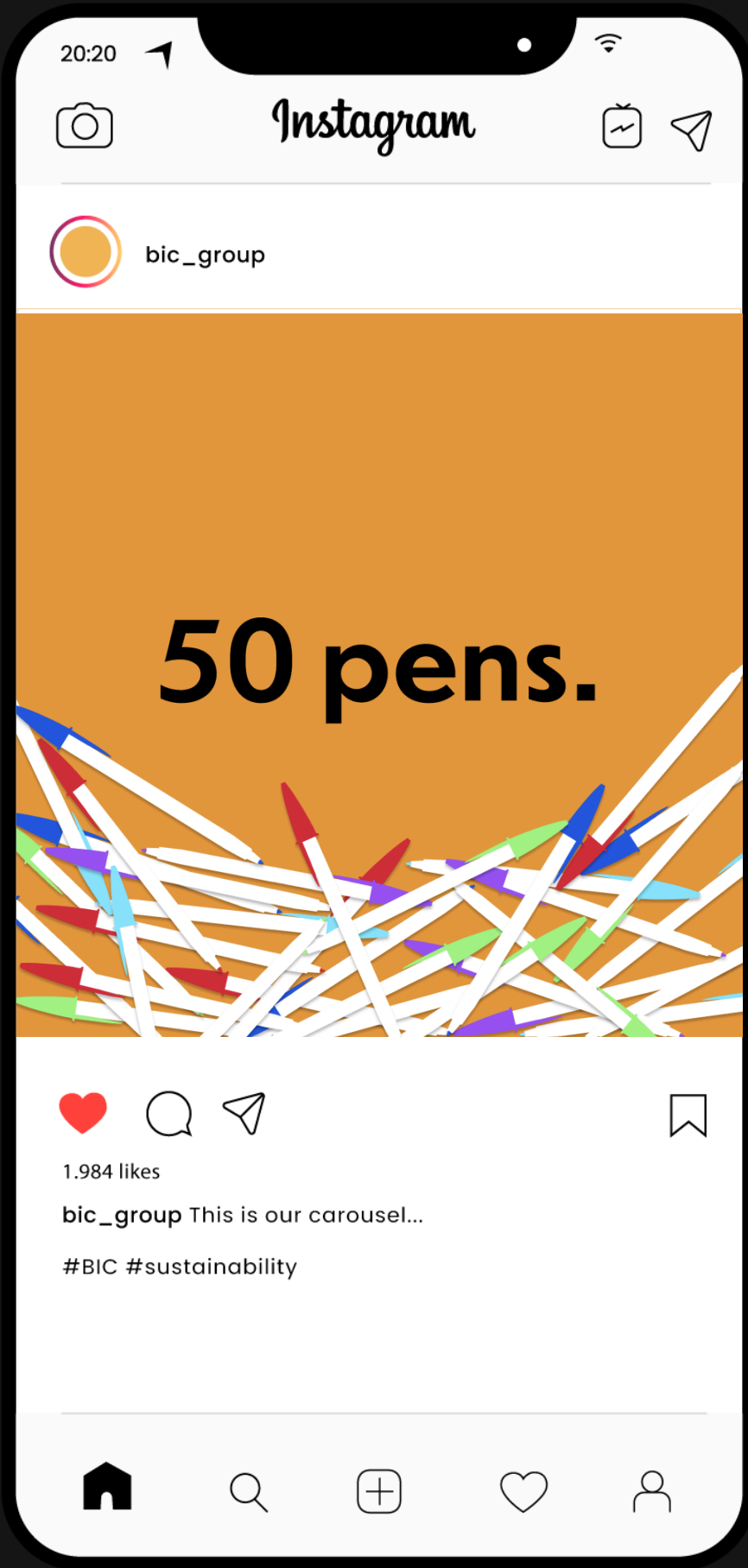
Affordability

Sustainability

Responsibility



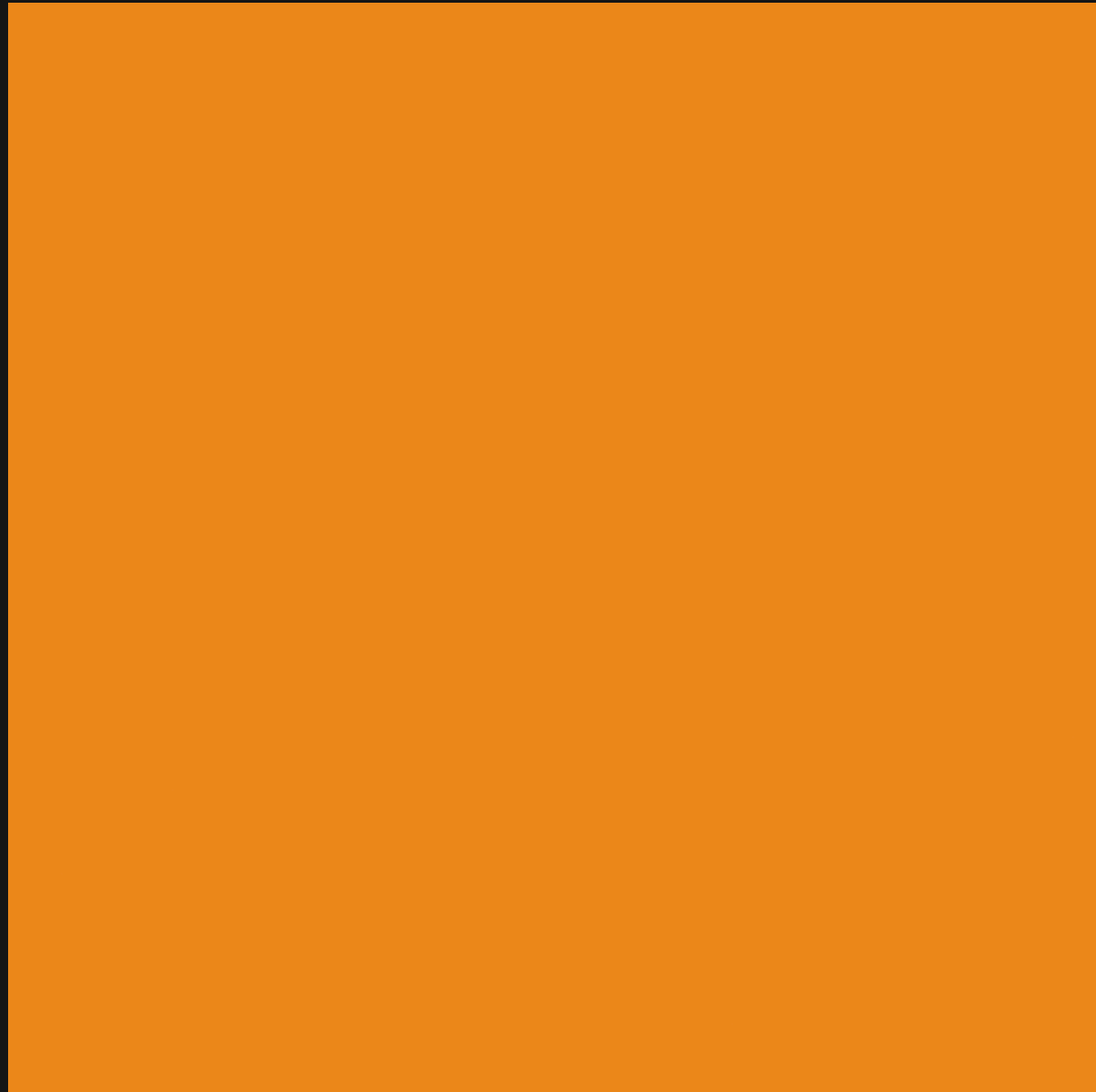
Instagram



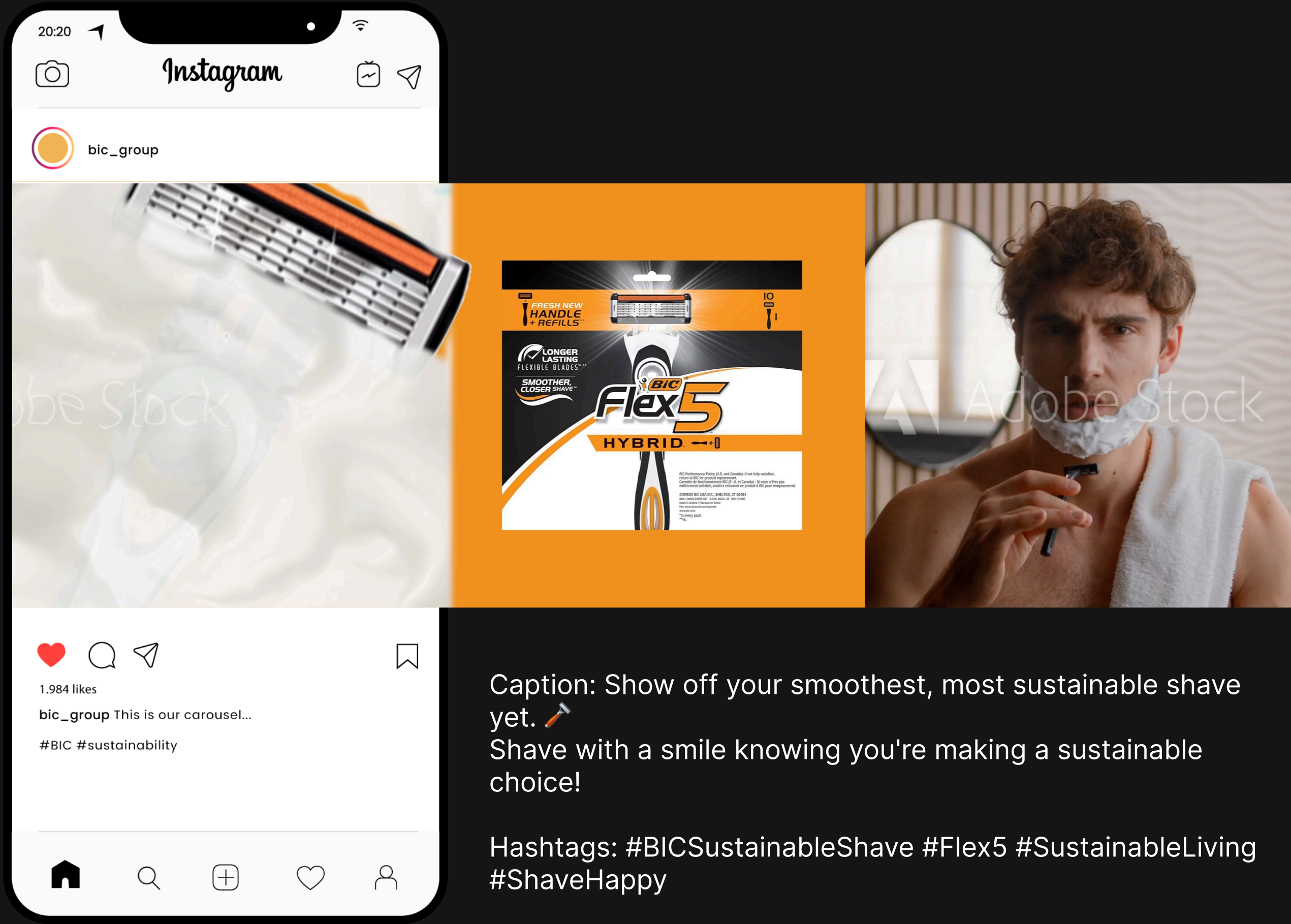
Caption: As we all take up space on this Earth, BIC embraces the responsibility of reducing plastic waste. You'll always find us packaging responsibly by utilizing plastic in a smart, conscious way.

Hashtags: #reduce #reuse #recycle #sustainability #practical #pens #bicquality

Final Carousel



[Carousel Link](#)



Final Carousel



[Carousel Link](#)



Youtube

Thumbnail



Caption:

Good guy BIC boy makes his big debut, and he's got a few questions to ask

Hashtags:

#goodguybic #itsthesimplethings
#simple #bicquality #sustainable
#reusable #lighter #pen #razor
#innovation #csulb

Video Link



Caption:

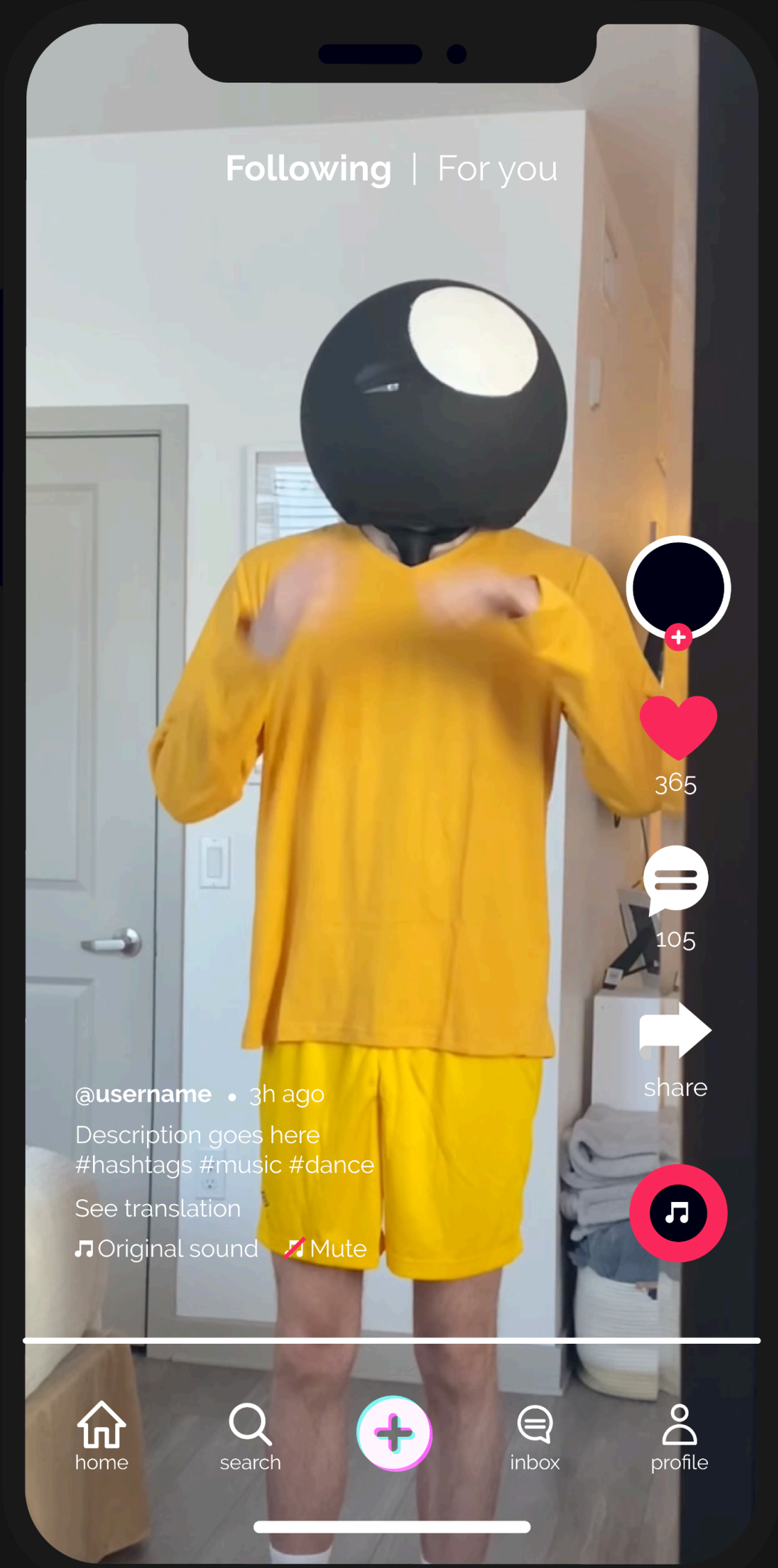
Good guy BIC boy gets ready for a day of celebrating his friend’s birthday.

Hashtags:

#goodguybic #itsthesimplethings #simple #bicquality #sustainable #reusable #lighter #pen #razor #innovation #practical

Music:

Brazil - Declan McKenna



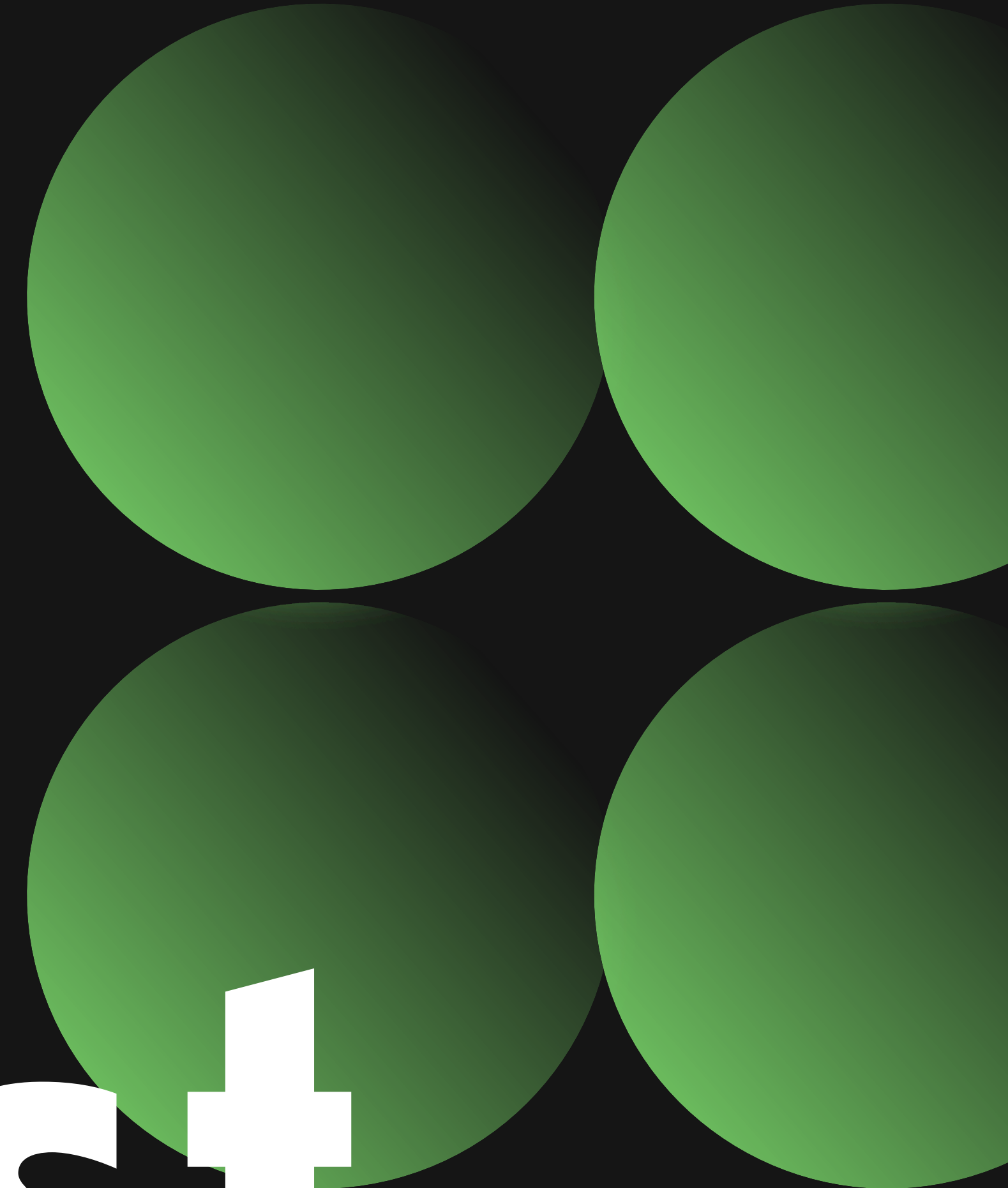
Scene:

BIC boy gets his BIC outfit ready.
Walks into bathroom to start shaving, using a BIC razor.
Shaves BIC face.
Walks over and opens packet of BIC pens and BIC white-out.
Writes a birthday card for his friend “Jack” using a BIC pen.
Misspells “Birthday,” and uses BIC white-out to correct it.
Closes birthday card envelope.
Lights a birthday candle on a cupcake using a BIC lighter.
Gives it to cameraman who blows out the candle.
Camera pans to all BIC products used in scene.
BIC boy throws a positive thumbs up to wrap up the TikTok.

This scene introduces BIC boy as a mascot, in a way it “preps” the audience in who the BIC boy is. He’s also doing a good deed, highlighting his vibrant and “good guy” quality.

Video Link

Big Twist





Caption:

BIC Boy joins me for a day on the job. His products dominate the shelves, but is HE ready for retail?

Hashtags:

#BIC #BICpens
#BICBoyGetsAJob
#Mockumentary
#TheOfficeLife #NewJob

[Video Link](#)



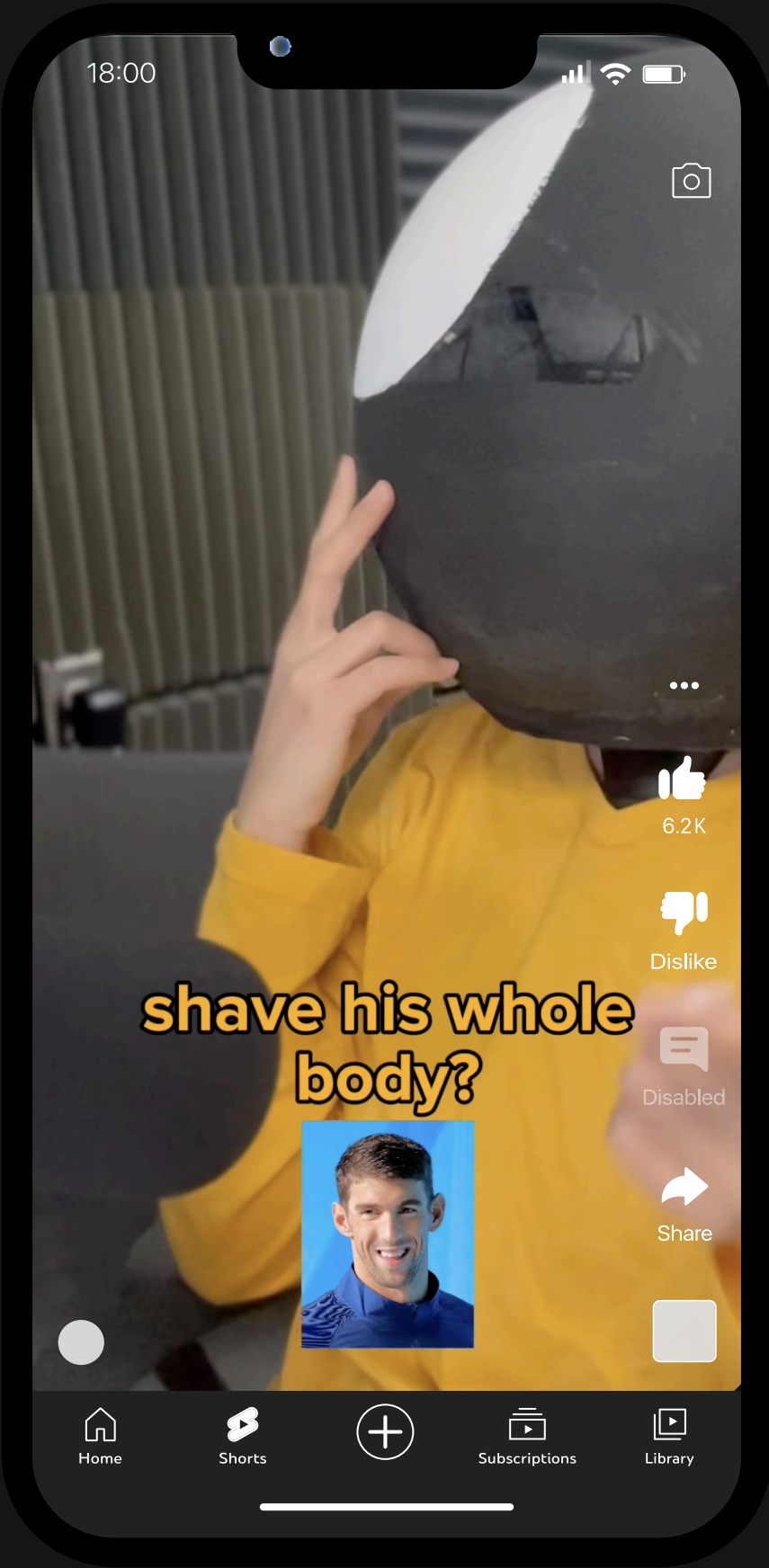
Caption:

BIC Boy Challenge: Who's up for the challenge?!

Hashtags:

#BIC #BIClighters
#BICboychallenge
#interview
#20secondchallenge

[Video Link](#)



Caption:

I invited the one and only BIC Boy on as my guest— Let's just say it was inkredible!

Hashtags:

#BIC #BICpens
#BICgroup #yeshesreal
#michaelphelps
#interview #celebrity

[Video Link](#)

AI

Across all of the content we utilized AI in concept generation. When creating questions for our Youtube Short, we asked AI to help us create questions with an emphasis on sustainability.

We also used AI to assist us in writing for our Big Twist. Giving us an outline and starting points for our individual scripts. AI also proved useful in generating potential hashtags and descriptions to go alongside the content that we created.

Thank you!



[VIDEO LINK](#)