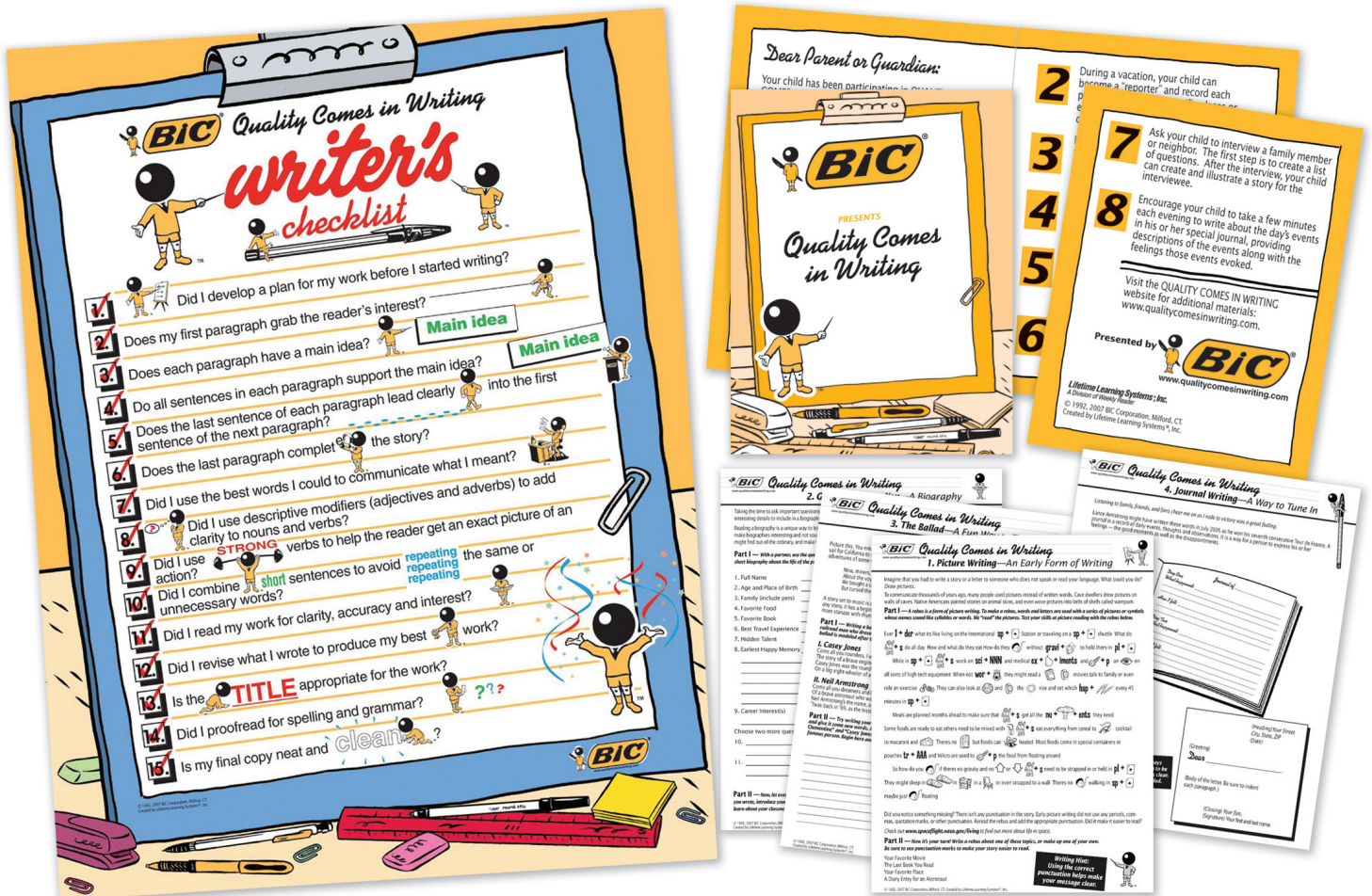


## Challenge

To reinforce effective writing skills while generating positive brand recognition for BIC



## Solution

- Weekly Reader Custom Publishing launched the *Quality Comes in Writing* program and essay contest
- Program reached over 4 million students and 1 million teachers
- Classroom poster provides valuable writer's checklist—a favorite among educators
- Essay contest generates imaginative and creative entries from students nationwide

## Results

- Over one third of teachers display the wall poster for the entire school year
- Program achieves extended reach, with 80% of teachers distributing take-home booklets to students
- Over 20 years of effective brand communication through “Quality Comes in Writing” program