GROW YOUR BUSINESS

2019 VERTICAL MARKETS GUIDE

YOUR SALES GUIDE TO 24 POPULAR MARKETS & OVER 200 PRODUCTS

INSURANCE, EDUCATION, HEALTHCARE, BUSINESS SERVICES, RELIGION, AND MORE!
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A vertical market focuses on a specific industry, demographic or niche.

Vertical marketing concentrates on creating products and services that are desirable for that specific audience. You have likely been asked for product ideas to best suit a particular market. **Let us do the work for you!** We have analyzed the top sellers and latest trends in the most popular industries, and used this research to create the 2019 Vertical Markets Guide.

Featuring innovative products from several well-known brands and retail partners, we are confident this essential resource will help you grow your business with existing clients as well as target potential new customers.

This year we’ve also included a case study for each industry giving a specific example of how a product can be used for recognition, raising brand awareness, increasing fan base and more!

Please visit bicgraphic.com for full product details and additional information. KOOZIE® is a registered trademark of BIC Graphic.

**YOUR SUCCESS IS OUR SUCCESS.**
Over 4 million cars were produced in the U.S. in 2014.¹
A CASE STUDY FOR: AUTO & EMERGENCY TOOLS

Client: Mid-size Car Repair Company

Audience: New and Existing Customers

A mid-size car repair shop was approached by a driving school to do a presentation on roadside safety and emergency preparedness. The repair shop saw this as an opportunity to not only educate drivers, but also as a way to build relationships and hopefully convert the students into customers.

At the end of their presentation, the repair shop gave all the students one of these 3-in-1 chargers imprinted with their company logo and website. They chose this item because a charger is a useful item to keep in the car, and the safety tool features tied into their presentation. The repair shop also distributed these tools out at community events to spread awareness about roadside safety and their company; and saw an increase in new customer service appointments.
DID YOU KNOW?
Services provided include employment services (about 40% of US sector revenue.)

1
A CASE STUDY FOR: STYLUS PENS

Client: Business Service Provider
Purpose: Improve Employee Experience

A business services provider implemented a touch screen inventory management/billing system for on-route sales representatives. The company ordered these stylus pens to distribute to employees during the new system launch to help with ease of use in the field. The pens were imprinted with the website and phone number of the technology help desk for the new system.

The employees like the pens because they could easily transition from paperwork to their hand-held device. The contact information for tech support being imprinted on the pen alleviated phone calls to the wrong department and minimized the amount of down time.
North America has the highest number of commercial banks.¹
A CASE STUDY FOR: DESK CALENDARS

Client: Regional Banking System
Audience: Bank Customers in an 8-County Area

A bank with multiple branch locations in eight counties wanted something special to give customers. The style of this desk calendar complemented their slogan “pure and simple” with a modern twist. Each branch location in the region personally handed out the calendars as customers visited.

They were so popular that the bank reordered 1,700 additional calendars and started planning their next one. The advertising effectiveness of this calendar remained all year long and provided repeated reminders of the bank’s services, locations and positive attitude toward customers and the community.

SOURCE:
1 frost.com/sublib/display-market-insight.do?id=SKAL-5LN9TZ

TRIUMPH CALENDARS

4306 Triumph®
Curved Memo Desk Calendar

Imprint stands out with vibrant foil colors

Modern desk calendar with contrasting black and bright colors
EDUCATION & COLLEGIATE

**DID YOU KNOW?**

Schools rank #1 for the volume spent on promotional products. ¹
A CASE STUDY FOR:
CUSTOM USBs

Client: Community College
Purpose: Provide Information About the School and Programs

A community college was looking for a unique way to distribute a handbook including the code of conduct, campus info, frequently used phone numbers and email addresses to first-year students. The handbook included details on certificate and degree programs as well as additional information on navigating their first year of college.

The school chose this custom flash drive in the shape of a raft because the campus was named for a nearby river where students frequently went rafting. The drives were partitioned to be non-erasable for the loaded handbook materials, and still allowed for 7GB worth of additional storage. A lanyard loop was included to be easily carried all over campus.

Students found the flash drives to be beneficial and used them throughout the school year for assignments, media storage and the included handbook as a resource for frequently asked questions.
U.S. media and entertainment is a $540 billion industry. 1
**TARGET MARKETS**
Media Outlets | Concert Venues & Sports Arenas | Bars, Dance Clubs & Casinos
Amusement Parks & Performing Arts Centers

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**A CASE STUDY FOR:**

**LUNCH COOLERS**

**Client:** Amusement Park  
**Audience:** Season Ticket Holders

In response to declining sales, an amusement park secured a beverage company sponsorship to help develop special promotions for season ticket holders who renewed for the following year. Each season ticket holder who renewed received this cooler imprinted with the amusement park logo. Inside was a commemorative, reusable cup imprinted with the beverage company logo. Ticket holders were entitled to bring their cups throughout the following year for free refills during visits.

The cooler recipients loved the promotion as they encouraged families to bring lunch into the park, and they could also save on beverages for the entire year. Season ticket renewals remained flat in the first year the park began the promotion, so they continued the campaign in the following years with new colors and designs. The park saw a steady increase in overall season ticket sales over three years and the coolers quickly became “collectibles” to park goers.

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**SOURCE:**
1. 2013, from selectusa.commerce.gov/industry-snapshots/media-entertainment-industry-united-states.html, 2014

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**AP7600 Atchison®**  
**The Big Chill Cooler**
Total jobs in 2014 were 649,300 and expected to grow.¹
A CASE STUDY FOR: BANDAGES & DISPENERS

Client: Community Health Center
Purpose: Community Awareness

A nonprofit organization provided free health and sanitation services to low income families in their community. As the organization grew it was able to secure additional funding through governmental grants and was looking to expand its reach.

This bandage dispenser was an effective item for marketing the health center with the logo and contact information imprinted on the dispenser. The organization gave out these dispensers at community events, health fairs, in schools and on-site. Facility operators liked that they could provide a practical and useful item that related to the health services they provided the community while staying within their limited budget.
The U.S. banking system has over $14 trillion in assets. ¹
A CASE STUDY FOR: METAL PENS

Client: Financial Services Firm
Purpose: Financial Planning Week Open House Giveaway

A financial planning firm wanted to hold an open house for clients and potential clients during Financial Planning Week. The open house had stations focused on different financial areas like estate planning, charitable giving, teaching children financial responsibility, and paying down debt.

The pens were used at each station for presentations and also given away to attendees. The firm liked that the pen color matched corporate branding, had distinctive design elements and elevated ink that helped convey their image of first-class services. They re-ordered 5,000 to have on-hand for employee use and to give clients during office visits.
43% of the industry executives are focused on market expansion.

*DID YOU KNOW?

*KOOZIE® Zippered Insulated Grocery Tote

BIC® Sticky Note™ 2” x 3” Adhesive Notepad, 50 Sheet Pad

GoodValue. Moist Towelette Packet*

Recipes Made Simple

KOOZIE® Camron Double Wall Tumbler 20 oz.

CuppaJo Diner Mug - 12 oz.

Dart Pen

Message Clipboard

Battle Opener Coaster

Icebreaker Mesh Cooler Tote

*Not available in Canada.
A CASE STUDY FOR: CAN COOLERS

Client: Craft Brewery
Purpose: Giveaway in Special Summer Variety Pack

To celebrate the release of an innovative new summer brew pack, a craft brewery launched a KOOZIE® palooza promotion. The brewery was looking to include a giveaway with their new water-resistant summer brew pack. This innovative 12-pack was made of wet-strength paperboard that could hold ice/water for up to six hours. KOOZIE® can coolers were a natural promo fit because the KOOZIE® brand has a long history of keeping beverages chilled. They chose to create a KOOZIE® palooza event around the summer pack launch using #45448 KOOZIE® britePix® can coolers. The britePix® imprint allows full color customization to perfectly convey their brand style. Each of these summer brew packs contained a limited-edition KOOZIE® can cooler.

In addition, the brewery founders took KOOZIE® palooza on tour. They traveled along the east coast meeting with bar owners, distributors and customers. These meet and greets were another way for fans to get their hands on these limited-edition can coolers while learning about the new summer brews. The KOOZIE® palooza promo resulted in a 104,000 piece total order of the can coolers and gained the brewery exposure all summer long.

Approximately 86% of funeral homes in the U.S. are privately owned by families or individuals.¹
A CASE STUDY FOR: METAL PENS

**Client:** Funeral Home  
**Audience:** Customers

A funeral home was developing a new company image and wanted promotional items that tastefully represented their brand with contemporary designs. They wanted to start with office items like note pads, writing instruments and folders as these items are used every day in their business.

They chose the Path Pen because of the distinctive design with a modern twist. The navy barrel color perfectly matched their new brand identity while the chrome accents and design details gave the pen a sophisticated feel. Funeral home representatives used the pens as leave-behinds, for on-site services, during client meetings and in information packets.
There are 90,000 state and local governments in the U.S.¹
A CASE STUDY FOR:
COASTERS

Client: Government Office Building

Audience: Administrative Employees

After undergoing extensive renovations, a state government complex wanted to give employees end of year gifts that showed their appreciation for the workers’ patience during construction. They liked the idea of not only a stylish mug, but also a nice coaster with the state seal that employees could keep at their desks.

The administration placed the coasters, mugs and a thank you card on each employee’s desk during the New Year break. Employees came back to a pleasant surprise and the administration loved the look of the coasters so much they also purchased sets for each of the building’s conference rooms.
HEALTHCARE

More than 18 million people work in healthcare in the U.S.¹

DID YOU KNOW?

1. Did you know that myCharge® RazorXtra is one of the most advanced heart treatments available? Learn more about our heart treatments here. 

- myCharge® RazorXtra
- BIC® Sticky Note™ 4” x 6” Adhesive Notepad, 25 Sheet Pad
- BIC® Retractable Badge Holder
- BIC® 4-Color™ Pen
- Good Value® Round Massage Ball
- Good Value® Serenity Pill Box
- Good Value® Gripper Poly-Clear® Bottle - 31 oz.
- BIC® Sticky Note™ 4” x 6” Adhesive Notepad, 25 Sheet Pad
- BIC® 4-Color™ Pen
- AP8400 TranSport II Tote
- SPF-30 Sunscreen Lotion Pocket Pack*

*Not available in Canada.
A CASE STUDY FOR:
ADHESIVE NOTEPADS

Client: Oncology Institute
Purpose: Nurses Week Gift

In preparation for Nurses Week, an oncology center wanted to plan a special appreciation event for their staff. The administration reached out to patients receiving regular treatment at the facility to participate, and collected short messages of thanks from those willing to participate.

The administration had these BIC® Sticky Note™ adhesive notepads imprinted with a selection of alternating messages from their patients, and included them in gift baskets for each nurse. The BIC® Sticky Note™ adhesive notepads were also used at the facility throughout the year and patients and nurses loved the positive reminders accompanying each note.
Travel & Tourism in 2015 grew faster than the global economy. ¹

DID YOU KNOW?

1. Travel & Tourism grew faster than the global economy.

². Not available in Canada.
A CASE STUDY FOR: STRESS RELIEVERS

Client: Boutique Hotel
Audience: Hotel Guests

A boutique hotel was curating products to place in their rooms for guests to use, but would also be available to purchase via a “take-home amenities menu”. Each item was meant to provide a service or enhancement to the guest experience. This portable sound spa met their criteria by helping create a more serene sleep environment while the compact size fit nicely into the room décor. Management felt the product quality backed by the HoMedics® brand name would withstand consistent use by guests, and they liked that the logo imprint on the pouch would not interfere with the aesthetics of the product itself.

The portable sound spa quickly became one of the most frequently mentioned amenities in online reviews. The purchases of the sound spas by guests during checkout exceeded projections and remains one of the top sellers on their “take-home amenities” menu.
Insurance premiums totaled more than $1.1 trillion in 2012. 1
A CASE STUDY FOR: OUTDOOR CHAIRS

Client: Life Insurance Company
Purpose: Spring/Summer Promotion

A life insurance company was launching a nationwide ad campaign heading into the fall months with a focus on family fun. They wanted to provide local offices with giveaway items as part of the campaign roll out that would tie-in to family fun and also have a high perceived value.

The insurance company chose this KOOZIE® Kamping Chair because of the quality of materials, versatility and coordination with the corporate brand colors. The local offices chose how to distribute the chairs; many used them as giveaways at shows or for client appreciation. The chair was well-received by their clients who loved the kooler features for use when camping, watching their kids play sports and at outdoor activities.
There are over 1.2 million licensed lawyers in the U.S.⁷
A CASE STUDY FOR:  
METAL DRINKWARE

**Client:** Law Firm  
**Audience:** Junior Partners, Associates, Paralegals and Assistants

A nationally ranked law firm wanted to show appreciation to employees for their cooperation and hard work after a large-scale audit. They were interested in a useful product that had a tie-in to sustainability as many of their employees specialized in the law field.

The KOOZIE® Hartwell Vacuum Tumbler was appealing because of the unique, upscale design and high visibility of their brand message in and out of the offices. A tumbler was also an eco-conscious choice to promote reusable drinkware over single-use cups. Employees were happy to receive a useful gift in recognition of their work. The company was so pleased with the tumbler they placed an additional order of the 20 oz. version to include in the end-of-the-year gift packages for their clients.

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Fashionable matte black finish with slider leak-proof lid

Double wall vacuum insulation with stainless steel outer and inner with copper lining

46177 KOOZIE®  
Hartwell Vacuum Tumbler - 16 oz.

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SOURCE:


BIC*, BIC Graphic logo, bicgraphic.com, Good Value (logo)*, britePix®, Atchison®, KAPSTON®, KOOZIE®, JAFFA®, Triumph® Calendars, NUVO® by Triumph® Calendars, BIC Select®, BIC® Sticky Note®, BIC® Ecolutions® and all related trademarks, logo, and trade dress are trademarks or registered trademarks of BIC Graphic and/or its affiliates or licensors in the United States and other countries and may not be used without written permission. ©2018 BIC Graphic, Clearwater, FL 33760.
The global consulting market was worth more than 250 billion U.S. dollars.  

1
A CASE STUDY FOR: PADFOLIOS

Client: Digital Marketing Consulting Firm
Purpose: Meeting Follow Up

A digital marketing consulting firm wanted to find a promotional item that would be a memorable leave-behind after pitch meetings. They wanted something new to help set them apart from their competition.

Their promotional distributor suggested a padfolio could be an interesting way to differentiate their brand as it is not something you would expect from a firm working primarily in the digital space. The firm loved the idea and worked with their creative team on a campaign that showed the benefits of mixing digital and traditional marketing. They chose this high-style padfolio and inserted an eye-catching flyer about marketing mix inside the document pocket and coordinating business cards inside as well. The firm saw an increase in follow-up meetings and great feedback on the quality of the leave-behinds almost immediately after implementing the program.
There are 17.6 million manufacturing jobs in the U.S.¹
A CASE STUDY FOR: TOOLS

Client: Custom Furniture Manufacturer
Purpose: Employee On-Boarding

A machinery company was building an onboarding and culture program as an effort to retain skilled workers during a particularly competitive time of year. One item they wanted to include was a high-quality tool that would be useful in all areas of the work day.

The company chose this multi-tool because of the appeal of the recognizable Leatherman® brand, as well as the tool selection and weight. Being pocket-size with a clip were vital to making sure the tools were handy but not cumbersome. Employees gave positive feedback on the tools and found themselves utilizing them continually throughout the work day. Overall the company saw improved employee satisfaction and lower turnover once the program was implemented.
There are over 1.5 million non-profits in the U.S. ¹
A CASE STUDY FOR: DRAWSTRING BACKPACKS

Client: Foundation to Help Students Learn and Succeed

Audience: Donors and Teachers

A foundation dedicated to providing high school supplies to help students succeed in the classroom was holding their annual gala, one of their largest fundraisers. Event organizers wanted to find a backpack that could be used to distribute school supplies to teachers, but also as the gift bag for the end of the evening. They felt it was a nice way to show attendees how their donations were helping in the classroom.

The foundation imprinted the bags with their logo, name and tagline to help promote their mission and showcased a “school supply pack” with the bag at the gala. They also used the same bags as favor bags and filled them with donor gifts.
79.7 million American households own pets.¹
A CASE STUDY FOR: DECK CALENDARS

Client: Pet Food Manufacturer
Purpose: Increase Pet Food Sales Through Good Will Campaign

A pet food manufacturer partnered with a nationwide pet store to provide food samples during special adoption and vaccination events. They also wanted to add a branded item to accompany the sample that would be kept and used by the new pet owners.

They chose the desk calendar because the adorable imagery had universal appeal and it kept their brand in front of new pet owners for a full year. The calendars were distributed at pet store events and with food samples as part of a new pet owner kit. The manufacturer was happy to participate in a good will campaign and provide a useful item with a longer lifespan than just the food sample.
White Collar occupations grew from 18% to 60% of the U.S. workforce over the course of the 20th century.¹
A CASE STUDY FOR: GOLF BALLS

Client: Oil & Gas Technologies Company

Audience: Executive Engineering Clients

A global oil and gas technologies company was looking for an end of year gift that would show customers appreciation for their business. They decided a top-quality golf ball would make a fun and lasting impression. They imprinted each dozen with ‘Free ball compliments of’ followed by their company logo and sent them to contacts at their top 500 customers.

The company received more positive feedback about this end of year gift than in previous years. Customers loved the quality, fun messaging and shared the golf balls with members of their teams.
DID YOU KNOW?

There are about 2 million active real estate licensees in the U.S.¹
A CASE STUDY FOR: BLANKETS

Client: Real Estate Company  
Audience: New Homeowners

A real estate company wanted to provide an appreciation gift to clients that would make them feel warm and welcome in their new home. This blanket was available in their corporate color and the convenient carrying handle made it easy for people to use indoor or outdoors. The real estate company liked the idea of a durable blanket for people to use in their new homes and outdoors as they explore their communities.

Agents presented the gift when the client closed on their new home. The company saw an immediate increase in referral business and positive online reviews.

26104 KOOZIE®  
Field Blanket
There are 316,532 congregations in the U.S.¹
A CASE STUDY FOR:
AWARDS

Client: Church
Audience: Engaged Couples

A church wanted an elegant and useful gift for couples who chose their venue for their wedding ceremonies. Because they wanted to imprint a meaningful message on the gift, they turned to a promotional products distributor for guidance. The church was impressed with the idea of a vase to hold the bride’s floral bouquet during important moments of the ceremony because it then doubled as a gift for the couple to use long into their marriage. The 1-1/2” x 2” imprint area was the perfect size for their imprint and the scalloped edges framed the message beautifully.

Couples were pleasantly surprised to receive such a beautiful keepsake that was part of their wedding day. The church felt the design and imprint gracefully embodied their message and was happy to give these couples a meaningful, long-lasting gift.
There are nearly 3.6 million retailers in the U.S.  

**DID YOU KNOW?**

- **KOOZIE®** britePix® Can Kooler
- **Good Value.** 45624 Grocery Tote
- **Good Value.** 15891 4-Bottle Wine Tote
- **BIC®** NS6A9A50 BIC® Sticky Note™ 6” x 9” Non-Adhesive Scratch Pad, 50 Sheet Pad
- **Good Value.** 7005 Muscle Thunder, Spiral
- **Good Value.** 15090 Medium Snap Tote
- **BIC®** CL BIC® Clic™ Pen
- **Good Value.** 46016 Stadium Cup - 22 oz.
- **Premium Stripe Chair**
- **KOOZIE®** britePix® Can Kooler
A CASE STUDY FOR: BLUETOOTH® SPEAKERS

Client: Shopping Mall
Purpose: Increase Traffic In Summer Months

A shopping mall was holding a summer promotion to increase traffic during typically slower months. Visitors to the complex were given a “passport” to take to different stores within the mall for stamps to win prizes. The facility was looking for items that would have broad appeal from a recognizable brand that would make the prize more desirable.

They chose this speaker as one prize option because of the popularity of the Jam® brand, the compact size and appeal to their target demographics. They imprinted the speakers with the promotion logo and it ended up being one of the most popular prizes. The mall monitored hashtags tied to the promotion on social media and found the speaker to be the most mentioned and photographed prize by participants.
Associations generate a payroll of over $47 billion.
A CASE STUDY FOR: BAGS

Client: Early Learning Professionals Association

Audience: Education Leaders and Teachers

An educational leaders association wanted a bag giveaway for their annual conference that would appeal to teachers and administrators. The bags would be given away at registration and contain documents and schedules for conference events.

The organizers chose this tote-pack because it had several storage compartments and a laptop sleeve so attendees could easily carry laptops, documents and other necessities between conference sessions. The versatility the bag offered by being both a tote and backpack also appealed to the broad audience. Attendees were impressed with the high-quality, modern design and functionality of the tote-pack.

SOURCE: thepowerofa.org/facts/
There are over 1.8 million meetings, trade shows, conventions, congresses, incentive events and other meetings in the U.S. ¹

*Not available in Canada.
A CASE STUDY FOR: USBs

Client: Technology Expo Organizer  
Audience: Data Security Conference Attendees

An event organizer was looking for a memorable giveaway for an upcoming data security conference. They chose this flash drive to include with welcome packets to be a useful item for both organizers and attendees.

They used these Wrist Band USB Flash Drives as admission bands for the key speakers and workshops. Sessions were color-coded to match a specific wrist band USB color worn by the attendee. Each drive was pre-loaded with the presentation deck from the session as well for attendees to reference after the conclusion of the conference.

Event organizers were pleased that the wrist band USBs provided multiple solutions during the event while also helping to improve session attendance and participation. They felt the flash drives acted as a reminder after the conclusion of the conference and consequently saw an increase in pre-registrations the following year.

1 2012, from conventionindustry.org/ResearchInfo/EconomicSignificanceStudy/ESSKeyFindings.aspx
YOUR SUCCESS IS OUR SUCCESS.