



Promotional Marketing Expertise Leads to Better Outcomes

Challenge

A manufacturer of automotive services equipment had a network of independent sales and service representatives who called on auto dealerships and auto repair shops nationwide. The company encouraged its reps to spend their marketing dollars on promotional items and signage and continually looked for creative, cost-effective ways to help the brand stand out in the marketplace.

Solution

One of the largest suppliers and distributors of promotional marketing products in the industry, Taylor was called upon to ensure a steady stream of fresh ideas and to secure the best pricing possible.

- We used our creativity and sourcing expertise to identify dozens of unique promotional marketing items ideal for the automotive services environment. Everything from pens, coffee mugs and counter mats to custom tire pressure gauges was used to build the manufacturer's brand in auto dealerships and repair shops.
- Thanks to Taylor's massive buying power, we were able to negotiate aggressive prices and faster delivery times, even from overseas producers.

Results

Taylor's special expertise with promotional marketing products elevated program performance across the board.



COST REDUCTION

Taylor saved the client 10%-20% on its promotional marketing and point-of-purchase display materials.



BRAND CONTROL

Our superior color management capabilities enhanced the quality and aesthetics of the finished items.



SPEED TO MARKET

Taylor beat prior suppliers' turnaround times, enabling fast implementation of new marketing programs.