



## Promotional Marketing

Brand experiences to save and treasure

Taylor ensures your promotional marketing programs meet their business objectives by sourcing and distributing items efficiently, and by providing clever ideas that engage your audience and differentiate your brand. The benefits of promotional marketing are many:



### BRAND VISIBILITY

Increase brand recognition and reinforce exposure.



### LEAD GENERATION

Generate leads in your target market that turn into sales.



### LOW-COST MARKETING

Build your brand and gain impressions cost-effectively.



### CREATIVE IMPACT

Instill positive experiences for long-lasting brand recall.



### LOYALTY AND RETENTION

Create personal relationships and turn customers into ambassadors.

## Case in Point

### Challenge

The life insurance and annuity arm of a global insurer needed to grow their brand with distributors and independent agents in the most efficient and cost-effective manner possible.

### Solution

Taylor developed a branded merchandise service center (or “company store”) for employees and dealers. This hub offered on-demand, one-stop shopping. Taylor handled sourcing of branded merchandise, fulfillment and distribution — all on a turnkey basis.

### Results

- Enhanced user experience through multiple online catalogs
- Reduced inventory
- Expanded assortment of creative products
- Increased customer service levels
- Improved internal staff productivity
- Centralized billing and on-demand reporting

## Increase Brand Recognition and Generate Loyalty

### Unique Sourcing to Drive Program Effectiveness

Our unique capabilities help boost brand exposure and reinforce positive experiences. After an initial discussion to learn more about your goals, we will explore new ideas for meeting your objectives. Since we provide such a wide range of offerings from a single source, there are no limits to the creative concepts we can bring to the table. Best of all, we'll manage the entire process for your event, campaign or program. From design to delivery, we take the hassle out of your promotional marketing efforts.

### Enhancing Business Efficiencies

As one of the largest promotional marketing distributors, Taylor offers deep industry experience and expertise to design and tailor solutions to fit your specific needs and objectives. Our robust and flexible technology platforms offer a B2C-like shopping experience, without sacrificing the B2B controls and reporting that remain a requirement. And finally, our unique positioning as both a distributor and supplier provides deeper cost savings on key promotional product categories and delivers an improved experience through order management control and supply chain transparency.

### Industry-Leading Cost Position

More than just promo, Taylor is a leading integrated communications provider with an unmatched portfolio of solutions. We are able to take a holistic approach to executing our clients' communications needs to uncover further efficiencies. Dedicated account management teams offer a single point of contact to promote partnership, accountability and speed to market. Our merchandising team originates proactive, breakthrough ideas to ensure initiative or project success. We layer in a level of vertical expertise to this ideation, improving relevancy and impact. From a bottom-line perspective, our scale and size assures an industry-leading cost position, driving price competitiveness.

## Our Capabilities

- Company stores
- Custom designs
- Digital 4-color printing
- Embroidery
- Laser engraving
- Screen printing
- Sourcing

## Our Products

- Apparel
- Automotive products
- Awards and recognition
- Badges, buttons and lanyards
- Bags, packs and totes
- Battery packs
- Calendars and planners
- Cameras and electronics
- Caps and hats
- Clocks
- Computer accessories
- Corporate gifts
- Desktop items
- Drinkware
- Games and toys
- Gold accessories
- Hospital sleep kits
- Keychains
- Kitchenware
- Lanyards
- Mugs
- Office supplies
- Outdoors
- Patient amenity kits
- Pens and writing instruments
- Personal accessories
- Phone cases
- Physician/nurse scrubs
- Picture frames
- Stress balls
- Technology accessories
- Tools
- Travel accessories

## About Taylor

Taylor is one of the largest graphic communications companies in North America. Headquartered in North Mankato, Minnesota, we are a team of more than 10,000 client-driven experts with operations spanning 32 states and eight countries.