



TAYLOR

PROMOTIONAL MARKETING

Industry strength, agency touch and vertical insight delivers world-class promotional products programs



Industry Strength

Buying Power

We understand that ROI is the name of the game and managing costs is critically important. Our teams are experts at uncovering hard and soft cost savings.

- A top 10 promotional marketing distributor, our size and scale equates to industry-best prices
- Deep strategic affiliations with global supply chain partners yield new and trendy products
- Program optimization is achieved with supply chain specialists on the ground in key manufacturing locations across the globe
- Taylor is more than a promo company, offering a deep suite of solutions including a national network of warehouse, printing, and distribution services to help our clients drive brand compliance, program effectiveness, and peace of mind

Taylor Manufactured Products

Taylor is uniquely positioned as one of the largest national promotional product distributors as well as one of the largest suppliers in the industry — enabling us to deliver a unique and differentiated solution for our customers.

- Product is at the core of everything we do. Our award-winning product design team creates best-in-class, unique and differentiated products that are critical in helping our clients meet their program and project objectives
- Offering our clients exclusive and proprietary products drives cost savings, delivers greater control over product quality standards and ensures order management efficiency and transparency through the supply chain

Industry-Leading Technology

Taylor is at the industry forefront in developing company stores that blend the B2C-like shopping experience expected by today's buyer with the required B2B rules, reporting and functionality.

- Our flexible portfolio of technology platforms enables us to meet specific client program needs and attributes
- Ongoing investment and a commitment to process improvement ensure Taylor continues to meet program requirements
- Sophisticated reporting and analytics drive program enhancements

Product Safety and Compliance

With enormous legal and brand reputation risks at stake, it is imperative that you partner with a trusted provider like Taylor who offers the scale, resources, and proven processes to ensure the production of customer merchandise is compliant to the highest levels of safety, quality, environmental and social compliance regulations.

- Since our inception 40 years ago, Taylor has made safety and compliance a core priority
- All promotional products sold are thoroughly vetted through our compliance and safety teams
- Taylor only works with top supply chain partners who adhere to our strict requirements, ensuring that quality and safety are important measures in ongoing partnership evaluations



Agency Touch

Best-In-Class Ideation

Product ideation is the lifeblood of a successful promotional marketing engagement.

- Our dedicated merchandising resources bring vertical market expertise and work directly with you to identify fresh and relevant product ideas
- Taylor believes your program is more than just a way to order coffee cups — it's about brand building and expertly identifying products that support your most prioritized objectives

Dedicated Client Teams

A company is only as good as the people it keeps. At Taylor, the quality of our account management teams is the cornerstone of our clients' satisfaction.

- Account teams are structured to fit specific client objectives
- Typical teams include local account management resources, promo-specific customer service teams, dedicated merchandising resources and marketing support to meet your goals
- Client teams are also equipped with the assets, tools and back-end technologies to ensure efficient order management, tracking and reporting

Execution Expertise

The promo industry is riddled with manual and offline purchases, rogue spending and rogue branding. Expert order management and execution delivers peace of mind and allows your team to focus on strategy, product development, content and demand gen. Our teams serve as an extension of your team to optimize this important spend category — allowing you to focus your budget and resources elsewhere.

Data-Driven Insight

Our investment in data and analytics enables us to identify trends, hot products and new strategies to ensure you are meeting your marketing ROI objectives. Programs are continually monitored and insights are summarized during our performance review process, identifying improvement opportunities.

Vertical Insight

Deep Vertical Experience

More than just promo distributors, Taylor's integrated communications teams have a long history of helping healthcare providers, financial organizations, industrial clients, retailers and more address the most challenging issues. We understand the challenges that clients are facing in each of their industries — and we bring forth promo strategies that tackle those challenges head on.

Vertical-Specific Ideation

With hundreds of thousands of products to choose from, selecting the right product that cuts through the clutter can be daunting. Incorporating vertical expertise and thought leadership when selecting a product makes sure it hits the mark.

Tackling Specific Challenges

From patient satisfaction and recruiting to retail employee apparel, we have the knowledge and experience to identify promotional solutions to tackle your specific business challenges.

Vertical-Specific Teams

Blending organizations and conceptualizing across our promo network, our cross-matrix teams bring forward ideas that will resonate with your customers, partners, employees and prospects.

TAKE THE NEXT STEP

Let's discuss your needs and how we can help.
Contact us today to learn more about the world-class
promotional marketing solutions provided by Taylor.

TAYLOR

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