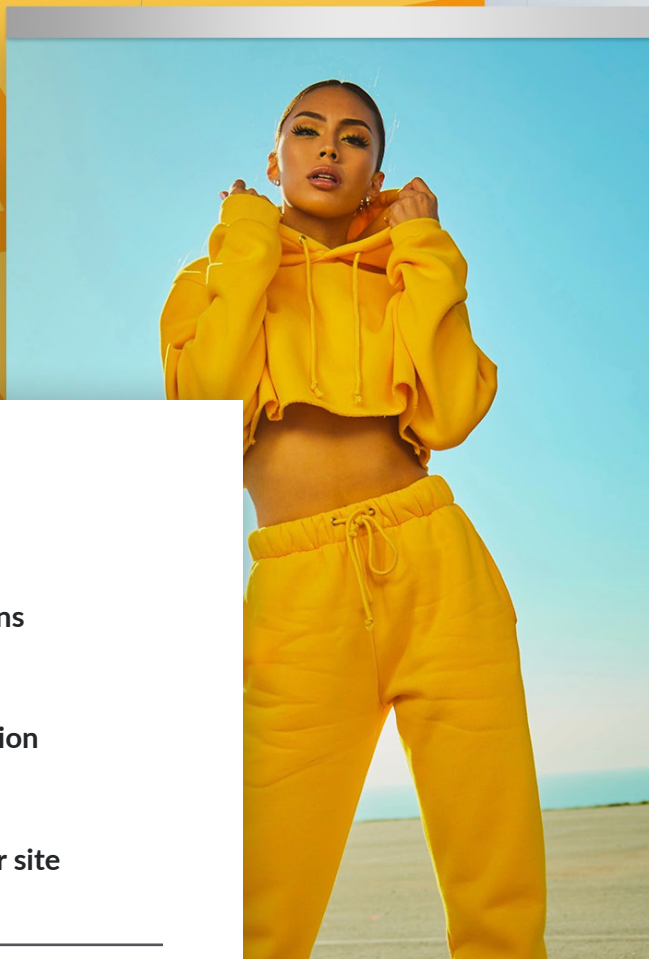




TAYLOR[™]

MANAGING VISUAL COMMUNICATIONS WITH EASE

Save time and money while maximizing the impact of your multi-location campaign distribution strategy



A Simple Campaign:



5 creative variations



50 sites per variation



20 placements per site

=

5,000 unique pieces

that need to be produced,
packaged, delivered and placed

How will you manage it?



Challenges

Maximize Your ROI and Reach Your Audience

Good visual communications campaigns speak to customers and better campaigns can change behaviors. However, segmented campaigns have the power to drive results. While rewarding, campaign segmentation does present its own set of challenges:

- Ensuring demographic information is accurate
- Maximizing campaign timing in regard to the season, related events, etc.
- Adopting delivery methods most acceptable for the target audience

To achieve optimal segmentation while launching a campaign, you might consider:

- Research-based imagery that speaks to the target demographic
- Event-inspired and seasonal offers that directly relate to audience interests
- Culture- and language-specific materials to engage diverse populations

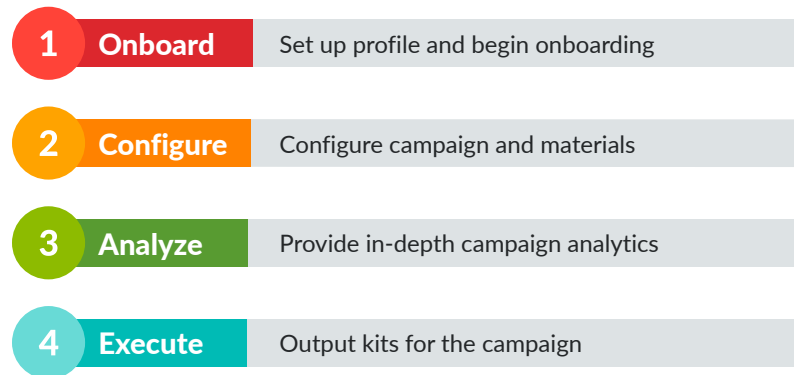


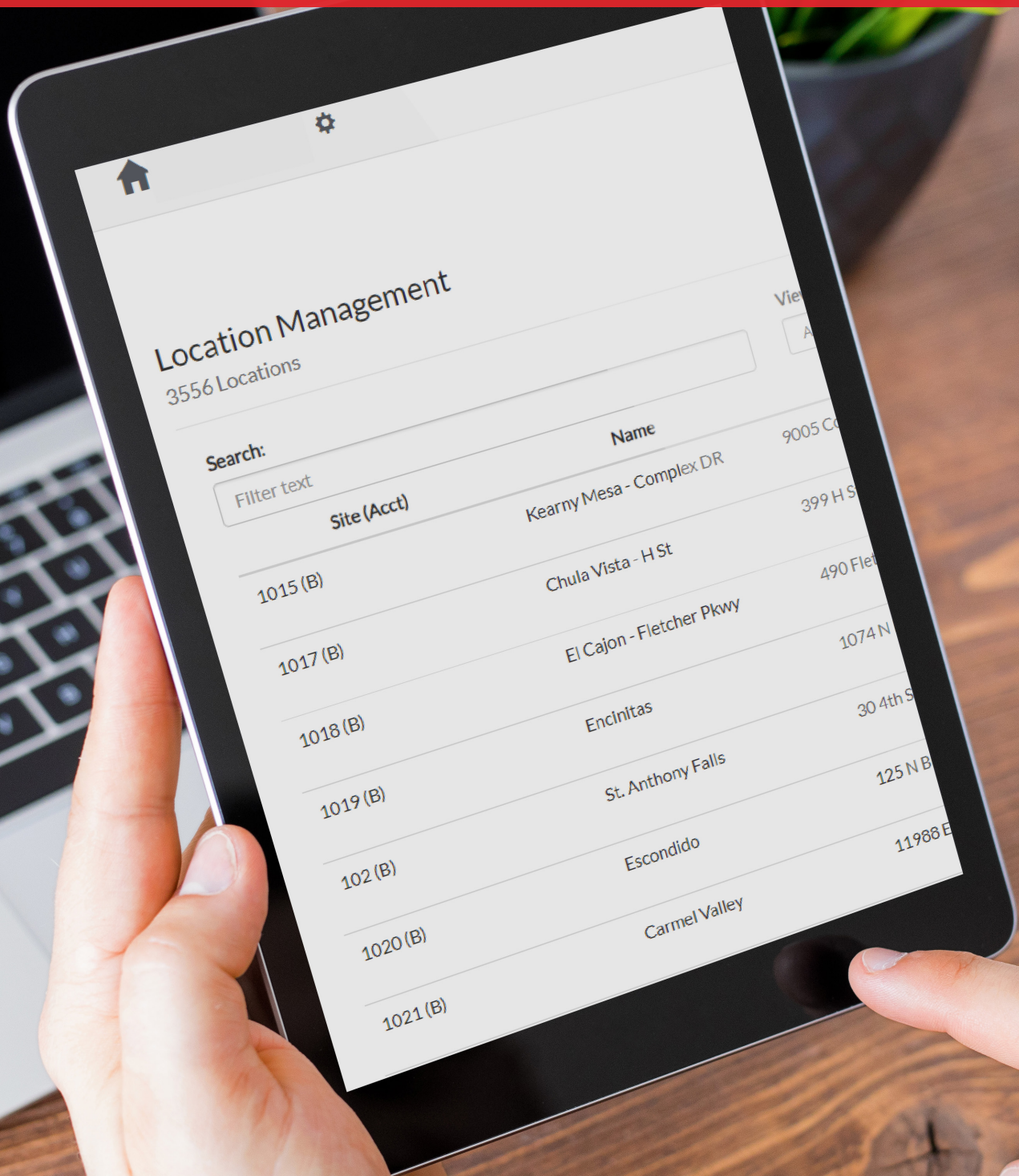
Solution

Profile Manager

Profile Manager is the day-to-day promotion management solution, giving you complete visibility and control of your marketing campaigns. In case of a business change or emergency, you can adjust an entire campaign across all locations within hours.

Streamlined Process







Solution

Single Source for Managing Location Attributes

Order just the right quantity of materials for each location, eliminating waste and reducing shipping expenses by as much as 25%.

The proprietary technology helps you:

- Manage workflows with real-time analytics.
- Simplify the collection of your location data.
- Enable smart kitting and distribution of marketing materials to multiple locations.

Key benefits you receive:

- Enhance marketing initiatives with the ability to build custom-packed kits per location.
- Streamline your project management by eliminating the need to manage location attributes via spreadsheets.
- Gain speed to market with the flexibility to make last-minute changes to campaigns.



Solution

Partnering with Taylor

Taylor is one of the top five graphic communications companies in North America. Taylor works with top Fortune 100 and 500 brands and understands the challenges multi-location retailers face in an ever-changing environment. As a reliable, privately held partner, Taylor is looked to daily for solutions that address the complex challenges clients face. From wall and window decals to printed brochures, Taylor's nationwide print and manufacturing network ensures your campaigns are executed with the speed and quality you expect.



LEARN MORE

Contact your Taylor representative to discuss how we can create an impactful visual communication experience for your customers.



TAYLORTM

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