



TAYLOR™

PROMO MARKETING FOR RETAIL BANKS

Deepen relationships with your customers and employees

A photograph of a silver Apple keyboard on a wooden desk. A red banner is overlaid on the bottom half of the image, containing the title text. The keyboard is a full-sized model with a numeric keypad, and the desk is made of light-colored wood. A pair of glasses is visible in the top left corner, and a white mouse is partially visible on the right.

THE POWER OF PROMO PRODUCTS FOR RETAIL BANKS

Many have predicted the decline of traditional retail banks with the advent of new and disruptive competitors, and their introduction of different business models, channels and products. Yet, the retail bank industry lives on in the face of these transformational shifts and the brands that are thriving have invested in creating differentiated experiences for two important stakeholder groups: customers and employees.

Savvy bank brands recognize the important role that promotional marketing can play in boosting customer satisfaction, employee recognition and more. Taylor believes that there are seven overarching applications for promotional products. These broad categories will help you quickly identify your campaign objective and begin to formulate ideas around the types of products and kits that may be of interest. The sky is the limit. One advantage of promotional marketing is the sheer variety of innovative, on-brand items that can be used to carry your message.



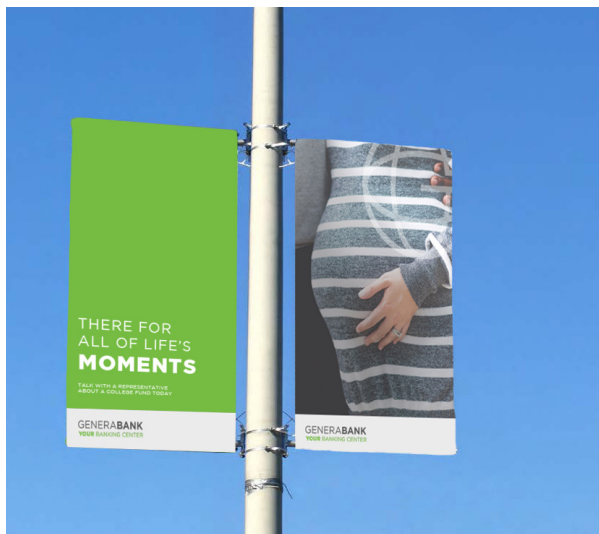
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Customer Experience

Increasingly, consumers view banking as a commodity with little product differentiation. Bank brands that focus on expressing appreciation to existing customers in unexpected ways can drive meaningful levels of loyalty and engagement. Simple but authentic gestures create positive interactions, establish trust and reinforce that you are easy to do business with.



Banners



Custom Flags



Floor Graphics





Case Study

Interactive Buttons Create a Comfortable Selling Atmosphere

Challenge

A midsize East Coast bank was looking for a way to heighten engagement between teller staff and customers. They wanted to make it easier for tellers to start conversations with customers who had come into the branch to conduct simple transactions. The goal was to turn each routine visit into a cross-selling opportunity.

Solution

Because the majority of tellers weren't comfortable starting a sales-related dialogue, Taylor suggested a solution that would actually invite the customer to ask questions and start a conversation. Taylor worked with the bank's sales and marketing teams to create buttons for the tellers to wear that displayed simple, intriguing messages, such as "Ask Me How," "Guess What?" and "Did You Know?" Brand managers determined which messages to promote, and buttons were rotated every few days to keep messaging fresh.

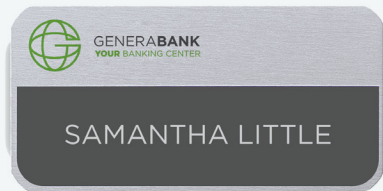
Results

The buttons proved to be a successful way to make tellers more comfortable with promoting additional products and services. Because customers initiated the conversations by asking for information about the cryptic messages, they were at ease discussing the meaning behind each promotion. Customers became intrigued, wondering what topic would be next. Engaging conversations began leading to improved cross-selling.



Brand Management

Maintaining brand consistency can be difficult in the age of acquisitions. With bank branches seemingly on every corner, differentiating bank brands can be challenging. Communication strategies that incorporate cohesive, consistent branding elements can establish trust in the mind of the consumer. Promotional products are a critical medium to leverage in defining and communicating your brand – everything from branch teller uniforms and name badges to pens and tote bags for customers.



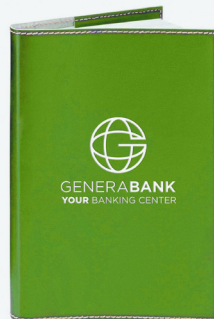
Name Badges



Pens



Candy Jars



Journals



Tote Bags





Case Study

Custom Pen Promotes Brand, Drives Branch Traffic

Challenge

A large regional bank holding company with more than a million customers embarked on a major rebranding effort. About 70% of the bank's customers visit one of its branches at least monthly, so they wanted to provide a pen that clients could take with them. By eliminating old-fashioned pens chained to desks, the bank sought to encourage promotion of its brand outside the branch and demonstrate trust in its customers.

Solution

Taylor recommended a customized ink pen that would be unique and easily recognizable. We started the ideation process by providing over 200 pen samples for review. It was very important that any pen chosen meet the bank's new rebranding guidelines for logo placement, fonts and colors. The final recommendation went through an elaborate approval process that included signoff by the bank's CEO. In less than one year, Taylor has sourced 4.5 million pens on behalf of the bank.

Results

The custom pen has proven to be a cost-effective way for this large regional bank to promote its new brand identity and provide something of value to every customer who walks into a branch. To date, nearly 3 million pens have been distributed, which equates to 30 million new brand impressions in the bank's key markets. In restaurants and retail establishments throughout the bank's key markets, servers and clerks can be seen using the bank's pen and providing it to their customers to sign invoices and charge slips.



Employee Recognition

From tellers to executives, recognizing top-performing employees is critically important. Awards and incentive programs can boost morale, encourage teamwork, help retain key employees and motivate sales growth. As the face of your brand, happy employees translate to happy customers.

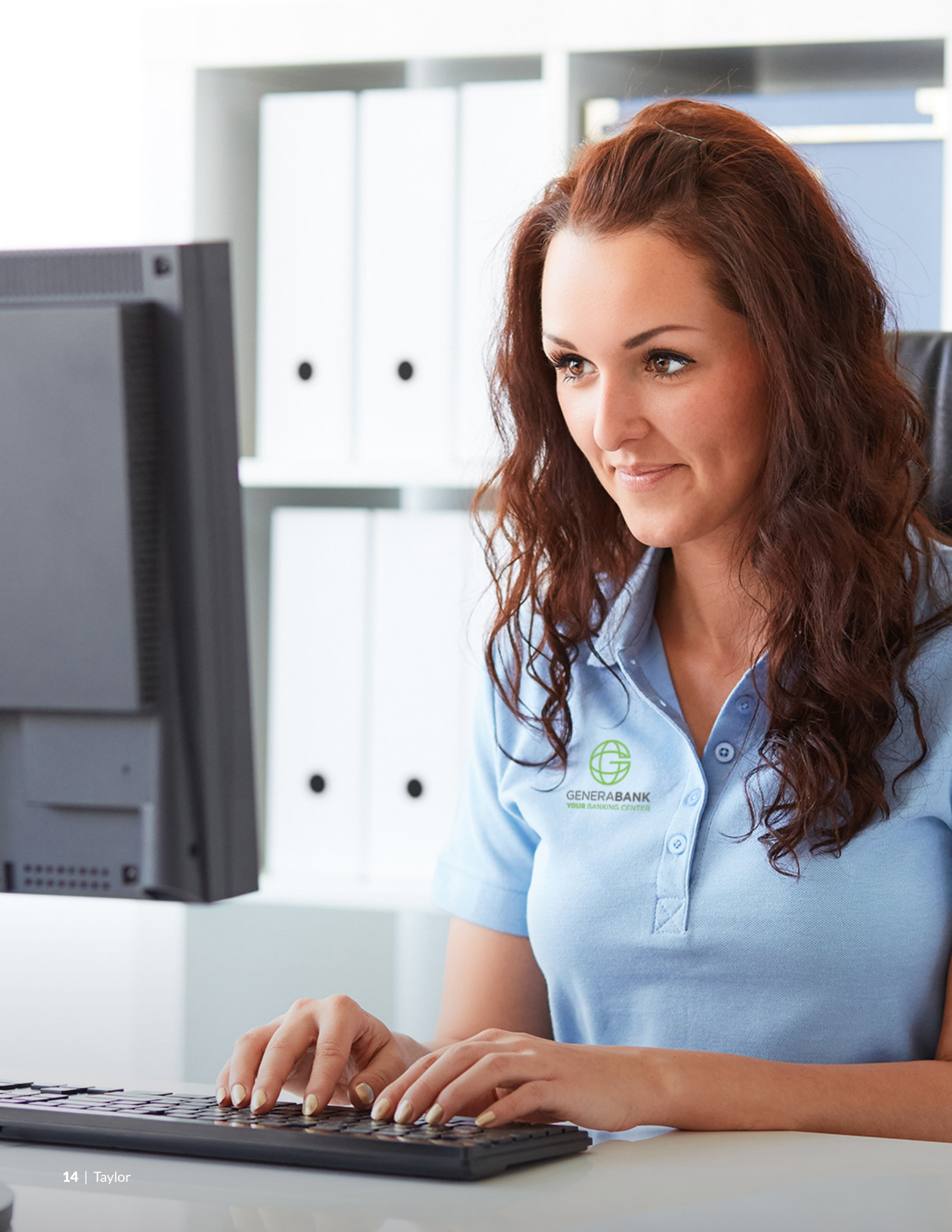


Enamel Pins



Awards







Case Study

Branded Apparel Expresses Thanks to Valued Employees

Challenge

An East Coast financial company wanted to provide a jacket to more than 3,000 employees to thank them for their dedicated tenure.

Solution

Taylor worked with the bank's supply chain team to identify and price the jackets and then provided on-site project management. Taylor fitted more than 3,000 employees during 20 fitting events to ensure proper sizing, accommodating the needs of every department.

Results

Over 3,000 employees now showcase the company's brand all over the region. The jackets have been so well received by employees that Taylor developed a storefront so additional branded apparel can be purchased at will.



Branch Staff Recruitment

Given high branch turnover, it is imperative that bank brands are able to quickly identify qualified talent to fill openings. A focus on internal employee communications that taps into promotional capabilities can help build an employer's brand and attract talent. Leveraging promotional products during formal recruiting events can help differentiate your brand in the minds of potential employees and highlight your culture to ensure the right fit.



Growth Plant Kits





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Case Study

Branded Items Enhance Recruiting Event

Challenge

A Midwest financial institution wanted to showcase and differentiate their brand during a recruiting event for prospective employees interested in teller positions.

Solution

Taylor tapped into its national supplier network and provided a banner and tablecloth, plus several branded promotional items including apparel, drinkware and custom writing instruments.

Results

The bank was able to attract attention to the booth with the professional, high-quality items provided. Based on this success at the recruiting fair, Taylor created a branded tote and additional customized items for other recruiting opportunities and employee recognition events.



Community Events

Bank brands that show a commitment to the community in which their employees live and work build trust in the minds of their customers. From raising awareness around specific charitable causes to hosting fundraisers, such as a golf outing or 5K, promotional products can play a key role in making events come to life.



Sunglasses Strap



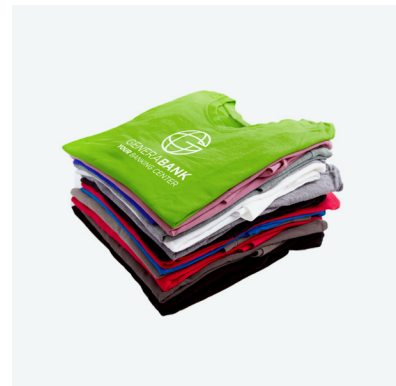
Lip Balm



Golf Cart Branding



Shoe Wallet



T-Shirts



Inflatable Arch



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diam nonummy aenean tempus invidunt ut labore.

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Case Study

Long-Term Relationship Drives Successful Outcomes

Challenge

A national retail bank needed a partner who would be able to provide unique promotional products to drive awareness and thank participants in upcoming community events.

Solution

Taylor's account and ideation teams worked closely with the organization's leadership to identify products that fit the bank's mission. From signage and medallions to water bottles and apparel, Taylor provided products that showcased the bank's brand, were useful to the recipients and provided a special thank-you to the communities served.

Results

Year after year, the bank works closely with Taylor to plan their community events calendar. Taylor has become a trusted partner, delivering unique ideas to ensure all events are a success and the bank stays on budget while meeting its event goals.



New Account Openings

Customer retention is a less expensive exercise than customer acquisition. Say thanks to new customers by leveraging promotional products that drive brand loyalty.



Car Chargers



Umbrellas



Recycled Totes



Mobile Accessories





Case Study

Personalized Phone Cases Attract New Clients

Challenge

A large West Coast bank needed a gift for new account openings that would distinguish its brand from the competition and provide a lasting impression in the community.

Solution

Instead of the traditional toaster, Taylor and the bank's retail group worked together to create a personalized phone case. When an account is opened, the customer receives an informational card to go online to redeem their gift. The bank-branded site allows the customer to indicate their phone type and upload a photo. Taylor produces each personalized phone case and ships it directly to the branch location. The branch manager then calls the customer to come pick up the gift, creating an additional opportunity for a product or service conversation.

Results

Customers love the personalized phone cases and have referred friends and family to the bank to open accounts. Others in the community see the cases and inquire where they can get one, creating additional referral opportunities.



Premier Customer Gifts

An unexpected show of appreciation to important customers drives loyalty and new business. High-end gifts like televisions, Beats® headphones and Keurig® coffee makers — whether around the holidays or after an important deal — can strengthen an important customer relationship.



Televisions



Charging Valet Boxes



Beats® Headphones



Picnic Sets



Technology Gift Sets



Keurig® Coffee Maker





Case Study

Monthly Program Shows Appreciation to Premier Clients

Challenge

A Midwest financial firm wanted to show appreciation to its high net worth clients during the holidays. They were looking for a gift that would demonstrate their gratitude for the client's loyalty, as well as keep the firm's brand and advisors top of mind throughout the year.

Solution

The company decided to utilize an Omaha Steaks® program. Every month the select group of clients receives a branded piece such as a BBQ set, a knife set, a branding iron, spices and sauces, etc. Each package contains a personalized note from the client's advisor with additional information specific to their needs during that time of year.

Results

Clients feel valued and appreciated for their financial relationship with the firm. The advisors welcome the additional channel to communicate and offer advice to this important, high net worth group.



LEARN MORE

Let's discuss your needs and how we can help. Contact us today to learn more about the many promotional marketing solutions available from Taylor.

taylor.com

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1725 Roe Crest Drive, North Mankato, MN 56003
800.631.7644 | taylor.com

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