



Financial Institution Experiences Better Results At A Lower Cost

Results

Taylor's attention to detail directly addressed each of the program's many challenges and resulted in significant hard-cost savings for the client.

Challenge

One of the largest financial institutions in the world conducted a weeklong employee recognition event each year at its vast network of operations facilities and branches. However, the long-time partner used to create supporting materials for the event was limited in its abilities. Creative themes had grown stale, production and shipping processes were inefficient, items were sometimes damaged in transit, and assembly of the materials on-site was needlessly complex.

Solution

Taylor's assembled a team of in-house experts to devise a comprehensive solution that included everything from signs, window clings and vinyl photo backdrops to selfie frames, thank-you cards and custom desk calendars.

- Our award-winning creative team collaborated with the client to develop multiple design concepts and built detailed prototypes for approval.
- Taylor's materials science experts identified substrates and finishing techniques that would provide durability and enable high-quality brand imagery at low cost.
- Our production and logistics engineers made sure each piece was clearly marked with assembly instructions and created custom shipping cartons to reduce freight costs and prevent damage.
- Taylor managed all aspects of the program and oversaw distribution to the client's 50 operations facilities and hundreds of select branches nationwide.



COST REDUCTION

Overall program costs were reduced by 15% and freight costs declined 30% compared to prior years.



PROCESS EFFICIENCY

The setup process at each location was streamlined by Taylor's prototyping and planning beforehand.



BRAND IMAGE

Innovative, on-brand recognition program materials created a memorable experience for all involved.