



Signs & Graphics for Retail Banks

Creating branch experiences customers will remember

In the hyper-competitive world of retail banking, it's critical that you create an engaging environment for customers and enhance the in-branch experience while maintaining brand consistency across the organization. However, unlike most other retail settings, you must also navigate constantly changing government regulations and stringent compliance standards.

Decades of Financial Services Expertise

As a single-source communications partner to the financial services industry, Taylor is uniquely positioned to provide visual merchandising solutions that distinguish your brand in the branch environment. We partner with the top 10 U.S. retail banks and have decades of experience working within the special requirements of the banking industry. By leveraging our national production and fulfillment footprint, Taylor is able to maximize the impact of branch marketing efforts while lowering total cost, minimizing obsolescence and making life easier for in-branch employees.

Signs & Graphics Solutions

- Backlit and frontlit signs
- Booths and displays
- Building wraps
- Pull-up banners
- Wall and window clings

Comprehensive Capabilities

- Commercial print
- Concept development and design
- Digital asset management
- Event marketing services
- Omnichannel campaign automation
- Prototyping and value engineering
- Warehousing, consolidation and kitting



Enhanced Branch Effectiveness

Our Branch Profiler point-of-purchase (POP) enablement software manages demographic, location and item attributes at the individual branch level, enabling a precise match to campaign needs. Now, you can reach the ideal target customers for each location by providing every branch with visual elements that speak directly to their clientele. Consumer preferences are tracked by geographic location, season of the year, life stage and more.

Hassle-Free Execution

Taylor can coordinate the kitting and distribution of marketing materials to streamline set-up processes for in-branch employees — enabling corporate staff to focus on more strategic activities. Our proven processes ensure each location receives the right product at the right time. You order the optimum quantity of materials for each branch, eliminating waste and reducing shipping expense by as much as 25%. We even offer tools to monitor what is displayed at each branch to ensure no outdated materials are visible to clients, mitigating compliance risk.

Case in Point

Challenge

One of the largest financial institutions in the world needed help with materials for its annual weeklong employee recognition event. Creative themes had grown stale, production and shipping processes were inefficient, and assembly of the materials at each site was needlessly complex.

Solution

Taylor's award-winning designers, materials science experts, and production and logistics engineers teamed up to propose a fresh approach. Our solution included everything from signs, window clings and vinyl photo backdrops to selfie frames, thank you cards and custom desk calendars.

Results

Despite the higher quality and greater variety of materials produced, overall program expenses were reduced by 15% and freight costs were trimmed 30%. Most importantly, the recognition event itself was a tremendous success with innovative, on-brand graphics creating a memorable experience for all involved.