



Promo Item Enhances Safety, Compliance and Branding

Challenge

A client wanted an innovative promotional marketing item for their Taylor-hosted company store. The product would be used for giveaways and offered to employees for online ordering. However, the challenge was to find an option that was cost-effective and safe for children.

Solution

Taylor's promo merchandise experts leveraged their long-standing vendor relationships and deep account knowledge to propose a creative solution.

- Recognizing the popularity of stainless steel drinkware with straws, the Taylor team suggested a frog-shaped straw topper. The idea aligned perfectly with the client's recent mascot-themed marketing campaigns, making it a fun and relevant choice.
- Given the potential for use by children, the item needed to be Prop 65 and food-grade compliant. Taylor's compliance team conducted thorough due diligence to ensure FDA approval and compliance documentation for the product, helping to protect the client's brand reputation and the safety of end-users.

Results

Taylor's promo marketing insights and sourcing savvy resulted in a high-profile marketing success.



EMPLOYEE ENGAGEMENT

The straw topper was a hit, boosting employee engagement and satisfaction.



ADVERTISING REACH

Taylor-supplied photos of the straw topper were featured in advertisements.



BRAND AWARENESS

Awareness of the company store among employees soared and contributed to the success of the promo program.