



Premium Promo Item Shows Employee Appreciation

Challenge

A longtime Taylor Healthcare client for both promo and print marketing, Baptist Health has nine hospitals and more than 400 other points of care in Kentucky and Indiana. Each year, Baptist Health commissions employee appreciation programs such as an annual employee gift for Hospital Week. However, the 100th anniversary of Baptist Health called for something special. A branded apparel item would be ideal, assuming something of high quality could be sourced for a reasonable price. Then again, how could the size preferences of nearly 27,000 employees be gathered to execute the program?

Solution

The Taylor Promo team used its global sourcing clout and user-friendly online technology to deliver an employee appreciation gift that will long be remembered.

- Taylor Promo connected with an overseas manufacturing partner to create 27,000 custom, high-quality “performance-fabric” zip-up jackets. Each jacket was embroidered with the Baptist Health 100th anniversary logo.
- An online pop-up shop captured information from each Baptist Health employee regarding their preferred apparel size.
- To minimize fit issues, jackets were offered in unisex sizes ranging from X-Small to 5-XL.
- Taylor’s fulfillment and distribution expertise enabled Baptist Health facilities to receive jacket deliveries pre-sorted by manager and employee name.

Results

Baptist Health employees celebrated the milestone anniversary in style and will wear the jackets with pride for years to come.



COST EFFECTIVENESS

Taylor Promo’s apparel manufacturer delivered the custom jacket at a price that was nearly 70% lower than other bids.



PROCESS EFFICIENCY

Baptist Health employees were able to register their size preferences in seconds via Taylor Promo’s online portal.



BRAND AWARENESS

The jacket fabric was chosen for comfort indoors and out, encouraging employees to wear the item throughout the community.