



# University's Promo Strategy Expands Through the Years

## Challenge

A research university and academic medical center sourced a wide assortment of promotional marketing products for use in various ways. However, their procurement process was fragmented and didn't provide both the educational and healthcare teams with a simple, centralized method of ordering branded materials.

## Solution

Taylor stepped in to create an online storefront that consolidated multiple promo vendors into a single e-commerce solution.

- Taylor assisted the university with its rebranding efforts and created new branded merchandise ranging from drinkware, coolers and tablecloths to apparel, bags and "fun gear" for use on campus.
- As the university's needs expanded, Taylor built new catalogs for emerging brands and refreshed the storefront accordingly.
- When the university celebrated its 50th anniversary, Taylor created a custom storefront to make branded gear available for purchase by alumni and the general public. The gear was promoted by Taylor through email campaigns leading up to the formal anniversary celebration.
- In addition to promo merchandise, Taylor has gone on to deliver banners, pennants and flags for the campus, the vehicle wraps used on university buses and police cars, and more.

## Results

Taylor's end-to-end solution has transformed the university's overall promotional strategy.



### BRAND AWARENESS

Taylor's diverse capabilities have enabled the university to pursue innovative new promotional marketing ideas.



### BRAND CONTROL

Centralized procurement, production and fulfillment have given the university greater control over its brand identity.



### SIMPLIFIED ORDERING

Employees, administrators and students campuswide are able to order what they need, when they need it.