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Personalized Calendar Program Builds the Brand

Challenge

One of the nation's largest insurance companies was using a classic marketing device to engage policyholders — but with a clever twist. Personalized wall calendars were created that displayed the agent's contact information while also incorporating the policyholder's name in each monthly photo. Policyholders looked forward to receiving their new personalized calendars each year but program costs were high and the insurance company needed a new solution.

Solution

Taylor assumed responsibility for the calendar program, making a variety of enhancements while also reducing costs for the insurance company.

- Each year, Taylor curates a fresh set of photographs for the insurance company's calendar. The photos reflect the insurance company's signature brand color and are not used for any other calendar product created by Taylor that year.
- Insurance agents can order calendars that are photo-personalized with individual policyholders' names as well as calendars that incorporate their own names.
- Taylor's fulfillment options include shipment to the agent's office in bulk or an option to mail calendars directly to the policyholders' homes.
- The finished calendars are printed in vibrant color on an inkjet press and Wire-O® bound for durability year-round.

Results

Five years later, Taylor's personalized wall calendar program continues to be a tried-and-true element of the insurance company's marketing mix.



CUSTOMER ENGAGEMENT

Policyholders love to see their names featured in the monthly photos, often impatiently calling to ask when the new calendar will arrive.



COST-EFFECTIVENESS

Customers proudly display their calendars throughout the year, driving down the cost per impression with each passing month.



OPERATIONAL EASE

Taylor produces 100,000 personalized calendars for the insurance company each year and manages fulfillment with turnkey simplicity.