



Building the Brand on a Fixed Budget

Challenge

Cooper University Health Care, the leading academic health system in South Jersey, received a government grant to help promote its Center for Healing. Cooper's plan was to add a colorful, inviting vehicle wrap to an Addiction Medicine trailer that provides care and comfort to those in need throughout the community. However, the grant was capped at a fixed dollar amount and Cooper was uncertain if their vision could be achieved with the funds available.

Solution

Having provided a wide range of commercial print services to Cooper for years, Taylor reached out to its Visual Impressions team for assistance.

- Taylor's large-format signs and graphics experts assessed the dimensions of the trailer and the style of wrap Cooper envisioned. They quickly determined that the trailer could be wrapped for the amount of grant funding available.
- After receiving approval to proceed, our first step was to gather precise measurements of the trailer, including all doorways and windows. This information was used to create a detailed template for the wrap artwork.
- Cooper's marketing team added their design to the template and handed it off to Taylor.
- Taylor then printed the wrap material and arranged for installation — all at a price well within the grant available and consistent with Taylor's initial verbal estimate.

Results

Taylor enabled Cooper to utilize the grant and expand awareness of its vital Addiction Medicine outreach program.



COST-EFFECTIVENESS

Taylor's in-house large-format graphics capabilities made it possible to complete the project under budget.



SPEED TO MARKET

Estimating, template creation, printing and installation were completed by Taylor in less than 2 weeks.



SOURCING EFFICIENCY

Cooper soon used Taylor for another grant-funded project that provided promo items to EMS workers.