

## TAYLOR DESIGN

### **Where is Taylor Design located?**

247 Main Street, Stamford, CT 06901.

### **What is your contact information?**

Phone: 203.969.7200

Fax: 203.969.0594

E-mail: [info@taylordesign.com](mailto:info@taylordesign.com)

Web: [www.taylordesign.com](http://www.taylordesign.com)

### **How long have you been in business?**

Since 1992. So, as of 2010, we're officially eighteen—and finally "legal."

### **Are you owned by another company?**

No.

### **Who owns Taylor Design?**

The co-owners of the company are Daniel Taylor and Nora Vaivads-Taylor.

### **Does your company have partnerships and strategic alliances?**

Yes, our "A-team" partners provide some of the following services:

- + Advertising measurement
- + Brand architecture
- + Copywriting
- + Database programming
- + Enrollment and recruitment planning
- + Foreign language translation
- + Illustration
- + Media planning and buying
- + Music and sound engineering
- + Photography
- + Printing and mailing services
- + Videography

### **How many full-time employees do you have?**

Twelve

### **Who are your employees? What do they do?**

- + Daniel Taylor, President, Creative Director, Account Manager
- + Nora Vaivads, Creative Director, Sales Director
- + Laura Croft, Account Director
- + Mary Ellen Guarnieri, Finance Director
- + Hannah Fichandler, Art Director
- + Mark Barrett, Art Director, Programmer
- + Steve Habersang, Senior Designer, Programmer
- + Erin Cummings, Interactive Developer, Programmer
- + John Rudolph, Designer, Programmer
- + Sarah Mironchuk, Designer, Programmer
- + Vaughn Fender, Designer, Programmer
- + Stephanie Mullins, Designer, Programmer

### **What services do you provide to corporate clients?**

#### Branding Programs

- + Communications audits
- + Strategy and positioning
- + Company and product name generation
- + Corporate identity programs

#### Web Communications

- + Website development
- + Search engine optimization and marketing
- + Analytics
- + Video presentations
- + Webinars and podcasts

#### Marketing and Sales Programs

- + Trade shows and events
- + Sales tools
- + Integrated advertising campaigns

#### Investor Relations and Thought

#### Leadership Communications

- + Annual reports
- + White papers

#### Internal Communications

- + Employee communications
- + Codes of Conduct
- + Online training programs
- + Multimedia presentations

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## What services do you provide to education and non-profit clients?

### Branding Programs

- + Communications audits
- + Strategy and positioning
- + Institutional identity programs
- + Capital campaign development

### Web Communications

- + Website development
- + Admissions microsites
- + Video
- + Search engine optimization
- + Analytics

### Admissions Marketing Programs

- + Integrated advertising campaigns
- + Viewbooks, catalogs, and recruiting literature
- + Event communications

### Alumni Communications

- + Publications
- + Fundraising communications
- + Annual reports

### Internal Communications

- + Employee communications
- + Multimedia presentations

## What industries does your company provides services for?

### Corporate

- + Financial Services
- + Sports
- + Human Resources
- + Chemical
- + Software
- + Market Research
- + Medical and Pharmaceutical
- + Equipment Manufacturing

### Education and Non-Profit

- + Colleges and Universities
- + Independent Schools
- + Public School Systems
- + Non-profit organizations

## Who are some of your current corporate clients and how long have you been working together?

- + Olin Corporation, 2000
- + Thomson Reuters, 2003
- + MasterCard, 2004
- + GE, 2005
- + Right Management, 2006
- + Willis, 2005

## Who are some of your current educational and non-profit clients and how long have you been working together?

- + Keep America Beautiful, 2000
- + Personal Care Products Council, 2002
- + Sacred Heart University, 2002
- + Iona College, 2003
- + Holy Family University, 2005
- + Sarah Lawrence College, 2005

## Does your company have a global reach?

Yes. We create solid multi-national, multi-cultural campaigns. Through our strategic alliances, including a partnership with a TSGlobal language service, based in Germany, we ensure our work is highly relevant in local markets. Our studio has created communications in multiple languages, including Parisian French, French Canadian, Portuguese, Dutch, German, Spanish, Danish, Italian, Norwegian, Swedish, Finnish, Japanese, Korean, Simple Chinese, Traditional Chinese, Polish and UK English.

## How do you measure success?

Client satisfaction. Just like you, we expect a strong impact from our communications efforts, but not only among your customers. We want our clients to be happy—to exceed their expectations on each and every job. And how do we know we are achieving that? One simple way is to read our email. “You’ve received rave reviews around here.” “Thanks for being so responsive, you really helped us out in a pinch.” “Another terrific job.” It’s gratifying. And it affirms our mission to build on what works: listening, studying, asking questions, pushing projects to be the best. Being a caring, considerate partner. To us, ROI isn’t only about the bottom line: it’s also about investing in the client relationship. An ethic that pays dividends year after year.