

# fast facts

## Where is Taylor Design located?

247 Main Street, Second Floor  
Stamford, CT, 06901, USA

## What is your contact information?

- + Phone: 203.969.7200
- + e-mail: info@taylorltdesign.com
- + Web: www.taylorltdesign.com
- + Blog: www.247main.com
- + Facebook www.facebook.com/taylorltdesign
- + Twitter: www.twitter.com/247Main
- + Pinterest: www.pinterest.com/taylorltdesign247

## How long have you been in business?

Taylor Design was founded in 1992.

## What services do you provide clients?

### Branding

- + Communications audits
- + Strategy and brand development
- + Corporate and institutional identity programs
- + Product packaging

### Websites

- + Website development
- + Content strategy and messaging
- + Search engine optimization
- + Analytics
- + E-Commerce
- + Video

### Social

- + Social media strategy
- + Content development
- + Community engagement

### Mobile

- + Responsive design
- + Mobile integration
- + Mobile site development

### Marketing

- + Integrated multi-channel campaigns
- + Sales tools
- + E-Mail campaigns

## Communications

- + Digital annual reports
- + Publications
- + Infographics
- + Thought leadership communications

## 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
- + MasterCard Worldwide, 2004
- + Willis, 2005
- + Right Management, 2006
- + Terex, 2007
- + Boehringer Ingelheim, 2012

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

- + Keep America Beautiful, 2000
- + Sacred Heart University, 2002
- + Sarah Lawrence College, 2005
- + Mount Sinai Medical Center, 2009
- + Brunswick School, 2012
- + Columbia University, 2012

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

Yes, our 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?**

Eleven

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

- + Daniel Taylor, President, Creative Director
- + 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, Art Director, Programmer
- + Chris Yerkes, Interactive Developer, Programmer
- + Vaughn Fender, Designer, Programmer
- + Stephanie Mullins, Designer, Programmer
- + Ryan Crane, Designer, Programmer

**Does your company have a global reach?**

Yes. We create 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 e-mail. “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.