

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@taylor design.com
- + Web: ww.taylor design.com
- + Blog: www.247main.com
- + Facebook www.facebook.com/taylor design
- + Twitter: www.twitter.com/247Main
- + Pinterest: www.pinterest.com/taylor design247

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, 2004
- + Terex, 2007
- + Boehringer Ingelheim, 2012
- + Axis Capital, 2010
- + Charter Communications, 2013

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

- + Keep America Beautiful, 2000
- + Sarah Lawrence College, 2005
- + Mount Sinai Medical Center, 2009
- + Westminster School, 2010
- + Greenwich Academy, 2012
- + Columbia University, 2012

Does your company have partnerships and strategic alliances?

Yes, our partners provide some of the following services:

- + Advertising measurement
- + Copywriting
- + Back-end programming
- + Enrollment and recruitment planning
- + Foreign language translation
- + Illustration
- + Media planning and buying
- + Music and sound engineering
- + Photography
- + Printing and mailing services
- + Research and measurement
- + Social media campaigns
- + Videography

How many full-time employees do you have?

Twelve

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
- + Steve Habersang, Art Director
- + Chris Yerkes, Interactive Developer, Programmer
- + Hannah Wool, Interactive Developer, Programmer
- + Vaughn Fender, Designer, Programmer
- + Stephanie Mullins, Designer, Programmer
- + Justine Braisted, 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.