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@taylordesign.com
• Web: www.taylordesign.com
• Blog: www.247main.com
• Facebook www.facebook.com/taylordesign
• Twitter: www.twitter.com/247Main
• Pinterest: www.pinterest.com/taylordesign247

How long have you been in business?
Taylor Design was founded in 1992.

What services do you provide clients?
branding  +   collateral  +   interactive

Branding
• Communications audits
• Strategy and positioning
• Company and product name generation
• Identity programs
• Packaging

Marketing
• Integrated advertising campaigns
• Sales tools
• Trade shows and events
• Online ad campaigns
• Email marketing

Digital
• Website development
• Analytics and SEO
• eCommerce
• Software interface design
• Interactive presentations

Investor
• Annual reports
• White papers
• Merger communications
• Investor websites

Institutional
• Fundraising
• Alumni communications
• Admissions marketing
• Identity programs

Internal
• Employee communications
• Intranet development
• Online training programs
• Multimedia presentations

What industries does your company provides services for?

Corporate
• Financial Services
• Sports
• Human Resources
• Chemical
• Software
• Market Research
• Pharmaceutical
• Equipment Manufacturing

Education and Non-Profit
• Colleges and Universities
• Independent Schools
• Public School Systems
• Healthcare Systems
• Non-Profit Organizations

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

• Olin Corporation, 2000
• Terex, 2007
• Axis Capital, 2010
• Boehringer Ingelheim, 2012
• Charter Communications, 2013
• Starwood, 2014
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
• EPA, 2010
• Columbia University, 2012
• Brigham & Women’s Hospital, 2015

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

Does your company have a global reach?

Yes. We create multi-national, multi-cultural campaigns. Through our strategic alliances, including a partnership with 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.