

CASE STUDY:

Creative Approaches to Sourcing of Promotional Marketing and Signage Save Time and Money for Auto Service Equipment Company



Client:
Automotive services
equipment manufacturer

Market:
Manufacturing

Solution:
Promotional Marketing Wide format
signage

Services:
Sourcing

Benefits:

- Fresh ideas for enhancing the company's brand
- Superior color management
- Improved speed to market
- Cost savings of 10-20%
- Greater use of company marketing dollars

Situation

An auto services equipment company, headquartered in the midwest, designs, manufactures and sells a wide range of passenger car and truck service equipment, including equipment to balance tires and do wheel alignments. They have two production facilities in Mississippi and a network of independent sales and service representatives who sell to and service auto dealers, national chains and independent shops. The sales representatives are given marketing dollars to help their customers promote services enabled by new equipment purchases.

The company is continually looking for fresh ideas that can generate mindshare with its customers. They also need ways to recognize reps for outstanding performance and the completion of training modules.

Solution

In the past year, the company has encouraged its reps to spend their marketing dollars on an assortment of promotional marketing and signage. To provide a steady stream of new ideas and timely delivery, they turned to Taylor Communications for sourcing expertise.

Taylor Communications sources dozens of unique promotional marketing items annually for the equipment supplier, everything from pens, coffee mugs and counter mats to dealer promotional tools such as tire gauges. By leveraging more than \$90 million of annual buying power, Taylor Communications is able to negotiate affordable prices and faster delivery times, even from foreign producers.

For example, the company traditionally gave its customers a special tool pouch with their company logo. Lead times were running 3-4 months, and a price increase was imminent. After consulting a variety of promotional products suppliers, Taylor Communications found an offshore

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supplier that could deliver a completely custom tool and pouch set in just 6 weeks at a 10% lower price. When the company needed 500 pouches quickly for a special event, Taylor Communications found a domestic source that could provide the first 500 pieces in just two weeks. The entire order came later.

Another example of Taylor Communications' ability to offer creative alternatives was the development of a large sign for dealerships to show which technicians had completed various levels of their certification training. The company originally envisioned the sign with a "retro" porcelain design, but this proved to be prohibitively expensive.

Working with credentialed trade partners that specialize in retail point-of-purchase signage, Taylor Communications designed an aluminum sign that had the same old-fashioned appeal, but at a fraction of the cost.

When the supplier's headquarters was hit by a tornado that ripped off its roof, the company's workforce labored over the weekend to reopen the facility for business on Monday. To honor this achievement and thank his employees, the owner wanted to give them special commemorative coins at a special meeting the following week. It typically takes 2-4 weeks to make a commemorative coin like this, but Taylor Communications found a way to create the art, do three PDF proofs, make adjustments and produce the specially engraved pieces in just 4 days.

Taylor Communications goes to extraordinary lengths to ensure that quality products are reliably delivered at the best possible price. One aspect of the process is what the customer calls its "first article program," in which Taylor Communications ships the first copy of a digital print run a day ahead of time so they can verify that the banner or sign exactly matches its corporate colors.

Benefits

By leveraging its multi-million dollar national buying volume, Taylor Communications has been able to save this automotive equipment company 10-20% on its promotional marketing and point-of-purchase display materials without sacrificing quality or delivery. In a number of cases, the time to market has significantly improved over delivery dates on previous orders from other suppliers. With a continuing need for creative solutions to carry its brand, they appreciate the resourcefulness and responsiveness of Taylor Communications.