



Volkswagen



Audi

# EXECUTIVE SUMMARY

April 2019





WELCOME



Taylor Communications is pleased to present this proposal to VWGoA in support of the 2019-2022 VW and Audi — Print and Fulfillment Contract RFQ. We understand your objectives to meet business requirements in more timely, innovative and sustainable ways. In our proposal, we highlight our national and local manufacturing footprint, industry leading technology and dedicated account management to ensure the following results:

- Improved speed to market
- Reduced cost of shipping and improved freight efficiencies
- Exceptional response time and customer service
- Intuitive technology user experience
- Real time inventory reporting
- Robust kitting capabilities
- Ongoing environmental responsibility

As one of the top three graphic communications companies in North America and partner to 20 major OEMs, Taylor Communications is uniquely qualified to offer the industry expertise and scope of services outlined in the RFQ. Today, several business units at Volkswagen, Audi and Porsche rely on Taylor Communications for print and digital media needs either through a direct relationship, an AOR, or both.

We value the partnership with VWGoA and appreciate the opportunity to present a value added warehousing, kitting and distribution program. We would like to extend an invitation to your team to visit our Center of Excellence in New Jersey or Indiana to see first-hand where and how we plan to nurture the VWGoA program. Please let us know if you have any questions or if further information is needed as you review our response.

Sincerely,

*Adam McKenzie*

**Adam McKenzie** | Strategic Partnership Manager  
Taylor Communications | 301.302.3689





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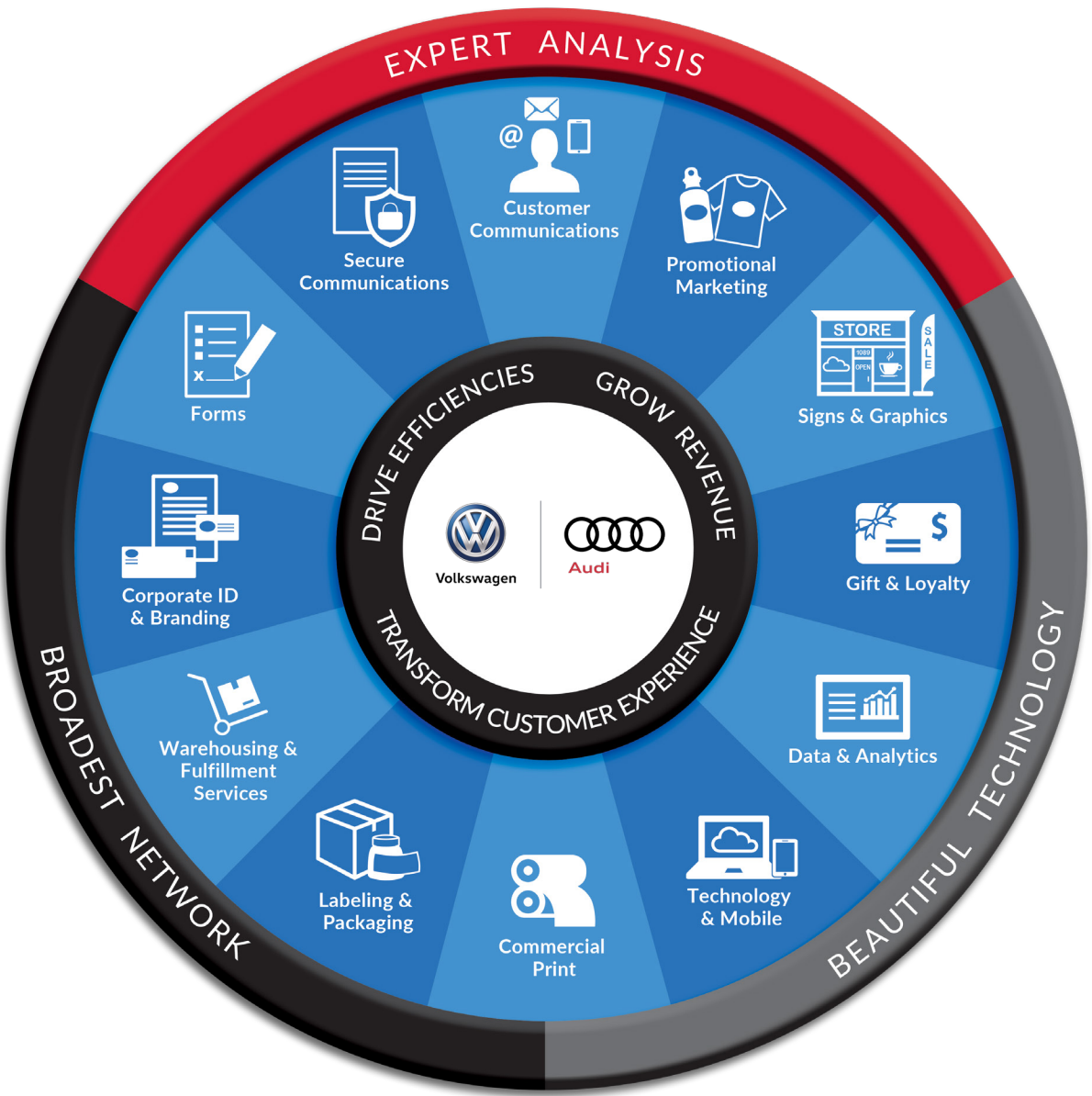
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**POWERING BRANDS.  
DELIVERING SOLUTIONS.**

Clients trust Taylor Communications to meet the complex challenges of communicating in today's omnichannel world. Our experts leverage technology across the industry's broadest network to deliver solutions that improve customer experience, drive efficiencies and grow revenue.







Taylor Communications' proprietary KLIC Marketplace empowers our clients to manage their own signage and collateral needs directly through a B2C-quality online shopping experience. User-friendly shopping cart and checkout features enable thousands of active KLIC users to browse catalogs, select products and place orders from anywhere 24/7.

- Dealer-focused navigation and product catalogs
- Responsive design works on any device
- Advanced reporting and forecasting capabilities
- 22,000 orders processed per day
- Supported in-house by 1,400 IT professionals

**22,000  
ORDERS**   
**PROCESSED PER DAY**



## **SINGLE PLATFORM SOLUTION SPEEDS POINT-OF-PURCHASE (POP) REPLENISHMENT**

### **SITUATION**

Sprint was looking for a better way to produce POP signage for retail stores that was faster and more efficient.

### **SOLUTION**

Taylor Communications recommended print-on-demand production of Sprint's POP signage to streamline ordering for store managers. We added more than 1,500 SKUs of available art to our online ordering platform. Signs were color profiles across all product lines to ensure they met the company's brand standards.

### **BENEFITS**

By applying our advanced technology and supply chain expertise, Sprint saw significant improvements in their POP program.

- Rapid replenishment
- Faster speed to market
- Reduced inventory risk and obsolescence
- Improved brand consistency





# CREATIVE & MARKETING SERVICES

More than 70 percent of Fortune 500 companies rely on Taylor Communications to build brands, drive revenue and delight customers. From ad hoc design assignments to end-to-end execution of complex marketing campaigns, Taylor Communications can function as an always-ready extension of your team to plan, create and deliver marketing messages through virtually any channel.

- Award-winning creative team
- Direct mail campaign design and production
- Email and SMS text campaign deployment and management
- Custom web and mobile applications
- Marketing collateral and corporate identity materials



## HYPER-PERSONALIZATION BOOSTS LOYALTY WITH 600 DATA VERSIONS

### SITUATION

An agency client wanted to boost usage of an auto manufacturer’s free maintenance program to increase owner loyalty. Though the program offered benefits and service for 25,000 miles plus roadside assistance, most buyers failed to take advantage — which negatively impacted brand loyalty over the customer’s lifecycle.

### SOLUTION

Our strategy was to be innovative, cost-saving, more brand aligned and benefit-focused to achieve significantly better redemption rates. We redesigned a highly personalized campaign enticing new owners to take advantage of their benefits at particular mileage intervals. Tapping into data already captured at dealerships, our “hyper-personalized” direct mail program targeted about 2 million customers per year.

The program included four components: a newly designed welcome kit, reminder card and two postcards — customized with 70 key data points ranging from the car’s oil type to a custom timeline of scheduled service dates equating to more than 600 configurations.

### BENEFITS

Our pieces immediately established a strong connection with customers, post-sale and as an ongoing dialogue.

More than 48 percent of owners had vehicles serviced at the 20,000-mile interval. 90 percent of eligible customers had vehicles serviced at a brand dealership at least once during the past year.

Our strategy and design managed complex personalization via digital print and reduced their annual printing and postage costs more than \$4 million compared to the previous program.





One of the most sophisticated omnichannel marketers in the nation, Taylor Communications works with more than 20 automobile manufacturers and OEM suppliers to elevate the performance of their acquisition, loyalty and marketing technology initiatives. Our in-house Data and Analytics team uses a combination of deep auto industry knowledge and advanced analysis techniques to turn data points into actionable insights at both the national and in-market/dealership levels.

- Proprietary *AutoNet Direct* prospecting database
- Advanced scoring models, customer profiles and segmentation analyses
- Performance-based testing and neural net modeling
- Multichannel digital targeting campaigns
- Hyper-personalization of content, images and offers

We hold  
**300**  
ACTIVE U.S.  
PATENTS



## AUTONET DIRECT EMAIL CAMPAIGN DELIVERS IMPRESSIVE ROI

### SITUATION

A large national automobile manufacturer (OEM) wanted to maximize the success of its end-of-year sales event. To help track the success of the campaign, they offered special incentives, including zero percent financing, to targeted households.

### SOLUTION

Utilizing Taylor Communications' *AutoNet Direct* warehouse of active shoppers with enhanced demographics, Taylor Communications identified active "in-market shoppers." The OEM was then able to target their marketing efforts to those shoppers most likely to take advantage of the special incentives. Per client request, we recommended three distinct segments of potential buyers:

- Active "in-market shoppers" of any vehicle with selected income parameters
- Active "in-market shoppers" of any product within client's brand
- Active "in-market shoppers" with a high propensity to purchase a Japanese-made vehicle

With these criteria in mind, Taylor Communications created a two-touch email campaign to promote the exclusive offer to more than 21,000 U.S. households.

### BENEFITS

Driven by *AutoNet Direct*, the campaign delivered excellent results. Sales conversion for the campaign was 0.63 percent. Return on investment was even more impressive: At a conservative per-vehicle profit of \$2,000, the campaign's ROI was more than 2,800 percent.





# SECURE & CUSTOMER COMMUNICATIONS

Taylor Communications is one of the leading providers of secure and customer communications services to the auto finance and auto insurance industries. We have a national network of fulfillment centers dedicated solely to the handling, processing and delivery of protected information such as statements, invoices, payment reminders and more.

- Print, email and SMS text delivery
- Sophisticated preference management technology
- Innovative statement marketing programs
- Online self-service campaign management tools
- SOC 2 Type 2 audit controls

WE MAIL  
**2BILLION**  
PIECES PER YEAR 

## INNOVATION DRIVES CHAIN'S LOYALTY PROGRAM

### SITUATION

One of the nation's largest convenience store chains needed a partner to produce and distribute loyalty cards as part of a rewards program. Customers use their cards to accumulate loyalty points and redeem them to buy merchandise from the chain's convenience stores and to receive discounts on gasoline.

Due to the client's extensive growth through acquisition, the partnering organization needed to develop an innovative solution to provide a large quantity of loyalty cards in a short time frame. In addition, the cards needed to be durable, since many customers use their cards multiple times a day.

### SOLUTION

Taylor has supported production and management of the chain's loyalty program materials since 2004, and the ability to evolve in order to meet the client's rapidly changing needs has been a hallmark of a relationship that has lasted 14 years and counting. For example, the first card was extremely durable and relatively expensive, which became an issue as card volume increased. To save costs, Taylor seamlessly transitioned to a new lighter-weight material that didn't sacrifice durability — and reduced costs for our client by 30 percent.

### BENEFITS

By finding flexible options for producing and distributing millions of cards, Taylor has become a trusted partner in helping the client boost revenue from repeat sales and increase profits based on the program-related cost savings. The loyalty program also serves as a platform to gather data about consumers and, better yet, surprise and delight them with personalized communications and targeted offers.







# PROMOTIONAL MARKETING

Taylor Communications is one of the top five promotional marketing distributors in the nation. We are also a major supplier, sourcing promo marketing materials directly from a broad network of manufacturers both domestically and overseas. The combination of enormous scale and in-house sourcing enables us to provide unmatched variety, pricing and speed to market.

- Automotive products and tools
- Awards and recognition programs
- Decoration-on-demand apparel systems
- Online “company store” shopping experience
- Custom design services



**RANKED 5<sup>th</sup>**  
of Promo Marketing Magazine's  
**TOP 50 DISTRIBUTORS  
IN AMERICA**



## CREATIVITY AND PURCHASING POWER GENERATE BETTER RESULTS

### SITUATION

A manufacturer of automotive services equipment had a network of independent sales and service representatives who called on auto dealerships and auto repair shops nationwide. The company encouraged its reps to spend their marketing dollars on promotional items and signage and continually looked for creative, cost-effective ways to help the brand stand out in the marketplace.

### SOLUTION

To ensure a steady stream of fresh ideas and secure the best pricing possible, the client turned to Taylor Communications for our sourcing expertise. We identified dozens of unique promotional marketing items — everything from pens, coffee mugs and counter mats to custom tire pressure gauges. Thanks to our massive buying power, Taylor was able to negotiate aggressive prices and faster delivery times, even from overseas producers.

### BENEFITS

Taylor Communications has been able to save the client 10-20 percent on its promotional marketing and point-of-purchase display materials while providing innovative solutions that set their brand apart. Quality has also improved significantly through superior color management. Additionally, speed to market has increased compared to delivery times of prior suppliers.





Taylor Communications has decades of experience producing labels for companies in a wide range of industries, including automobile manufacturers and OEM suppliers. Everything from Monroney stickers and point-of-sale promotional labels to transportation and logistics aids can be sourced directly through Taylor for JIT delivery.

- Durable and removable applications
- Continuous material science research
- Proprietary MAP<sup>3</sup> production optimization process
- In-house ANSI and UL/cUL compliance expertise
- Digital, flexographic, four-color process and screen printing technology

WE  
PRODUCE **15**  
**MILLION**  
LABELS PER DAY



**IMPROVED KITTING MEANS  
FASTER DELIVERY AND LOWER  
COSTS**

**SITUATION**

A multi-billion dollar global manufacturer of automotive parts is known for its popular loyalty program for aftermarket dealers. For a modest cost, retailers, wholesalers and jobbers can sign up annually to receive a kit with print and promotional products. The company sourced its promotional items from multiple vendors across the country. It took several weeks for kits to be fulfilled when the new program year began. Due to lack of consolidation, freight costs could be excessive.

**SOLUTION**

Considerations for the loyalty kit included designing a corrugated container to fit the dimensions of the largest item while minimizing size and keeping under OSHA-mandated weight limits. Since kits are delivered to a variety of retail locations, they needed to be light enough for employees to handle without a forklift.

Due to the annual nature of the program, Taylor must process hundreds of orders a day, providing same-day shipping if orders are received early enough. To minimize cost, we consolidate shipments from promotional suppliers and aggregate them at logistics centers in the U.S. and Canada.

**BENEFITS**

Our recommended changes yielded documented savings of up to 20 percent of the cost of producing and shipping the loyalty kits. Even more important to the client, we were able to get kits into the hands of valued channel partners in just three days. By consolidating suppliers, the automotive parts manufacturer also reduced the amount of time and effort its marketing staff spends to manage the program, allowing them to concentrate on other revenue-building activities.





# SIGNS & GRAPHICS

Taylor Communications is a turnkey solution for all forms of interior and exterior point-of-purchase signage. Taylor’s geographically dispersed production network enables you to save on shipping and get to market faster and our proprietary digital platform – KLIC Marketplace – puts your entire signage catalog at dealer fingertips 24/7.

- Promotional messaging
- New model introductions
- 2D, 3D and tradeshow applications
- Streamlined KLIC shopping cart experience
- Turnkey design, production and installation

SALE

4 of the TOP 6

department stores



## YOU'RE IN GOOD COMPANY

Our team has decades of experience working with major OEMs, their ad agencies and other companies who support this industry. This includes expertise specifically with luxury brands.







# WAREHOUSE & FULFILLMENT

Taylor Communications provides kitting, fulfillment and inventory management solutions for Fortune 500 companies across virtually all industry sectors. Our state-of-the-art kitting and marketing fulfillment capabilities are supported by regional distribution centers and warehouses around the country, enabling us to deliver superior performance and create significant business efficiencies for our clients.

- Real-time inventory and ordering statistics
- 27 million kits assembled annually
- One-day coverage to most major markets
- 99.9 percent on-time shipments
- 24-hour secure climate-controlled storage

**27**  
**MILLION**  
KITS ASSEMBLED  
ANNUALLY

## STRONGER COMPLIANCE AND SMOOTHER LAUNCHES WITH OPENING DAY BRANCH KITS

### SITUATION

Two regional banks in the Northeast needed an easier, faster way to supply their newly acquired and de novo branches with the forms and other material needed to operate smoothly on opening day. Each location required as many as 50 to 70 different items to open its doors and be in compliance with federal and state regulations.

### SOLUTION

All of the materials for a particular branch are kitted, placed on a pallet, shrink-wrapped and labeled according to department of use at the final destination. We recommended streamlining the distribution of new branch materials through a solution called “bank in a box.”

### BENEFITS

- Smoother launches
- Significant freight savings
- Stronger compliance with regulations and brand standards
- Improved utilization of bank resources
- Enhanced community image









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