

# Origaudio™



## CUSTOM MOLDED KIT CASE STUDY WITH

**TAYLOR**  
COMMUNICATIONS

“ I selected this item because it demonstrates creativity, customization, and kitting and fulfillment all in one piece. I think it speaks to how Taylor views promo as something that can drive home a client’s message and differentiate them from the competition. The usages and possibilities are endless. What’s more is that a client liked our self promo so much, they placed their own order for some. That’s what I call a great return on investment!”

Shauna Walden  
Marketing Manager  
Taylor Communications

### OVERVIEW

Taylor Communications is an integrated communications provider with an unmatched portfolio of solutions to help marketers, event managers, and more. As the 6th largest promotional products distributor and the 3rd largest graphic communications provider in North America, Taylor offers organizations insights and best practices that help streamline their communication strategies and protect their brand integrity.

### STRATEGY

Taylor Communications has clients that span various financial, industrial, retail and healthcare markets. They are always on the lookout for ideas and self promotions that have a broad appeal across all their clientele. The Custom Molded Kit from Origaudio was just the product that could be used in the office or at home, no matter the industry. It provided a useful combination of custom molded high quality tech items in a beautifully custom packaged box.