



# Partners in Moving Brands *Forward*

# TAYLOR

**THE SITUATION**

**Changing of the Guard**

Alan Taylor Communications was launched in 1984 and quickly developed into one of the premier lifestyle and sports public relations agencies in the industry. In 2004, top-level management purchased the company from Alan Taylor and subsequently enlisted SME to develop sales and marketing materials. Once SME commenced its partnership with Alan Taylor Communications and began applying their strategic insight to the brand, it became apparent that there was a much larger issue than the need for collateral materials.



**THE POSITIONING**

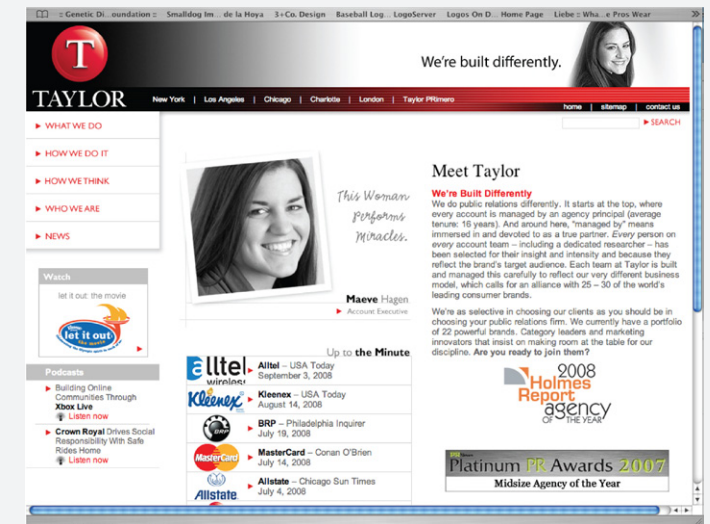
**Always Be Engaging**

SME executed its BrandON™ initiative with the goal of creating a new brand positioning and corporate identity. This new brand platform and subsequently the new look and feel, needed to not only reflect Alan Taylor's position as the authority in the field, but also reflect the notion that the agency maintains a unique business model - aligning itself with leading consumer brands that leverage sports and lifestyle passions. SME arrived at a positioning that captured the essence of the Alan Taylor brand: *Engaging consumers through the things they love and the way they live.*

**THE EXPRESSION**

**A Sensibly Bold Approach**

Using the new positioning as a launching point, SME developed all the branding elements necessary to bring the strategy to life in the context of the core brand elements of strength, stability, passion, and global reach. One vital facet addressed was that "Alan Taylor Communications", as a company name, needed to evolve in order to reflect the updated brand identity. The company was no longer headed by Mr. Taylor, however SME acknowledged the existence of significant equity in that original moniker. "Taylor" was created, which when in tandem with the new visual identity and tagline, was an ideal solution. The new name is bold, simple, timeless and it connotes an underlying authority. Complementing the name, SME created a new identity anchored by a smartly designed logo. This mark marries a corporate, stable feel with a highlighting effect that communicates a bright and limitless future. And, the primary red tone used in the brand elements represents an air of passion and unbound energy. SME also developed a tagline to reinforce the positioning and make a powerful statement in the industry: *Partners in Moving Brands Forward.*



WEBSITE

**THE SERVICES**

**Redefining the Brand**

SME helped Alan Taylor Communications, now Taylor, enhance a leadership position via an insightful long-term brand strategy.

**Services Rendered Were:**

- Strategy
- Naming
- Positioning
- Brand Identity
- Corporate Identity



**TAYLOR**  
**PRIMERO**  
SUBSIDIARY

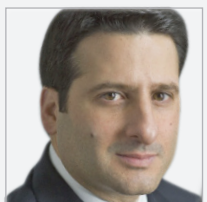
**THE RESULTS**

**Great PR**

The creation of the brand strategy and new identity positioned Taylor as a continued force in the industry. It enabled the public relations agency to refocus on aligning itself with clients that possess a powerful lifestyle brand. And this new platform undoubtedly played a role in the substantial growth witnessed by Taylor since 2004.

**QUOTE**

*Partners in Moving Brands Forward* clearly defines an ambitious vision that serves as an inspiration for every professional within the organization.



**CEO & Managing Partner**  
**- Tony Signore**

**THE CHALLENGE**

**Making the Best Better**

At the onset of the project, Alan Taylor Communications was looked at by many as an unequaled leader and a preeminent force in the PR arena. However, SME's brand assessment unearthed the realization that for the brand to continue to embrace an industry leadership position and secure future success, a long-term brand strategy was needed.

At the time, Alan Taylor didn't possess a true point of differentiation, hence the ability to maximize the impact of the brand was not being addressed. SME insisted that the need for a clear articulation of a unique positioning was paramount to a vibrant future. Regardless of its history, a brand cannot maintain a level of superiority in the absence of a unique stance in the marketplace.

