



THE BUSINESS OF BRANDING

# ALIGNING PERCEPTIONS

WALKER INSTITUTE





Workshops



Branding



Brochure design



Ad campaigns



Web build



**Context:** Prior to naming and formation the Walker Institute was an initiative of climate researchers, which had secured significant funding. The notion was to pool the efforts of the leading climate research organisations in the UK to improve the rate and depth of understanding of our climate. Their collaboration and joint findings would be used to inform and advise government and industry from a scientific perspective unaffected by prevailing pre-conceptions and prejudices.

**The requirement:** A name would be required which the members of the institute could identify and belong to.

The organisation would need a way to concisely convey its purpose and offer whilst also overcoming the popular sensationalisation of the climate. A strategy and materials for launching the organisation. A foundation for communication for the organisation as it grew and developed in scale and reputation.

**The outputs:** Interviews with stakeholders, influencers, potential members and partners to establish a rationale for naming and values.

Workshops with potential staff, members and partners to articulate a proposition for the institute.

Vision, values and brand guidelines as a reference point for what the institute stands for, how it goes about its business and how it communicates.

The tactical tools required to launch and grow the institute.

**The results:** The Walker Institute was the name selected, named after Sir Gilbert Walker a pioneer in the understanding of the global climate and seasonal forecasting.

A proposition that firmly communicated the institute's commitment to the hard science of climate change research and the potential benefits for our world – rather than focusing on the popular catastrophic view of climate change.

A set of guidelines to explain and show how the vision and values of the institute are symbolised by the brand look, feel and execution.

Graphic displays, PowerPoints, hand-outs and brochures for a launch event which featured the UK Government Chief Scientific Adviser and the University of Reading Vice Chancellor.

The Walker Institute has been operating for 10 years and is now considered the University of Reading's flagship research centre.



'Glued worked with us to develop our proposition, visual identity, our website and print material for the launch. Since then they have done a range of brochures and exhibition material for us.

I can't praise Glued highly enough. They quickly gained an understanding of our organisation, our stakeholders and our needs for the brand. They design beautiful material for us and provided a flexible website solution that has grown with us.

Furthermore they often respond at very short notice and always make you feel like you are their only client!

They are always incredibly professional, but also flexible, friendly and an absolute pleasure to work with.'

Kathy Maskell, Walker Institute, Communications





## ABOUT GLUED

An internal and external communications consultancy established in 2003.

Our clients often feel that their businesses can deliver more or better than currently, our process helps overcome this shortfall.

If the workforce and potential customers struggle to understand your competitive advantage – articulating it in a way that is compelling, engaging and relevant to each party can go a long way to the solution.

To avoid repeatedly slipping back into the bad habit of losing grip of your competitive edge, implementation in: internal communications, external communications and ultimately behaviour is the answer.

We use a six stage process to uncover the unique essence of your business: your winning ways. This is embedded in the organisation so it's a foundation for staff internally and a basis to communicate and compete externally through brand and marketing.

## SERVICES WE OFFER

Brand creation and development  
Brand propositions  
Brochure design  
Customer perceptions research  
E-marketing  
Film and Photography  
Internal communications  
Market positioning  
Promotional marketing campaigns  
Web design and development



**FOR MORE INFORMATION CALL ROB HARRISON OR DAVID WILSON ON 01789 731 524**

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