



THE BUSINESS OF BRANDING

# BUILDING A POWERFUL LOCAL BRAND

## NORTHAMPTON COLLEGE





Branding



E-marketing



Ad campaigns



Web build



Direct mail



Workshops



Brochure design

### **Context:** Further Education (FE)

Colleges are all too often tarred with the brush of being 'second best' to sixth forms and being the place for school 'drop-outs'. This couldn't be further from the truth, particularly in the case of Northampton College. Not only was it committed to improving the opportunities for people otherwise failed by 'the system' but it is also ambitious to grow itself and strong enough to take failing college under its wing.

**The requirement:** How to improve local perceptions of the college against the tide of local sixth form colleges, strong local specialist FE Colleges and prevailing negative perceptions of FE Colleges?

How to position Northampton College as progressive despite ageing infrastructure?

How to increase student recruitment to drive expansion and investment?

How to improve self-esteem, worth and image within the College?

**The outputs:** Interviews and workshops with all members of the College corporation. Academic and support staff workshops. High street consumer surveys in two conurbations. Web base survey on a selected range of proposed identities. Joint presentation to a staff conference followed by breakout cascade briefing conducted by facilitators trained by Glued.

**The results:** The research and senior workshops developed a strong set of agreed values. These were written into the College Strategy and used as the basis to create a new identity for the College.

Research also revealed that the strength of the Northampton College name could amply accommodate a merger with a neighbouring college.

The selected brand not only encapsulated the College values but became the vehicle for its proposition to the community and business. It also symbolised the hub and spoke nature of the way Northampton College served its extended geography of operation.

In ensuing years Northampton College has secured significant investment in infrastructure, improved Ofsted Reports, better student satisfaction, and performance.







“We needed to make an impact because our educational partnership is a unique idea and complicated to communicate. The input we gained from Glued’s strategic involvement in building the brand gave us excellent stand-out at a critical time and the design capability they displayed translated extremely well across the disciplines.”

Susan Lewis, Director of Marketing,  
Northampton College



## 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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