

**glued**<sup>®</sup>

THE BUSINESS OF BRANDING

A FOUNDATION FOR GROWTH

OPT HR





Naming &  
Branding



Web build

'It's really exciting to be using the brand and I've had positive feedback from people in my network.

Many thanks in your help and support in getting my business to this point – very much appreciated.'

Rachel Wade, Owner, Opt HR

**Context:** Our client had considered starting a business for some years. When the funds and the time needed to plan and set-up a new business were offered they were not to be rejected.

The new business would be designed from the outset to be different from competitors in the marketplace and the ambition was to grow it through branches or franchises. The business plan was written, cash flow projected, networking underway and prospects identified.

**The requirement:** Having gone to the effort to configure the business to meet a market need it only made sense to develop its identity in a way to express that and in a way to project the valuably different way that it would go about its business.

Our client called us in to understand the motivation behind the business, the ambitions of its founder and the standards by which it was intended to run the business. This was conducted over two, one and a half hour, in-depth interviews.

**The outputs:** Glued developed a range of names derived from some of the key motivators and objectives behind the business. Nineteen names were presented in 'nominal' logotypes to aid visualisation in the real world. This assisted with selecting three possible names to be researched at Companies House, for available URLs and UK trademarks. The process culminated in the selection of Opt HR.

A spectrum of creative treatments and strap lines were developed for the Opt HR name. These were refined through feedback and debate. Ultimately a single treatment was approved and a landing page developed.

**The results:** Opt HR were supplied with master files for the logo and were able to commission their own stationery and basic marketing materials from there.

Opt HR has begun to gain traction in the local networking communities and two pieces of business have already been secured after just two months of operation.



iPad

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Connect with us:



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**Opt HR are a midlands based HR solutions support for SME and large businesses.**

Working in partnership with you and supporting your business in delivering pragmatic and flexible HR solutions for all aspects of your people management; timely, cost effective and tailored to the needs of your business. Opt HR provide solutions focussing on the tactical day-to-day requirements and the long term strategic goals of your business.



**solutions for your business**

## 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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