

# *glued*®

THE BUSINESS OF BRANDING

## PROPOSITIONS EVOLVE

RISK EVOLVES



'We had not realised the depth of the investigation Glued would conduct. In turn, we now recognise the depth, quality and individuality of what we do. The narrative is a true reflection of us and it has not only become part of how we communicate, but also buoyed up our confidence.'

Helen Barge,  
Founder, Risk Evolves



**Context:** Risk Evolves set out to provide a service for small and medium sized enterprises normally only available to corporates.

As the business progressed, so the economic landscape and Risk Evolves' proposition also evolved.

Having started out with a well-defined offer, the definition of what was being delivered no longer seemed to fit.

After 18 months of trading and delivery, Risk Evolves wanted to step back, review their offering and see how they were perceived by clients. This would then support the strategic development of the company for the next phase of growth.

**The requirements:** Defining what Risk Evolves delivers became the challenge for Glued.

We conducted an in-depth interview with the principals of the business and were given the authority to interview members of the team, associates, clients and suppliers.

All conversations investigated the motivations, meanings and feelings connected with the respondents'

engagement with Risk Evolves.

**The outputs:** Despite the volume and variety of responses, clear themes emerged.

Glued were able to summarise these themes in a draft narrative for discussion with the principals of Risk Evolves.

Once queries and issues arising had been addressed, Glued turned this draft into an emotive narrative, illustrated in text and images.

**The results:** Our interpretation of Risk Evolves has been embraced by the team, largely because team members were involved in its creation.

On a practical level, much of the language within the narrative is now incorporated into conversations and communications Risk Evolves uses to attract, win and retain business, staff and associates.

es  
**values**

We are meticulous and measured



**values**



We are encouraging and entrepreneurial

## ABOUT GLUED

Glued is a brand consultancy established in 2003.

Our clients often feel that their business could deliver more or perform better, and our process and output is designed to address this shortfall.

If your workforce or potential customers are struggling to see what is at your core, the solution lies in articulating your message in a compelling, engaging and relevant manner.

We use a six-stage process to uncover the unique essence of your business and identify your winning ways. This is embedded in your organisation, internally as a foundation for staff to build on and externally as a basis for communication through effective branding and marketing.

To avoid losing your grip on what constitutes your core values, the answer lies in your internal and external communications, and ultimately your behaviour.

## SERVICES WE OFFER

Insight mapping  
Finding your core  
Shaping your brand  
Telling your story  
Making it happen  
Brand life cycle

## FOR MORE INFORMATION ABOUT **GLUED**

[WWW.GLUEDLIMITED.CO.UK](http://WWW.GLUEDLIMITED.CO.UK)

TWITTER **@GLUEDLIMITED**

DAVID WILSON

[DAVIDWILSON@GLUEDLIMITED.CO.UK](mailto:DAVIDWILSON@GLUEDLIMITED.CO.UK)

ROB HARRISON

[ROBHARRISON@GLUEDLIMITED.CO.UK](mailto:ROBHARRISON@GLUEDLIMITED.CO.UK)

Glued is a registered trade mark of Glued Limited

**glued**<sup>®</sup>

THE BUSINESS OF BRANDING