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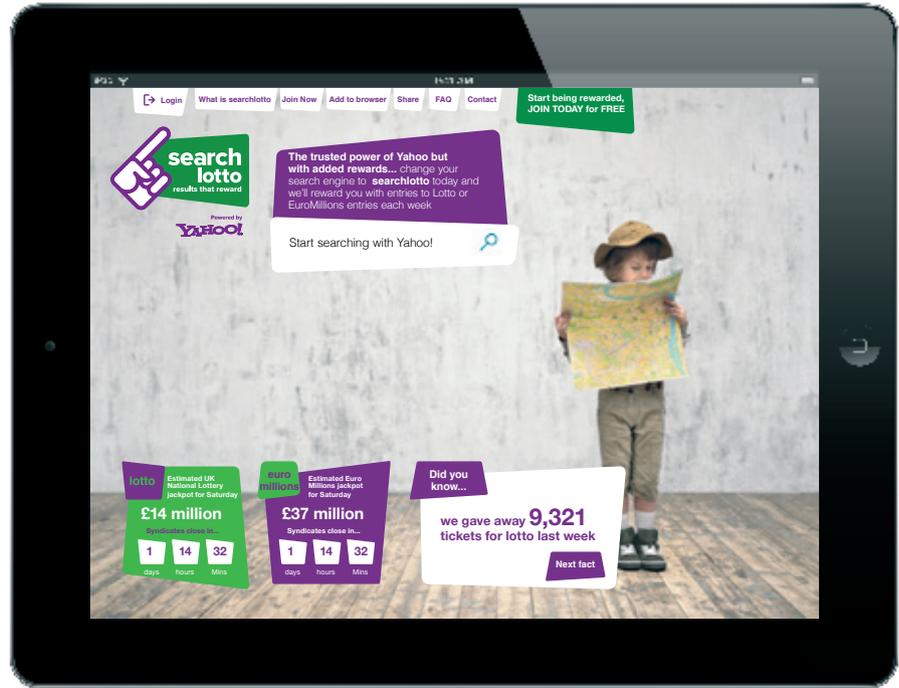
THE BUSINESS OF BRANDING

RESULTS THAT REWARD
SEARCH LOTTO





Powered by
YAHOO!



“Glued captured the balance we wanted to strike between a professional offer with a fun concept. We’re looking forward to developing the website to reflect the new brand”.

Richard Easter,
Director Search Lotto

Context: Search Lotto is a search engine powered by Yahoo that rewards users for searching by entering customers into Lottery draws.

The requirement: With search being dominated by Google, Search Lotto wanted to refresh its logo and brand messaging to communicate its unique difference: that you’ll be rewarded with free entry into a syndicate for the Lottery.

The outputs: A look and feel was developed related to the lottery while creating something unique for Search Lotto. A strapline was added to communicate the offer.

The results: A modern, flexible and playful brand look and feel was created. This included a set of brand images that could be placed behind content on search pages on the site. The new brand look and feel is currently being rolled out online and in advertising.



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

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