

*glued*<sup>®</sup>

THE BUSINESS OF BRANDING

## A MOSIAC OFFERING

LOXLEY BUSINESS SUPPORT



# EXPLORING STRATEGY FOR GROWTH

*Loxley*  
ADVENTURE + STRATEGY  
-GROWTH



# SMALL PIECES MAKE THE BIG PICTURE

*Loxley*  
ADVENTURE + STRATEGY  
-GROWTH



# REAL WORLD DIGITAL EXPLORATION

*Loxley*  
ADVENTURE + STRATEGY  
-GROWTH



# SCOUTING FOR PROSPECTS

*Loxley*  
ADVENTURE + STRATEGY  
-GROWTH



“Glued’s process challenged me to look hard at what we did and why it benefited clients. The resulting brand completely reflects what we do”.

Clare Williams,  
Loxley Business Support

**Context:** Loxley Business Support came to Glued knowing they needed to grow the business but didn’t know what that might look like. Through our insight process we helped Loxley to discover what was unique about the offer they had.

**The requirement:** Glued were asked to objectively research Loxley proposition using our insight process to uncover the valuable difference. The narrative that evolved would be used as the core proposition of a refreshed brand and applied to a new website and online messaging.

**The outputs:** Glued created a refreshed brand that reflected the personality of the Loxley offer, balancing a professional message with a fresh way of communicating. The new brand was applied to print and screen communications including a WordPress website.

**The results:** Having an effective messaging framework to communicate the proposition through has given Loxley the confidence to grow the services they offer, by standing out in a busy market place with a brand that reflects how they approach strategy.



**EXPLORING  
THE WAY**  
*Loxley*  
ADVENTURE + STRATEGY  
=GROWTH



**EXPLORING  
NEW MARKETS**  
*Loxley*  
ADVENTURE + STRATEGY  
=GROWTH



LoxleyBiz

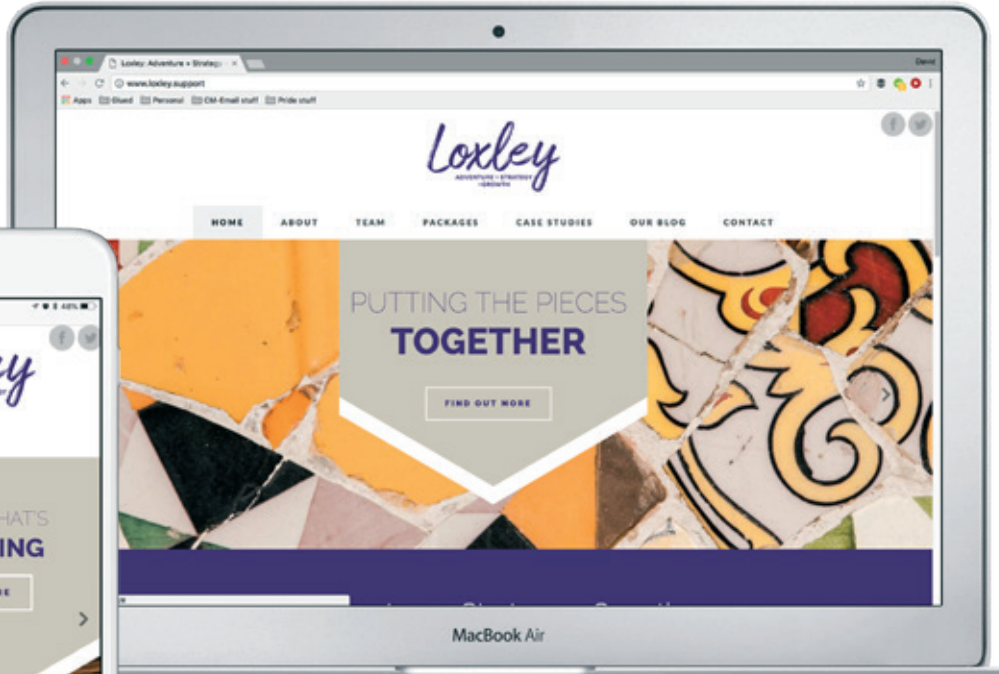
STRATEGY THAT'S  
**ENERGISING**  
*Loxley*  
ADVENTURE + STRATEGY  
=GROWTH

LoxleyBiz

PUTTING THE PIECES  
**TOGETHER**  
*Loxley*  
ADVENTURE + STRATEGY  
=GROWTH



*Loxley*  
ADVENTURE + STRATEGY  
=GROWTH



## 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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