

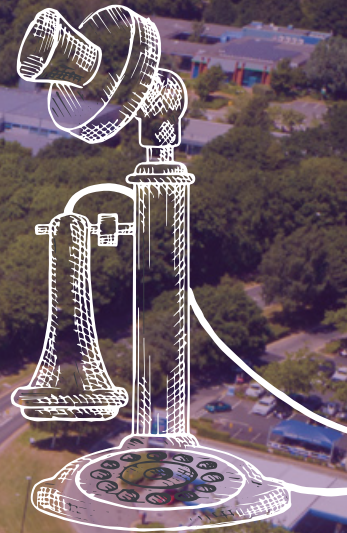
glued[®]

MORE POWER FROM YOUR BRAND

EVERY INNOVATION STARTS SOMEWHERE
UNIVERSITY OF WARWICK SCIENCE PARK

Hello

Alexander Graham Bell patented his telephone model just hours before a rival inventor in 1876



Every innovation starts somewhere

“The work created by
Glued has given us the
marketing with the
premier feel our
Science Park needs”

David Grindrod,
University of Warwick Science Park

Context: The University of Warwick Science Park (UWSP) is one of the premier Science Parks in the country and needed marketing and on-site branding to match.

The requirement: UWSP had completed a refurbishment of The Venture Centre building which is one of a collection of buildings it manages across Coventry and Warwickshire. An updated suite of property specification sheets, a coffee table brochure hand-out together with drone video and photography would support a marketing drive to attract potential tenants. New hallway graphics were also required to engage visitors at The Venture Centre.

The outputs: Drone and location photography commissioned, Glued managed the filming: the outputs were used throughout the marketing materials. Inside The Venture Centre Glued created a set of wall graphics with the theme: ‘Every innovation starts somewhere’ combining local innovations and inspiring facts. Brochures were created for the Science Park and the Business Innovation Centre, Binley, Coventry.

The results: The drone films were edited together with facts to become animations for social media giving potential tenants an overview of the Science Park.

Fact sheets and brochures give a professional, on-brand feel to all communications and the themed wall graphics create an innovative feel for all visitors to The Venture Centre.



A Science Park with flexible space

The Science Park offers office, lab and workshop space in a wide variety of sizes which are suitable for all stages of business growth, all with flexible terms.

190,000 sq. ft.
(17,651 sq. m.)
of managed flexible space



Warwick Science Park

Over the last three years the Science Park has supported

240 start-ups

1,171 businesses



218 jobs created

Business support

This office provides professional and business support for start-ups and established businesses. The support is available to all tenants at a cost and includes access to a range of services, including business advice, training and networking opportunities.



The Venture Centre

The Venture Centre provides a vibrant working environment for tech-based start-ups and established businesses. The centre is a well-equipped environment for tech-based start-ups, offering high speed internet, flexible terms, and a range of services to support the business.

240-1,500 sq. ft.
22,140 sq. m.

Units are available on short standard leases of one to three years according to individual circumstances.



YOUR FUTURE HOME FOR INNOVATION

BIC BUSINESS INNOVATION CENTRE

bicenquiry@uwsp.co.uk +44 (0) 24 7643 0000
www.warwicksciencepark.co.uk/property/binley
BIC_UWSP [linkedin.com/showcase/business-innovation-centre-binley](https://www.linkedin.com/showcase/business-innovation-centre-binley)

A HIGH QUALITY ENVIRONMENT

The Business Innovation Centre is perfectly located for office space. Centrally situated in Warwick City Centre, the centre is a well-equipped environment for tech-based start-ups, offering high speed internet, flexible terms, and a range of services to support the business.

Companies that locate to the centre will not only benefit from high quality, purpose designed office space, but also be able to prosper from the University of Warwick's Business Support Services.

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 valuable difference in a compelling, engaging and relevant manner.



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We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. 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.



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Glued is a branding and marketing agency based in the Midlands providing everything for your business brand to help your marketing stick.

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