

glued[®]

research, design & marketing

GROWING BUSINESS AMBITIONS DISTINCTIVE TAXIS



'It seems impossible to me to measure how branding benefits a business. What I can say is the brand and values development work Glued have done with us has not only delivered a great-looking and meaningful way to communicate and market, it has also made a difference to the performance of my business. Our contract business has increased and our consumer business is far more fluid. Possibly the biggest difference has been the fact that the engagement has re-ignited my enthusiasm for the business.'

Richard Harvey, Chief Executive Harvester, Distinctive Taxis

Context: Locally imposed regulation determined the use of wheelchair accessible vehicles. This undermined Distinctive Taxis' long-term investment in a fleet of saloon based estate cards. It also took the wind out of the sails of the principals' business ambition. As a consequence, the business coasted. Without efforts to grow or maintain the customer base, it began to erode.

The requirement: Despite the depleted enthusiasm of the principals, there was a realisation that, as a bare minimum, Distinctive Taxis needed a web presence. The interchange with Glued about the web site led to a deeper conversation about motives for running the business and the need to have a plan for growth.

The outputs: An in-depth meeting discovered the original and potential future motives for running the business. Further debate connected these motives with of these motivations to the success of the business. This led lead to a realisation that the business had a unique offering in the marketplace. The offer was then articulated to drive forward and growth. This was symbolised in the 007 brand to market the business, guide behaviour and brand vehicles.

The results: The 007 Brand is not only surviving but also thriving. Commercial and Public Sector contracts have increased. Driver morale is improved.

Perhaps more importantly, the interest and motivation of the principals has been resurrected.

This has resulted in strategic business initiatives, not only providing branded wheelchair accessible vehicles but also a private hire offering. Further innovations are in development showing how the 007 brand is committed to supporting a key tourist destination.





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.

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.

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 the consequences on 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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