

*glued*®

THE BUSINESS OF BRANDING

LOOKING AT YOUR BEST  
CHANGE AESTHETICS





“Glued were able to help create a valuable bank of material for our social media which is supporting our new business plans”.


Dr Richard Brighton-Knight,  
Change Aesthetics

**Context:** Change Aesthetics is a Doctor led medical aesthetic clinic helping clients on a journey of change. They have clients in Brighton, Leamington Spa and Harley Street.

**The requirement:** Change Aesthetics needed support with how to communicate their honest face-to-face advice approach, but how to do that online? This would be achieved by carefully articulating for the website and the production of a range of video interviews with Dr Richard Brighton-Knight.


**The outputs:** Building on the brand identity Glued produced a collection of home page sliders communicating the valuable difference that Change Aesthetics offers. A series of video interviews were conducted with wide ranging topics which could be used on social media and the website.

**The results:** Each element of the project helped to build trust in the Change Aesthetics proposition helping to position them as an authority in the industry. This has resulted in increased levels of engagement from potential customers, giving people a taste of the process even before they walk through the door.



seeing the  
beauty in you

feel better about yourself with our  
non surgical, doctor led treatments




naturally  
you

expertise in helping clients  
on their journey of change



visible  
confidence

feel better about yourself with our  
non surgical, doctor led treatments



our approach  
focuses on you

expertise in helping clients  
on their journey of change



## 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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