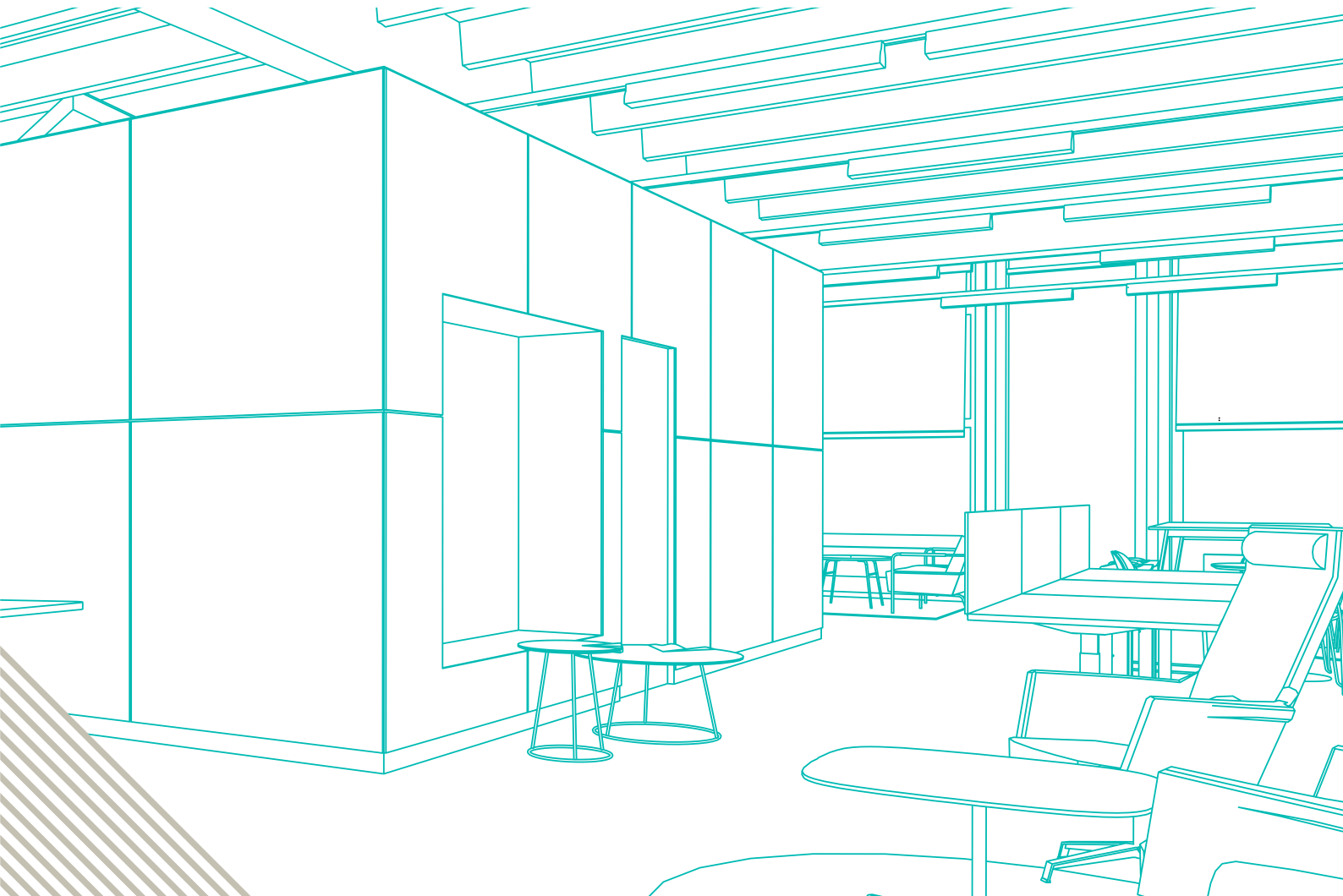
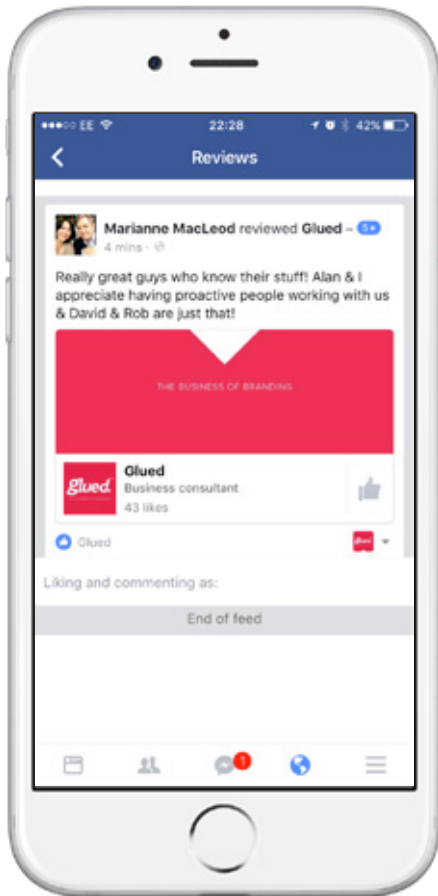




# DORMANT DATA

GRANTCF





**Context:** Business for Grantcf was going well. Due to a combination of excellent service and enthusiasm, the company had built many long term and loyal relationships, resulting in repeat sales. The same enthusiasm had proved effective in forging contacts and building a network. A recently redeveloped web site positioned Grantcf as a credible, stylish and budget-conscious partner for office interiors and office furniture. However, there was a feeling in the company that more opportunities could be developed and the business grown further. It was also felt that the company's overall identity and the design of business cards could be improved.

**The requirement:** In an exploratory meeting, Grantcf revealed that they had a database and that a recent web project offered a facility for e-marketing and communications.

**The outputs:** Glued recommended linking the attributes of customer loyalty, a nascent database and networking, as follows:

The database could be used as a foundation from which to communicate, using regular emails to keep Grantcf front of mind with existing and new customers. This would then provide the opportunity to target via telephone those who opened or clicked on emails, generating further conversation.

In addition, networking would increase local awareness triggered by the e-marketing. Networking would also provide new contacts to add to the database and, if sufficiently warm, generate conversations immediately.

Glued developed templates as the basis for a series of six emails to be sent out over a period of months. Glued also created speculative options for how Grantcf's identity might evolve to be more contemporary and engaging. This included development of a strapline to articulate the personable and customer centric approach Grantcf brings to their work, a sentiment which also feeds the topics for the series of emails.

**The results:** With a trade show fast approaching, there were short deadlines for business cards, handouts and an email to promote the Grantcf stand.

A focused effort resulted in the creation of engaging and impactful content, including a special finish for business cards and a timely and trackable e-shot in time for the show.

Grantcf reported an increased number of visitors visiting their stand, many of whom mentioned the email as having spurred them on to visit.



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You're invited to the **Stratford Business Show**



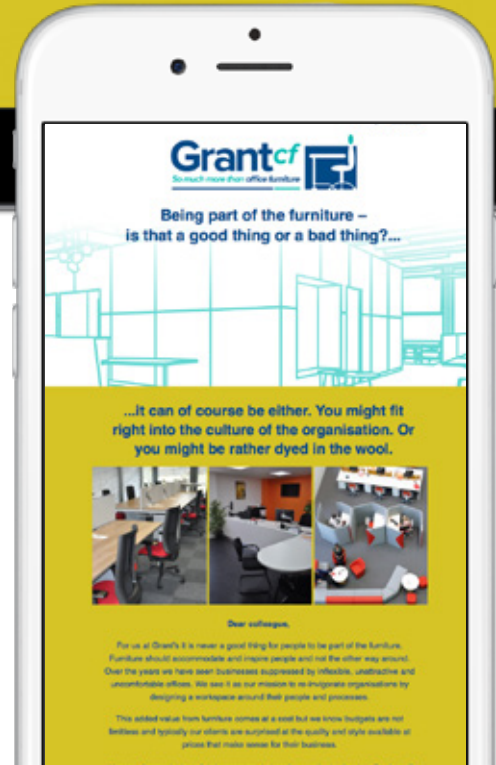
Experience how your home office could look...

Come and try our latest home office furniture at the **Stratford Business Show, The Artshouse Stratford-upon-Avon, September 28th from 9am to 3pm.**

We'll have a selection of great priced furniture that's ideal for a home office. Come and talk to us for advice about how to get the most from limited space or budget. We'll be able to recommend something that will fit your space, budget and be one of the most comfortable experiences you've had.

And of course, if you have a bigger office challenge to plan than we're happy to give you some pointers.

[CONFIRM YOUR PLACE AT THE SHOW - CLICK HERE](#)



Being part of the furniture –  
is that a good thing or a bad thing?...



...It can of course be either. You might fit  
right into the culture of the organisation. Or  
you might be rather dyed in the wool.



Dear colleagues,

For us at Grantcf it is never a good thing for people to be part of the furniture. Furniture should accommodate and inspire people and not the other way around. Over the years we have seen businesses succeed by flexible, unobtrusive and unobtrusive offices. We see it as our mission to integrate organisations by designing a workspace around **both people and processes.**

This added value from furniture comes at a cost but we know insights are not endless and typically our clients are nurtured at the quality and style available at prices that make sense for their business.

## ABOUT GLUED

Glued is a design, marketing and research business 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.

## SERVICES WE OFFER

Design  
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Research



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



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