



DUE DILIGENCE TOOLKIT

GW CONSULTING INTERNATIONAL



Protect YOUR Reputation

“Glued created a sub-brand that supports the marketing of our new subscription service. The documentation is easy to update and access for clients making the end result a great new product.”

Graham Welland, CEO GWCI

Context: GW Consulting International (GWCI) help clients understand the potential business risks of international trade allowing them to take a proactive approach to protect and enhance brand reputation. Glued had previously designed a set of report templates to GWCI to provide a professional on-brand way of providing reports to clients.

The requirement: Over recent months GWCI had developed a detailed methodology and wanted to offer a subscription based service for clients wanting to undertake due diligence.

The GWCI Due Diligence Toolkit was to be a do-it-yourself service that equips a client with everything they need to understand and perform due diligence with ease and confidence.

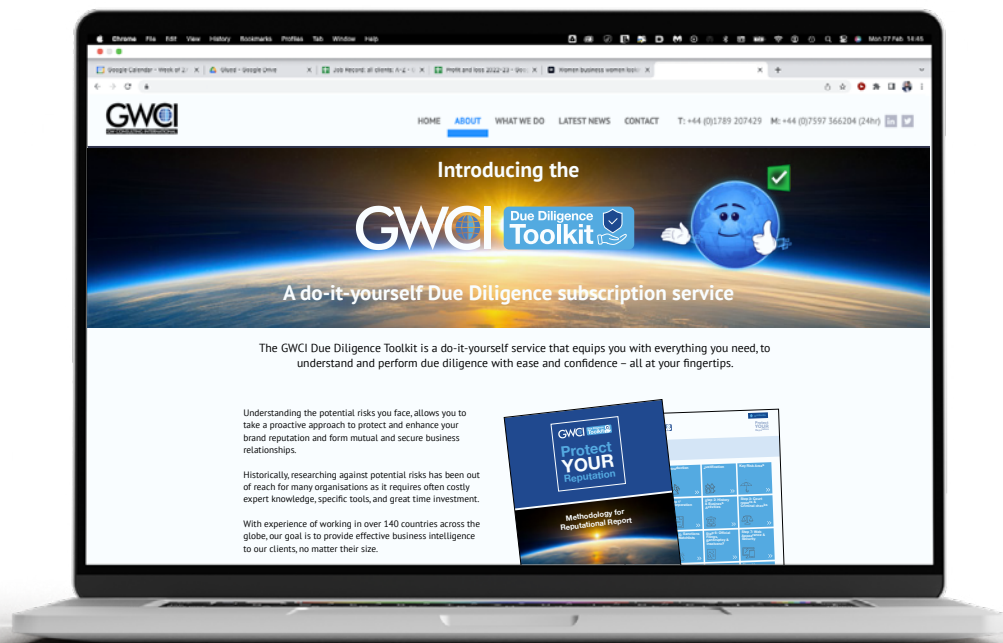
Glued were asked to come up with a sub-brand identity for this service; then apply it to a sales video animation, the full methodology and report templates.

The outputs: As the methodology was a comprehensive document it needed to be easy to access and easy for GWCI to update. Glued created a character that could be used to highlight important information in the methodology and be used as part of the animated video.

After a range of options a friendly earth character was created that was possible to animate and use in printed materials.

The results: A minute long animation was scripted and a voice-over created to bring the new subscription service alive. These brand elements were then applied to the animation, website and templates.

The 100 plus page methodology was created in a Word format which could be easily kept up-to-date as part of the subscription model.



you are looking to trade with?



Historically, researching
against potential risks

Watch the video at: <https://youtu.be/77ABj7XWzqo>



ABOUT GLUED

Glued is a research, design and marketing 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.

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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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