

glued®

CLEAR & HONEST 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 cars. 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

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people – externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.

If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

Brand creation and development
Business support and training
Customer research
Display
Email marketing
Literature design
PPC campaigns
Social media campaigns
Team building
Video and photography
Website design and build

Glued is a brand and marketing agency based in the Worcester, helping your brand and marketing stick – inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



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