

glued®

CLEAR & HONEST MARKETING

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

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.



David Wilson
Founder

0777 900 3818

davidwilson@gluedlimited.co.uk

in www.linkedin.com/in/davidwilsonglued

www.gluedlimited.co.uk

gluedlimited

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.



GLUED. 106 Astwood Road, Worcester WR3 8EZ
www.gluedlimited.co.uk

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