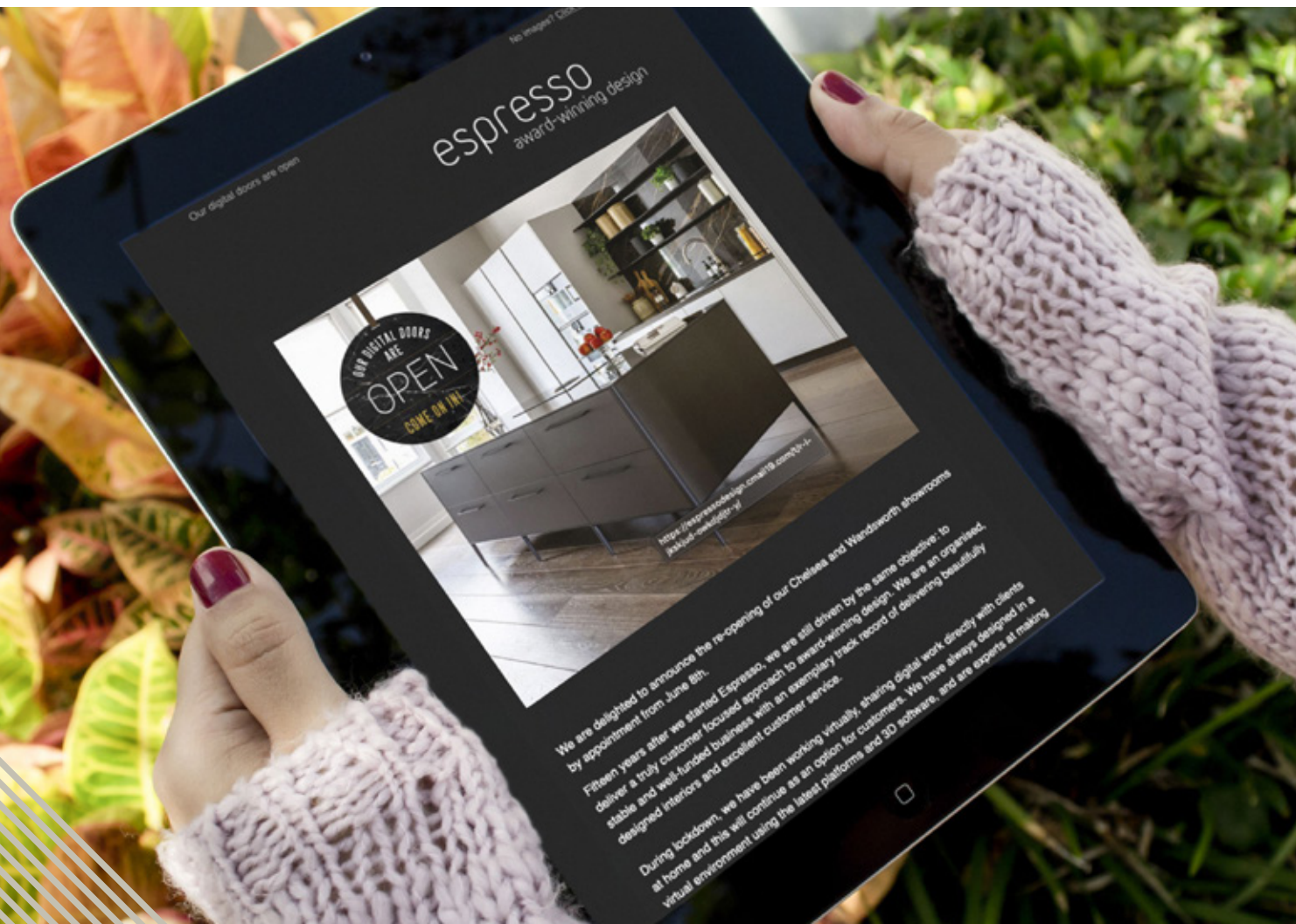


glued®

CLEAR & HONEST MARKETING

DIGITAL DOORS ESPRESSO DESIGN



“Espresso Design have to achieve exceptionally high standards for our clients and we have the same expectations of the people we work with to enable our business. Glued have stepped up to the mark and we look forward to reaping the rewards of work with them as we progressively exit pandemic restrictions.”

Andrew Hamilton Barr,
Director, Espresso Design



Context: Everyone had to find a new way of operating during the Covid-19 pandemic. Some did rather better at it than others. One of those was our client Espresso Design, interior designers described by *The Sunday Times Style Magazine* as offering ‘The world’s coolest kitchens.’.

Espresso Design concluded they needed a new way to communicate with clients and contractors – making themselves as accessible as possible regardless of the restrictions in place.

The requirement: Espresso Design were used to having easy and open communications with the contractors and architects with whom they delivered luxury interiors for clients. With the pandemic restrictions and concerns over spreading the virus a new way had to be found to maintain these relationships and over the longer term to forge new ones.

Espresso Design continued their efforts to deliver on-site and brought forward their plans for publishing virtual tours of their showrooms in Chelsea Harbour and Wandsworth. But how to keep in touch with the wider architectural and contracting community.

The outputs: In consultation with Espresso Design, Glued planned a series of email communications to be sent to Espresso Design’s own database of architects and contractors. The messages for which evolved as the circumstances did, with the announcement of their virtual tours ‘Our digital doors are open’, then moving onto when the showrooms were able to re-open and how visitor and client safety would be maintained.

During this programme of activity the opportunity to communicate with architects and contractors who weren’t aware of Espresso Design became

apparent. Glued profiled and secured sample data for a GDPR compliant, bought-in list. The list was purchased and is regularly communicated with in parallel with Espresso Design’s list.

The results: Through their efforts and innovation Espresso Design have continued to trade successfully during 2020. Being able to bounce back into action each time restrictions were lifted.

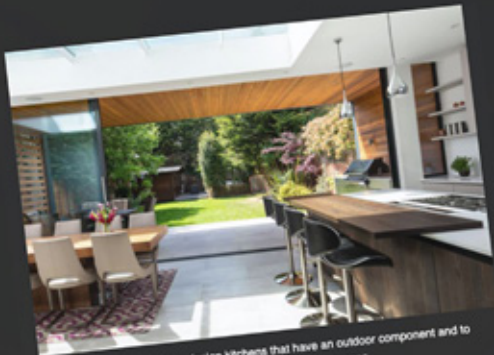
With email communications hitting 30% open rates and in excess of 5% click-to-open rates engagement with architects and contractors has been encouraging. The opportunity to feed the Espresso Design sales pipeline is clear.

Our doors are open

No images? Click here

espresso

award-winning design



Espresso are often asked to design kitchens that have an outdoor component and to achieve a sense of flow between the indoor and outdoor spaces.



Clients are looking for the products, materials and technology that will work in an all-weather environment so they can embrace all the options to create a comfortable, stylish, accessible and functional use of space.



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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