



CLEAR & HONEST MARKETING

IMPROVING REPUTATION

GW CONSULTING INTERNATIONAL



“Glued produced a very professional set of Office templates that our team have found an invaluable tool. They have helped us improve our sales process and success.”

Graham Welland, CEO GWCI

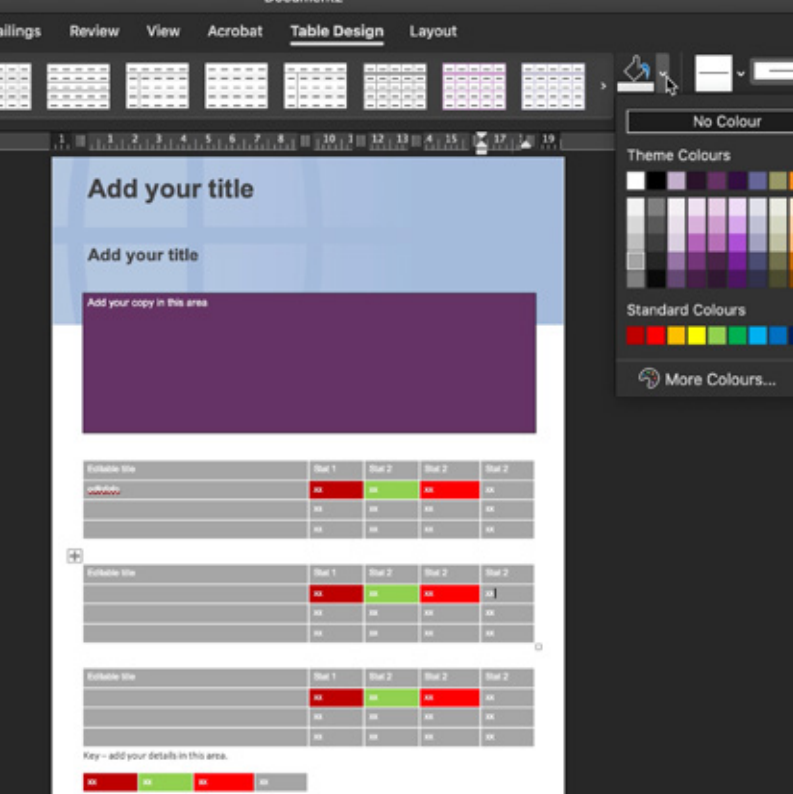
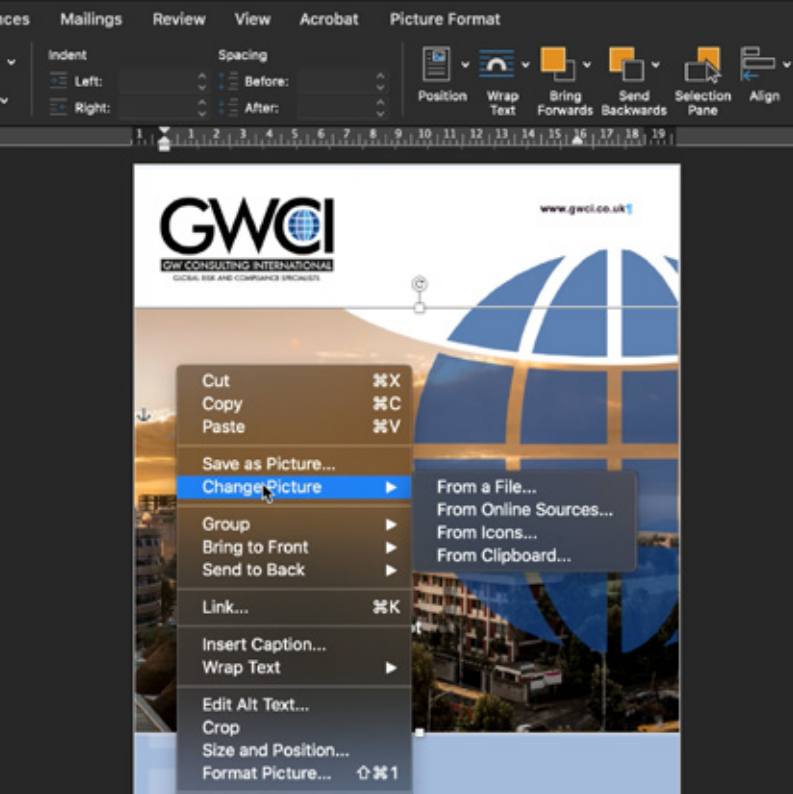
Context: GW Consulting International (GWCI) help clients understand the potential business risks of international trade allowing them to take a proactive approach to protect and enhance brand reputation.

The requirement: GWCI required a toolkit of presentation and report templates that are professional in style. They also needed to be produced in Microsoft Office® format to allow an international team to prepare reports and proposals to GWCI’s clients.

The outputs: A number of templates were created for different stages of the sales process: a top level PowerPoint sales template; Word templates covering Reputational Damage reports; and, a longer in-depth report. In all instances the templates were designed with image masks to allow non-designers to include appropriate images without the need for expert knowledge of image editing software.

Glued produced a set of video guides for GWCI staff to be able to work with the templates and get the most from some of the features built into the toolkit.

The results: The templates created have allowed the GWCI team to produce reports in a format they are familiar with, without the need for a high level of design skills. They have been able to focus time on content and client development rather than agonising over formatting documents into something that is consistently high quality in design. The result is a more lean business that can attract and win new clients.



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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