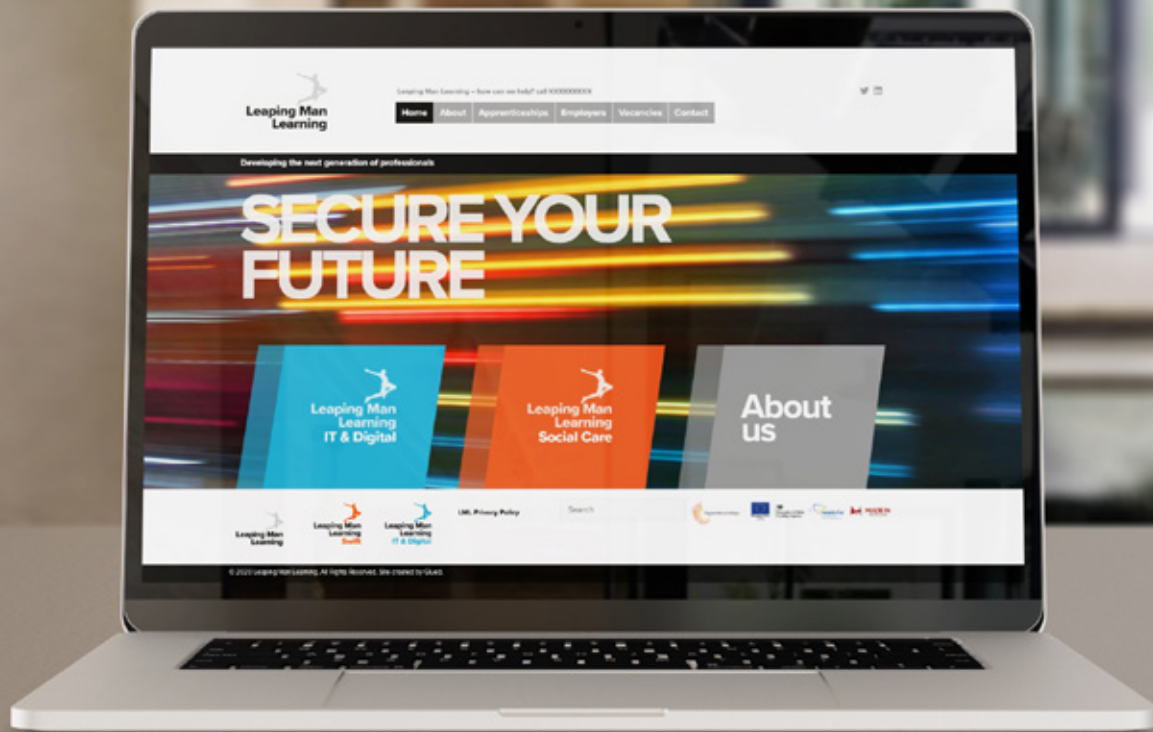




CLEAR & HONEST MARKETING

SECURING FUTURES

LEAPING MAN LEARNING



“We needed to bring our academies together giving cross recognition in a competitive marketplace. Glued provided an ideal solution for signposting, which gives us the platform for success.”

Gary Redmonds, Chair,
Leaping Man Learning



Context: Leaping Man Learning are a ROAPT registered, ESFA approved, provider of high-quality learner and industry focused apprenticeships. Leaping Man Learning deliver apprenticeships in Information Technology & Digital and Education & Childcare.

Leaping Man Learning have supported hundreds of learners and employers over the past decade.

The requirement: Leaping Man Learning had been delivering specialist apprenticeships under two brands called LMPQ (Leaping Man Professional Qualifications) and Swift ACI. Leaping Man Learning wanted to unify its brands and names to improve cross recognition to employers and apprentices.

Glued worked with Leaping Man Learning to identify a new brand architecture to maximise brand recognition in a competitive marketplace.

The outputs: After a full naming review the academy names were unified under the Leaping Man Learning banner.

The IT & Digital academy would use that descriptor whilst the Education and Childcare would retain the Swift name due to market recognition.

The brand essence focused on ‘Developing the next generation of professionals’ – a proposition that is appropriate to each of the academy audiences.

The brand was applied to a WordPress website, marketing materials, signage and learner material.

The results: Leaping Man Learning now has a brand architecture that builds brand recognition and enables effective cross-selling. The academies have expanded into York House in the heart of Birmingham’s finance quarter. Facilities provide apprentices with access to state-of-the-art training workshops as well as environments for personal and independent learning.



SECURE YOUR FUTURE

with the Swift Social Care
Advanced Apprenticeship



About Us

Leaping Man Learning are a ROAPT registered, ESFA approved, provider



Employers

Leaping Man Learning Swift provides employers with an innovative



Swift pathways

An Apprenticeship is a combination of Academy based learning and



Get In Touch

Leaping Man Learning Swift is in the heart of Birmingham.

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

Glued is a registered trade mark of Glued Limited