

*glued*®

CLEAR & HONEST MARKETING

HELPING PEOPLE ACHIEVE  
NEWMAN UNIVERSITY



“Glued’s campaign theme helped to improve our local brand awareness and communicate the values of the University. The monitoring and adjustment of the campaign delivered good value for money and excellent results”

Alison John, Marketing Manager,  
Newman University



**Context:** Newman University wanted to build its brand awareness and applications from its local catchment in Birmingham. The University approached Glued to assist with a through-the-line campaign to build awareness with a mature audience. They might be wishing to change direction as a result of the pandemic but have commitments that studying would have to work around.

**The requirement:** Newman University has a reputation for a great student experience with its small teaching groups and friendly campus. Glued were asked to come up with a campaign theme that could run across paid social media, direct mail and out-of-home advertising. The campaign needed to appeal to people who may have finished studying many years ago or wanted to have a career change.

**The outputs:** ‘You don’t have to go far to get far’ was the resulting campaign theme that could be used as an overarching theme for all channels. It was aspirational and reinforced the local focus. This campaign theme was applied to a paid Facebook / Instagram campaign, out-of-home advertising and a local door drop.

To ensure the impact of the campaign could be tracked QR codes, Google Analytics and Facebook’s Business Manager were used to monitor, adjust and report on the campaign.

**The results:** Applications to the University are up with visits to the campaign website landing page totalling 580 over a 10 week campaign thanks to the Facebook campaign. Through a process of review and refinement updated creative was introduced throughout the campaign to keep the cost per click low: in fact the average cost of was kept significantly lower than similar Newman campaigns at £2.41.

## Facebook campaign impact

**580**   
clicks to landing page

**£2.41**   
average cost per click

**57,253**   
have seen an ad at least once

**4.69**   
the number of times on average  
someone has seen an ad

**268,730**   
is the number of times ads have  
appeared on Facebook / Instagram



## 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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