



BUILDING A POWERFUL LOCAL BRAND

NORTHAMPTON COLLEGE





Branding



E-marketing



Ad campaigns



Web build



Direct mail



Workshops



Brochure design

Context: Further Education (FE)

Colleges are all too often tarred with the brush of being 'second best' to sixth forms and the place for school 'drop-outs'. This couldn't be further from the truth, particularly in the case of Northampton College. Not only was the College committed to improving the opportunities for people otherwise failed by 'the system', but it was also ambitious to grow and strong enough to take a failing college under its wing.

The requirement: How to improve local perceptions of the college against the tide of local sixth form colleges, strong local specialist FE Colleges and prevailing negative perceptions of FE Colleges?

How to position Northampton College as progressive, despite an ageing infrastructure?

How to increase student recruitment to drive expansion and investment?

How to improve self-esteem, and image within the College?

The outputs: the outputs were wide ranging:

- Interviews and workshops with all members of the College corporation
- Academic and support staff workshops
- High street consumer surveys in two conurbations.
- Web base survey on a selected range of proposed identities.
- Joint presentation to a staff conference followed by breakout cascade briefing conducted by facilitators trained by Glued.

The results: The research and senior workshops developed a strong set of agreed values. These were written into the College Strategy and used as the basis to create a new identity for the College.

Research also revealed that the strength of the Northampton College name could amply accommodate a merger with a neighbouring college.

The selected brand not only encapsulated the College values, but also became the vehicle for its proposition to the community and business. It also symbolised the 'hub and spoke' nature of the way Northampton College served its extended geography of operation.

In ensuing years, Northampton College has secured significant investment in infrastructure, improved Ofsted Reports, better student satisfaction, and performance.





“We needed to make an impact because our educational partnership is a unique idea and complicated to communicate. The input we gained from Glued’s strategic involvement in building the brand gave us excellent stand-out at a critical time and the design capability they displayed translated extremely well across the disciplines.”

Susan Lewis, Director of Marketing,
Northampton College



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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