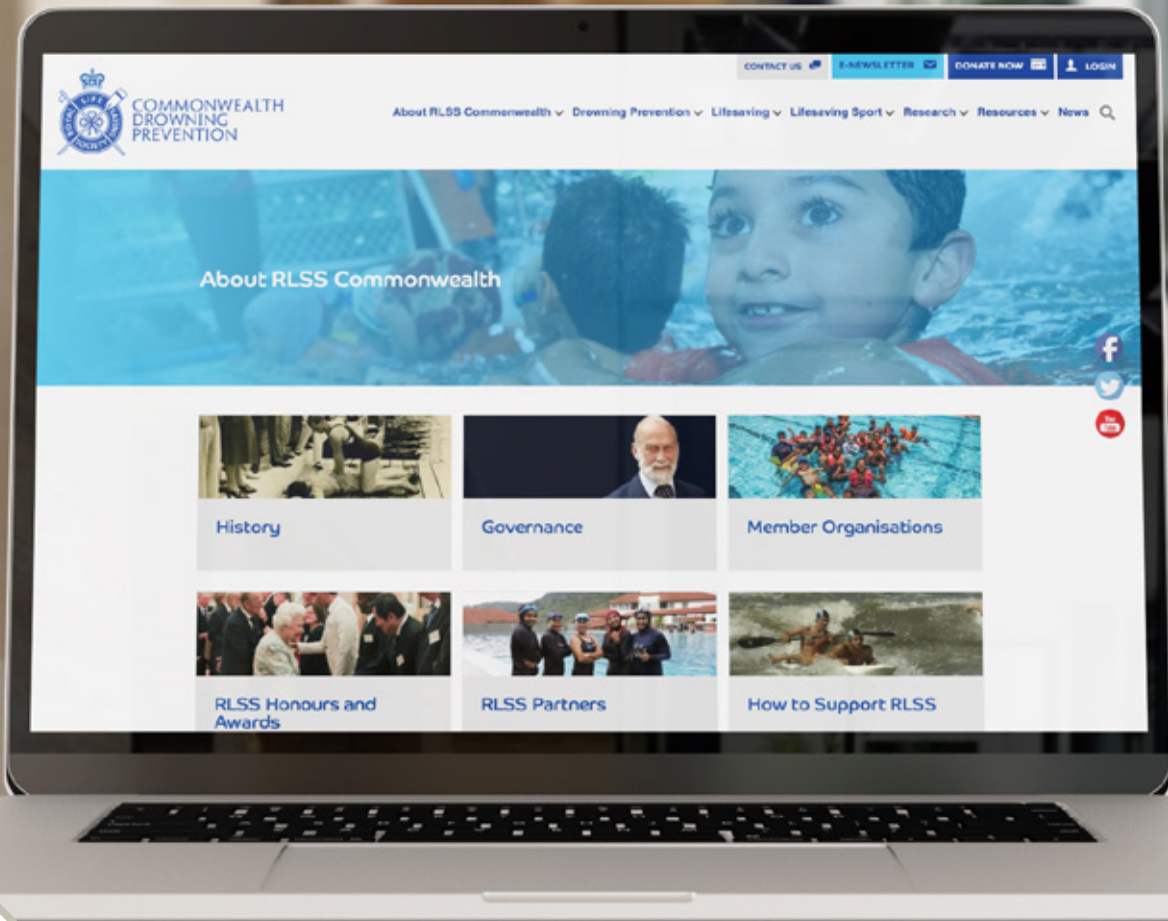




CLEAR & HONEST MARKETING

SHARING DROWNING PREVENTION

RLSS COMMONWEALTH



“Our updated website allows us to easily share knowledge with our Commonwealth members. Glued helped us make the process easier. Our brand is well represented online.”

Emma Harrison, Operations Manager, RLSS Commonwealth



Context: Royal Life Saving Society (RLSS) Commonwealth who takes a leadership role in the 32 Commonwealth countries to advocate for drowning prevention at an inter-governmental level.

The requirement: The RLSS Commonwealth WordPress website had become cumbersome to use. The ability for the RLSS to make updates easily and share content with members and the public was being restrained by an outdated structure and design. Glued were invited to redesign the website from structure through to an improved responsive design. A members area was also needed to start to create a central repository for documents and policies.

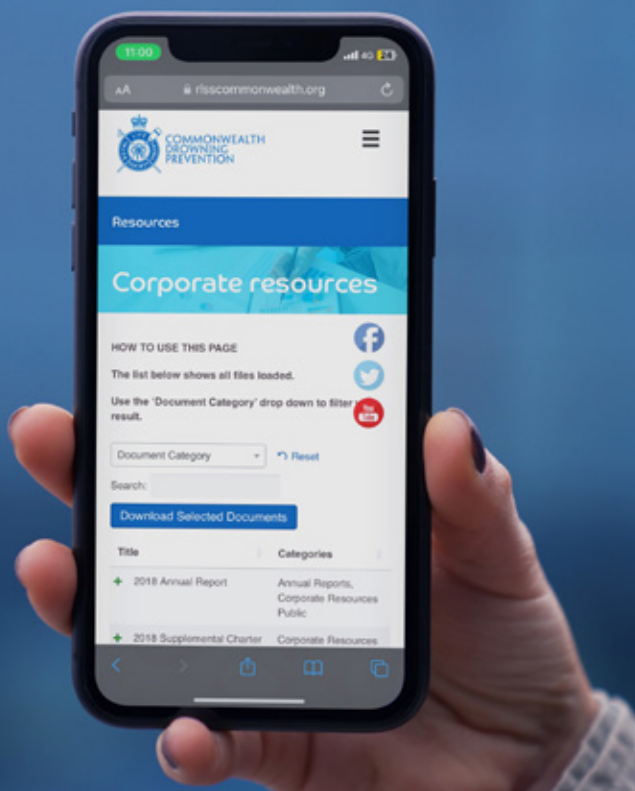
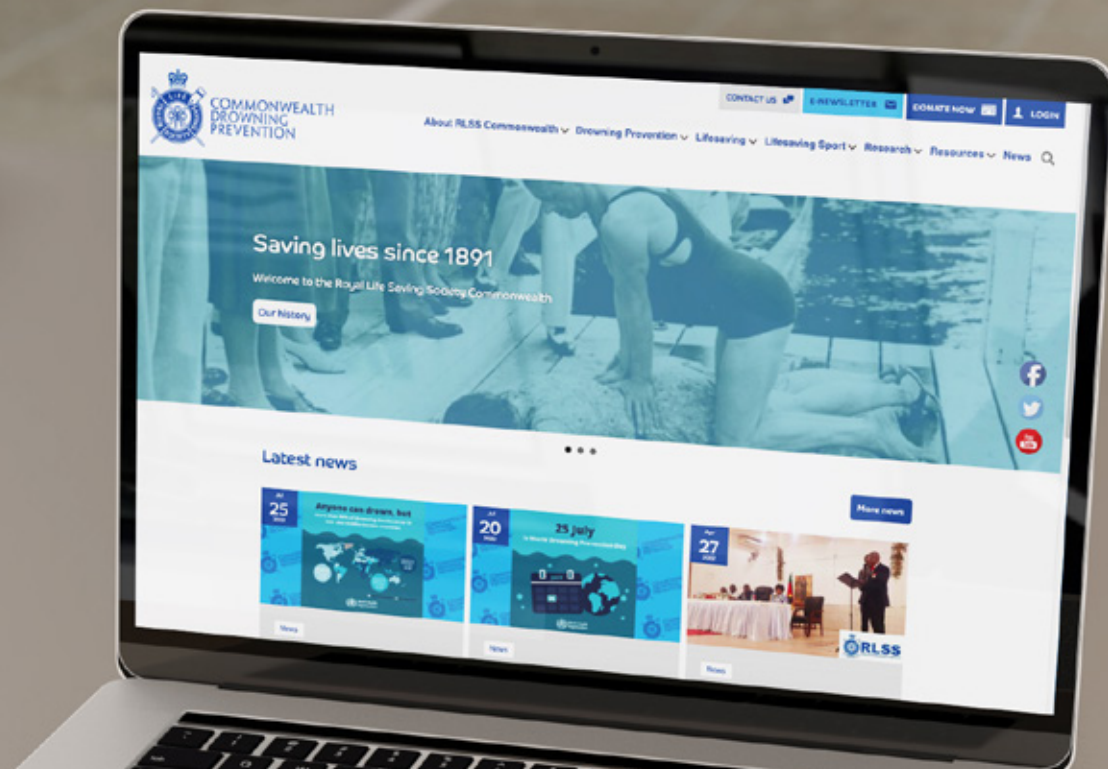
The outputs: WordPress was retained as the core functionality to the site, new easy to use drag and drop layouts were added to pages allowing the team at RLSS Commonwealth to control and edit every aspect of the site.

The design was updated to reflect the brand and allow for a wide range of documents, articles and images to be loaded. Some would be publicly available while others would require member login.

This was all achieved in one WordPress site allowing for easy updates.

The results: After training from the team at Glued, RLSS Commonwealth now make updates on a regular basis and members are using and accessing content.

The members area is now being expanded into a larger document store: allowing important Drowning Prevention information to be shared around the 32 Commonwealth countries.



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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