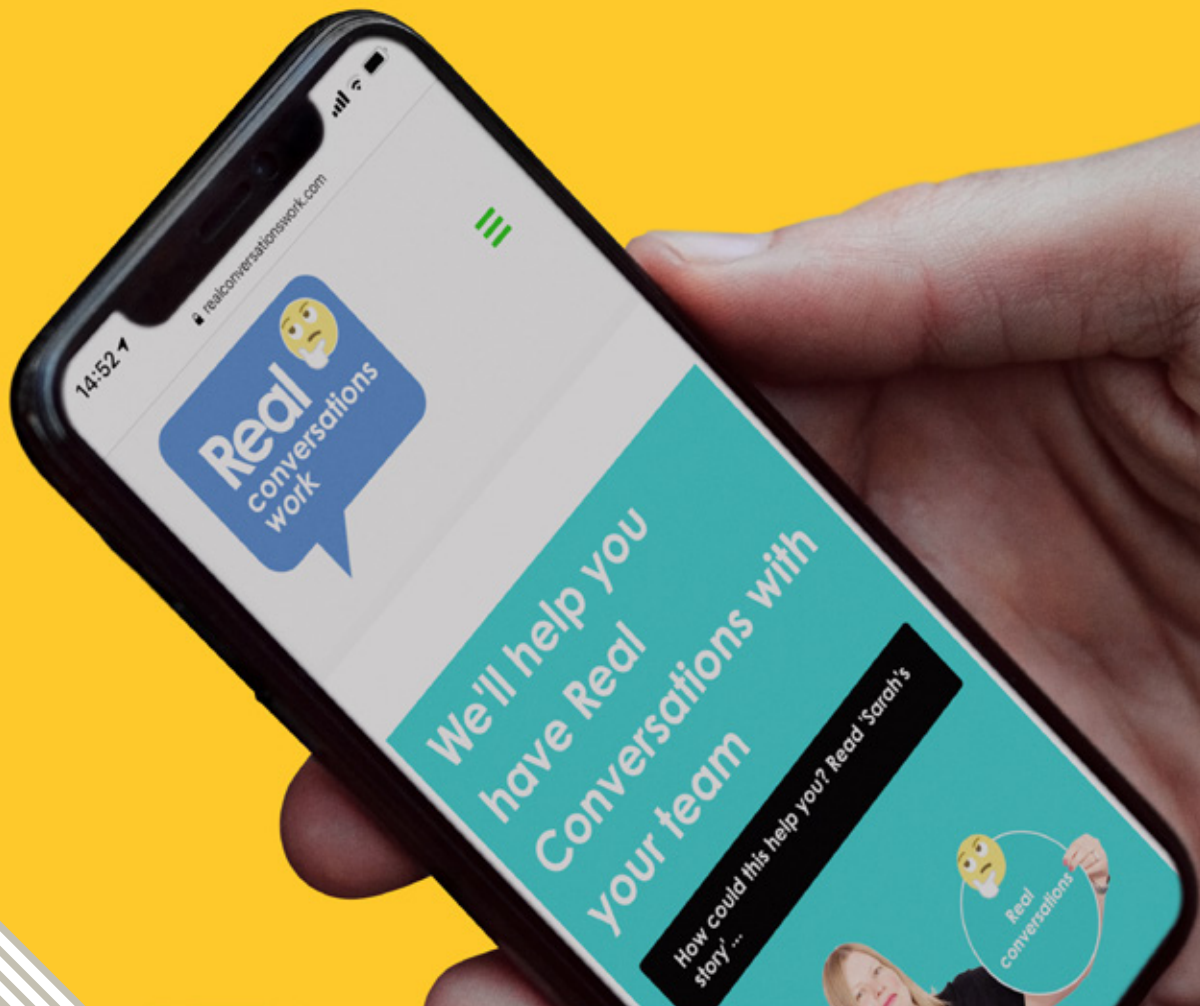




CLEAR & HONEST MARKETING

BRINGING TEAMS TOGETHER

REAL CONVERSATIONS WORK





Context: Sarah Tomson had moved from the corporate HR world to start her own consultancy. During her career to date she has noticed that in many teams issues could arise when people weren't able to have honest and frank conversations with each other. Every leader she'd met had something in common: they were all sitting on at least one tricky conversation that they were putting off having. Avoiding these conversations didn't make the situation any better.

The requirement: Sarah Tomson had been working with Glued to help shape this 'why' since starting Sarah Tomson Associates. Glued had developed a website and marketing for that brand over a few years. Now the business was ready to progress its proposition and brand to 'Real Conversations Work'.

The outputs: Before this rebrand Glued had created a brand look and feel based around a set of emojis that helped to visually communicate this real conversation concept.

For the rebrand this style needed to be incorporated so that it was distinctive to the business. The colours from the original brand were retained and a new logotype created which tied the emojis into the visual brand.

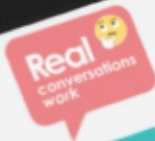
The new brand was then applied to an updated Wordpress site which Glued had created together with social media and digital assets.

The results: A fresh, fun brand was created that has given the business a brand that helps to visually explain what is valuably different about the offer.

“The biggest impact of working with Glued was building our brand and being able to refer prospects to our website knowing it tells our story”.

Sarah Tomson, Founder,
Real Conversations Work





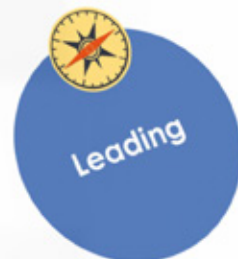
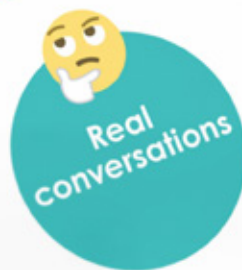
[Home](#) | [Sarah's Story](#) | [Services](#) | [Real Conversations](#) | [Testimonials](#) | [Blog](#) | [Contact](#)
call now 07703 841905

We'll help you have Real
Conversations with your team

How could this help you? Read 'Sarah's story' ...



Helping business owners to build a successful team to grow their business



Leadership & Team Development services for Tech Founders

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