



EVERY INNOVATION STARTS SOMEWHERE
UNIVERSITY OF WARWICK SCIENCE PARK

Hello

Alexander Graham Bell patented his telephone model just hours before a rival inventor in 1876



Every innovation starts somewhere

“The work created by
Glued has given us the
marketing with the
premier feel our
Science Park needs”

David Grindrod,
University of Warwick Science Park

Context: The University of Warwick Science Park (UWSP) is one of the premier Science Parks in the country and needed marketing and on-site branding to match.

The requirement: UWSP had completed a refurbishment of The Venture Centre building which is one of a collection of buildings it manages across Coventry and Warwickshire. An updated suite of property specification sheets, a coffee table brochure hand-out together with drone video and photography would support a marketing drive to attract potential tenants. New hallway graphics were also required to engage visitors at The Venture Centre.

The outputs: Drone and location photography commissioned, Glued managed the filming: the outputs were used throughout the marketing materials. Inside The Venture Centre Glued created a set of wall graphics with the theme: ‘Every innovation starts somewhere’ combining local innovations and inspiring facts. Brochures were created for the Science Park and the Business Innovation Centre, Binley, Coventry.

The results: The drone films were edited together with facts to become animations for social media giving potential tenants an overview of the Science Park.

Fact sheets and brochures give a professional, on-brand feel to all communications and the themed wall graphics create an innovative feel for all visitors to The Venture Centre.



A Science Park with flexible space

190,000 sq. ft.
(174,311 sq. m)
of managed flexible space

Over the last three years the Science Park has supported

-  **240** start-ups
-  **1,171** businesses
-  **218** jobs created



The Venture Centre provides a vibrant working space in a well-equipped environment for tech-based businesses. Starting from just £100 per month, The Venture Centre includes a desk, with internet access, a bathroom and meeting rooms, of which you can book from six to 20 people.

240-1,500 sq. ft.

Units are available on short standard leases of one to three years according to individual circumstances.



**YOUR FUTURE HOME FOR
INNOVATION**

BUSINESS INNOVATION CENTRE

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www.warwicksciencepark.co.uk/property/bikley
BIC_UWSP LinkedIn.com/showcase/business-innovation-centre-bikley

A HIGH QUALITY ENVIRONMENT



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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