

glued®

CLEAR & HONEST MARKETING

ALIGNING PERCEPTIONS

WALKER INSTITUTE





Workshops



Branding



Brochure design



Ad campaigns



Web build



Context: Prior to naming and formation, the Walker Institute had been the initiative of climate researchers who had secured significant funding. The notion was to pool the efforts of the leading climate research organisations in the UK to improve the rate and depth of understanding of our climate. Their collaboration and joint findings would be used to inform and advise government and industry from a scientific perspective unaffected by prevailing pre-conceptions and prejudices.

The requirement: A name was required for the initiative with which members could identify.

The organisation also needed a way to convey its purpose and offering clearly and concisely, while overcoming the popular sensationalisation of the climate. This called for a strategy, materials for launching the organisation, and a foundation for communication as the organisation grew and developed in scale and reputation.

The outputs: This involved:

- interviews with stakeholders, influencers, potential members and partners to establish a rationale for naming and values
- workshops with potential staff, members and partners to articulate a proposition for the institute
- development of vision, values and brand guidelines as a reference point

for what the institute represents, how it goes about its business and how it communicates

- tactical tools to launch and grow the institute.

The results: The name selected was The Walker Institute, named after Sir Gilbert Walker, a pioneer in the understanding of global climate and seasonal forecasting.

A proposition was formulated that communicated the institute's commitment to the hard science of climate change research and the potential benefits for our world – rather than focusing on the popular catastrophic view of climate change.

A set of guidelines was produced that explain and show how the vision and values of the institute are symbolised by the brand look, feel and execution.

Graphic displays, PowerPoints, hand-outs and brochures were created for a launch event that featured the UK Government Chief Scientific Adviser and the University of Reading Vice Chancellor.

The Walker Institute has been operating for 10 years and is now considered the University of Reading's flagship research centre.



'Glued worked with us to develop our proposition, visual identity, our website and print material for the launch. Since then, they have produced a range of brochures and exhibition material for us.

I can't praise Glued highly enough. They quickly gained an understanding of our organisation, our stakeholders and our needs for the brand. They designed beautiful material for us and provided a flexible website solution that has grown with us.

Furthermore, they often respond at very short notice and always make you feel like you are their only client!

They are always incredibly professional, but also flexible, friendly and an absolute pleasure to work with.'

Kathy Maskell, Walker Institute, Communications



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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