



CLEAR & HONEST MARKETING

STANDING OUT IN A CROWD

DE MONTFORT UNIVERSITY CORPORATE





Context: Time and again, De Montfort University Corporate (DMU Corporate) had exhibited at human resource and continuous professional development events, only to feel they had not made the impact they could have.

Interest was difficult to drum up as a result, the enthusiasm of the team was flagging.

All too often, it felt like opportunities were being missed.

The requirement: DMU Corporate were confident that the way their programmes were delivered was different, and more to the point, valuably different than their competitors. But how to express that and use it as a way to attract people to the stand?

Between DMU Corporate and Glued, we felt there must be a way of conveying the flexible, unstuffy, human and practical way that DMU Corporate provided learning.

The outputs: In a creative debate, the client and Glued worked out that having something on the stand with which people could actually engage would increase the footfall and provide the opportunity to pick and choose from the leads that arose. Various games and participation ideas were discussed and mocked-up.

In the end, an idea arose from the way the team engaged clients and prospects in their everyday work, informally discussing challenges, frustrations and solutions over a cup of coffee or tea.

The temptation was simply to invite stand visitors to the exhibition break out areas. But Glued went a step further and designed a welcoming and trendy coffee shop within 3m x 3m shell scheme.

The results: The stand was photographed and commented on even during construction. Once the show was underway, it truly was a show-stopper, with all and sundry dropping in. Despite its diminutive stature, there was even talk of it being nominated as best stand in the show.

A true mark of its success is that, unlike the usual practice of discarding a stand after the show, the DMU Corporate stand is being stored for use at further targeted shows.



“We were overwhelmed by visitors to the stand. It had amazing stand out along a row of conventional shell schemes. Some of the other companies were saying they were going to copy the idea for their next shows. To top it all, because it was such a fun and engaging way to do a show, it not only added to our enjoyment but sustained our energy over the two days. Can't wait for the cafe's next outing!”

Jan Worth, Business Development Manager,
Faculty of Business and Law, De Montfort University



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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