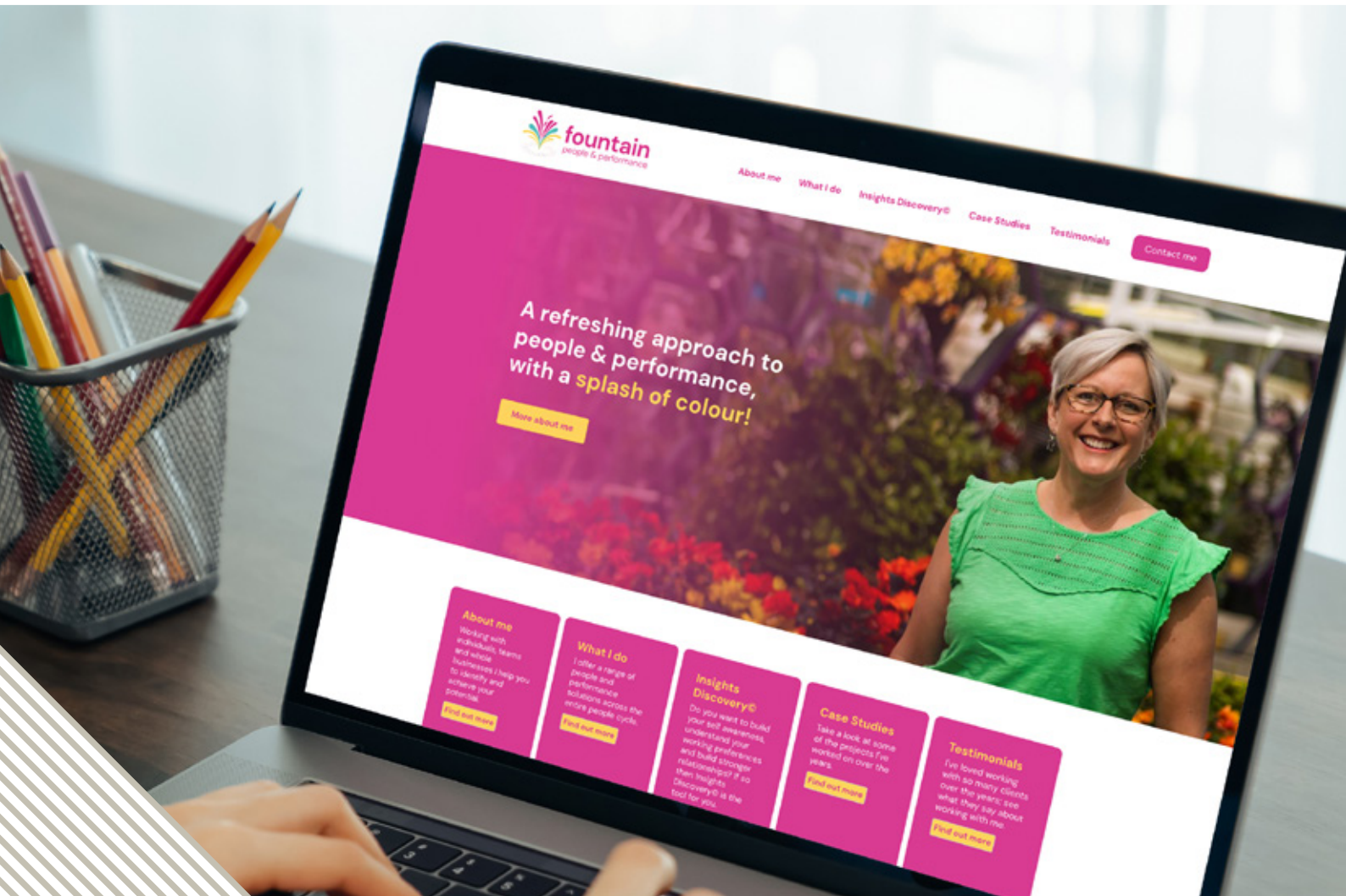




CLEAR & HONEST MARKETING

A SPLASH OF COLOUR FOUNTAIN PEOPLE & PERFORMANCE



“From the first time I met with David and Rob to discuss my re-branding they helped me to gain clarity on what was important to me, the story I wanted to tell and helped me create a brand that really reflected who I am and what I do and brought this to life through my brand and website.”

Sarah Fountain, Owner and Director

Context: Sarah Fountain attended a CIPD meeting where Glued were facilitating a discussion about business and personal branding. The discussion covered how your brand should reflect who you are and what your business does: creating a story that will attract your ideal customers. During the debate Sarah realised that since forming her business in 2017 she hadn't reviewed the importance of her personal brand on how the business communicated. The business was called ODF Consulting – Sarah started to realise that this name didn't reflect her business or its values.

Sarah offers a range of people and performance solutions across the entire people cycle. Implementing the right strategy.

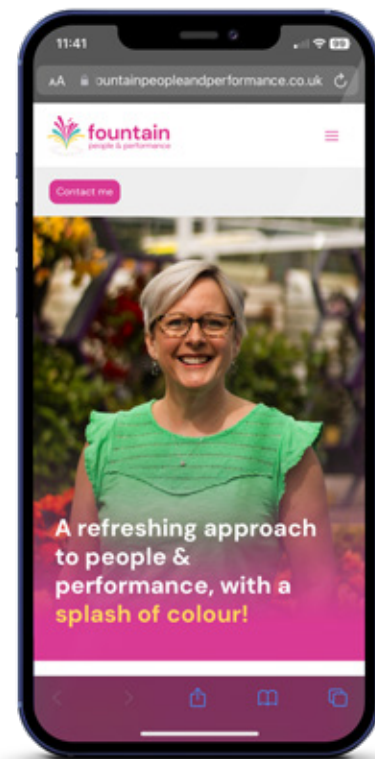
The requirement: Sarah wanted a brand, look, feel and website that reflected her approach and values. Sarah was clear that the business was closer to a personal brand rather than a very corporate business brand. The brand would be called 'Fountain'. Visually the brand should use a range of Sarah's favourite colours, put her at the heart of the brand and visually play on her surname.

The outputs: With such a clear brief, Glued created a range of brand logos with variations of visual plays on the word 'Fountain'. Sarah's son Will is training to be a photographer at college and provided a good set of photography for the new website.

The results: Three bright colours were used in a fountain shape, which reflected the growth of people and spread of knowledge. The words 'people & performance' were added to give the brand context.

Glued created a WordPress website, templates and banners to support a brand launch. The result was a personal business brand that reflected Sarah's bright approach.

Glued also provided a set of templates and guidelines to give Sarah the tools to manage and run her brand moving forward.



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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