



CLEAR & HONEST MARKETING

A MOSIAC OFFERING LOXLEY BUSINESS SUPPORT





“Glued’s process challenged me to look hard at what we did and why it benefited clients. The resulting brand completely reflects what we do”.

Clare Williams,
Loxley Business Support



Context: Loxley Business Support came to Glued knowing they needed to grow the business but didn’t know what that might look like. Through our insight process we helped Loxley to discover what was unique about the offer they had.

The requirement: Glued were asked to objectively research Loxley proposition using our insight process to uncover the valuable difference. The narrative that evolved would be used as the core proposition of a refreshed brand and applied to a new website and online messaging.

The outputs: Glued created a refreshed brand that reflected the personality of the Loxley offer, balancing a professional message with a fresh way of communicating. The new brand was applied to print and screen communications including a WordPress website.

The results: Having an effective messaging framework to communicate the proposition through has given Loxley the confidence to grow the services they offer, by standing out in a busy market place with a brand that reflects how they approach strategy.



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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