

glued®

CLEAR & HONEST MARKETING

BECOMING THE JOHN LEWIS OF THE OUTDOORS

MUTTONS COUNTRY STORE



MUTTONS

FOR EVERY OUTDOOR PASSION

“The countryside isn’t one thing. Neither are our customers. Glued helped us express how we see beyond products and categories to the people, passions and projects that connect them.”

Brendan Mutton, Muttons Country Store

Context: Muttons Country Store had built a strong reputation as a trusted supplier for rural, agricultural and outdoor life, with a range spanning fencing, equestrian supplies, gardening, farming essentials and country living. Yet customers did not live within these categories. The same person might be repairing a paddock, tending a garden, walking the dog and improving a family home. Brendan and Sophie saw an opportunity to move beyond being a respected country retailer and become a destination brand with a broader role in customers’ outdoor lives.

The requirement: Muttons needed a proposition that could support growth, broaden appeal and create deeper customer connection without losing the authenticity that had made the business successful. This was not simply a request for a campaign line. The brand needed a strategic narrative able to unite its diverse offer, differentiate it from transactional online retailers and guide future marketing, content and customer experience. Above all, it needed to show that Muttons

understood the people behind the purchases and could act as a helpful, human guide.

The outputs: Glued carried out a proposition development exercise to uncover what made the Muttons brand distinctive and meaningful. The work revealed a central insight: the countryside is not one thing. Customers move naturally between interests, hobbies, projects and passions, so the brand should not define them by a single activity or product group. Behind every purchase is a person with something they are trying to build, grow, fix, explore or enjoy.

This thinking shaped a strategic narrative based on human understanding, curiosity and community. A roll of wire, a wheelbarrow or a gate was reframed as part of somebody’s wider story, not simply an item in a basket. In a retail environment shaped by automation and price comparison, Muttons could stand apart by caring about what customers were trying to achieve. The proposition also

recognised that curiosity connects outdoor interests, allowing Muttons to support people as they discover new activities.

The work culminated in a clear brand framework. The market position became the John Lewis of the outdoors. The values were helpful, curious, human, community-minded and authentic. The valuable difference was defined as seeing people, not transactions. The core proposition became helping people enjoy more of the life they love outdoors.

The results: The proposition gives Muttons a strategic platform for future growth and brand development. Rather than being defined by product categories, the business now has a unifying story built around the people it serves. This creates opportunities for richer storytelling, stronger engagement, more relevant content and a more distinctive market position. Most importantly, Muttons now has a framework for evolving from a country store into a trusted outdoor lifestyle brand.



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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