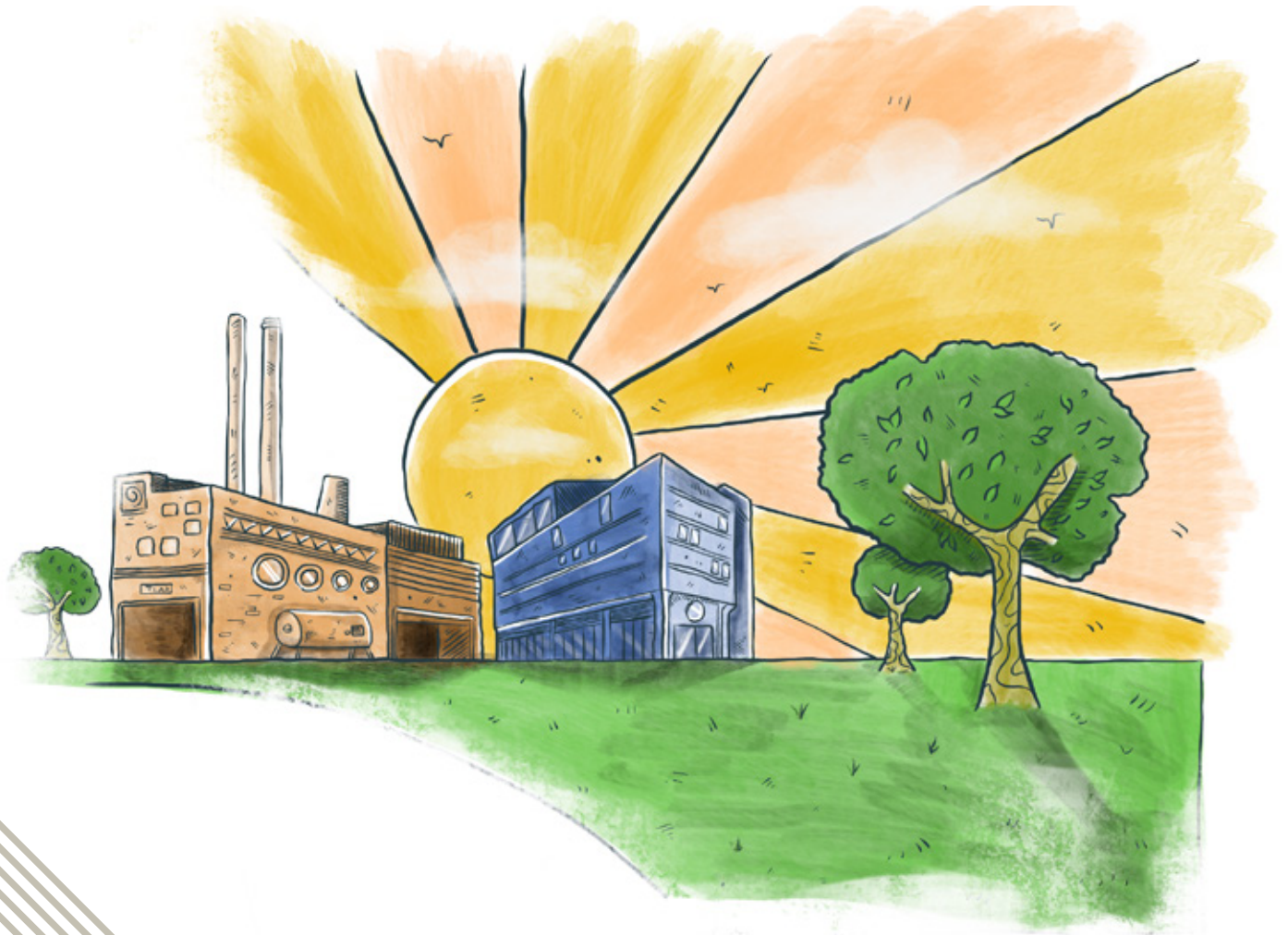


glued®

CLEAR & HONEST MARKETING

SEEING THE WOOD

PURPLE MONSTER



“There’s no doubt we have a clearer view of our future and the part we can all play. Now we need to share this new-found self-belief and confidence with our prospects and clients. I am pleased to say that Glued are working with us to express that.”

Alan Heap, Founder, Purple Monster



Context: Personally and commercially, it is part of the human condition to get so wrapped up in what we are doing that we focus on the task, rather than what we hope to achieve. This is known as ‘not seeing the wood for the trees’.

Purple Monster, experts in engaging people, realised they may have got to this point. They were dedicated to the challenges and high standards of the corporate world, resulting in a cycle of feast and famine, with the accompanying stress and disharmony that brings.

The requirement: Purple Monster were determined to flatten out this disruptive cycle, recognising the way to do this was to introduce a consistent programme of new business. Up until now, business had been secured through referrals. Consequently, there had never been a need to express what Purple Monster actually does, the extraordinary techniques used and the results achieved. Nor had a strategy been

developed to identify, target and sell to ideal prospects.

The outputs: In collaboration with Glued, a programme of interviews, workshops and creative development was implemented. The objective was to understand the core of what Purple Monster does, how and why it does it. Glued distilled this into an expression of their mission, vision and values, setting Purple Monster apart from both competitors.

The results: Experts at telling other people’s stories, Purple Monster had not got around to telling their own. Now sense could be made of the global/local way in which they operate and a path for stability and growth plotted. This has resulted in a revitalised passion for what they do and how they do it, focusing on the raw materials for creating and presenting their offer to existing and new markets.





ABOUT GLUED

Glued is a design, marketing and research business established in 2003.

Our clients often feel that their business could deliver more or perform better, and our process and output is designed to address this.

If your workforce or potential customers are struggling to see what is at your core, the solution lies in articulating your valuable difference in a compelling, engaging and relevant manner.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded in your organisation, internally as a foundation for staff to build on and externally as a basis for communication through effective branding and marketing.

To avoid losing your grip on what constitutes your core values, the answer lies in your internal and external communications, and the consequences on your behaviour.

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    **gluedlimited**

Glued is a research, design and marketing agency based in the Midlands providing everything for your business brand to help your marketing stick.



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