

glued[®]

CLEAR & HONEST MARKETING

THE FRIENDLY BEAR

WARWICKSHIRE EVENTS





“Amazing work from this talented company, created just the right brand with a feel of confidence, inspiration, fun but professional”.

Graham Thomas,
Warwickshire Events

Context: Warwickshire Events required a brand and WordPress website to support a marketing drive and position the company as high end, targeting people arranging weddings and celebrations and event organisers at venues and those involved in hospitality.

The requirement: Warwickshire Events needed a fun, distinctive brand which would inspire customers about their own events. The brand needed to show the business knows how to come up with something truly creative and suitable for events.

The outputs: Glued created a sophisticated yet playful brand using black and white which was applied to a striking website. A set of simple to follow brand guidelines will allow Warwickshire Events to grow the brand message over the coming months.

The results: Warwickshire is associated with a bear as its county symbol so this was the perfect visual cue to create a brand that was strong on personality and recognition. The bursts from the bear and its stance represent the fun nature of what the business does and its central UK location.

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.



David Wilson
Founder

0777 900 3818

davidwilson@gluedlimited.co.uk

[in](https://www.linkedin.com/in/davidwilsonglued) www.linkedin.com/in/davidwilsonglued

www.gluedlimited.co.uk

[t](#) [in](#) [@](#) [f](#) gluedlimited

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.



GLUED. 106 Astwood Road, Worcester WR3 8EZ
www.gluedlimited.co.uk

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