

WK360°

Guaranteeing brand
consistency with **controlled
asset management**

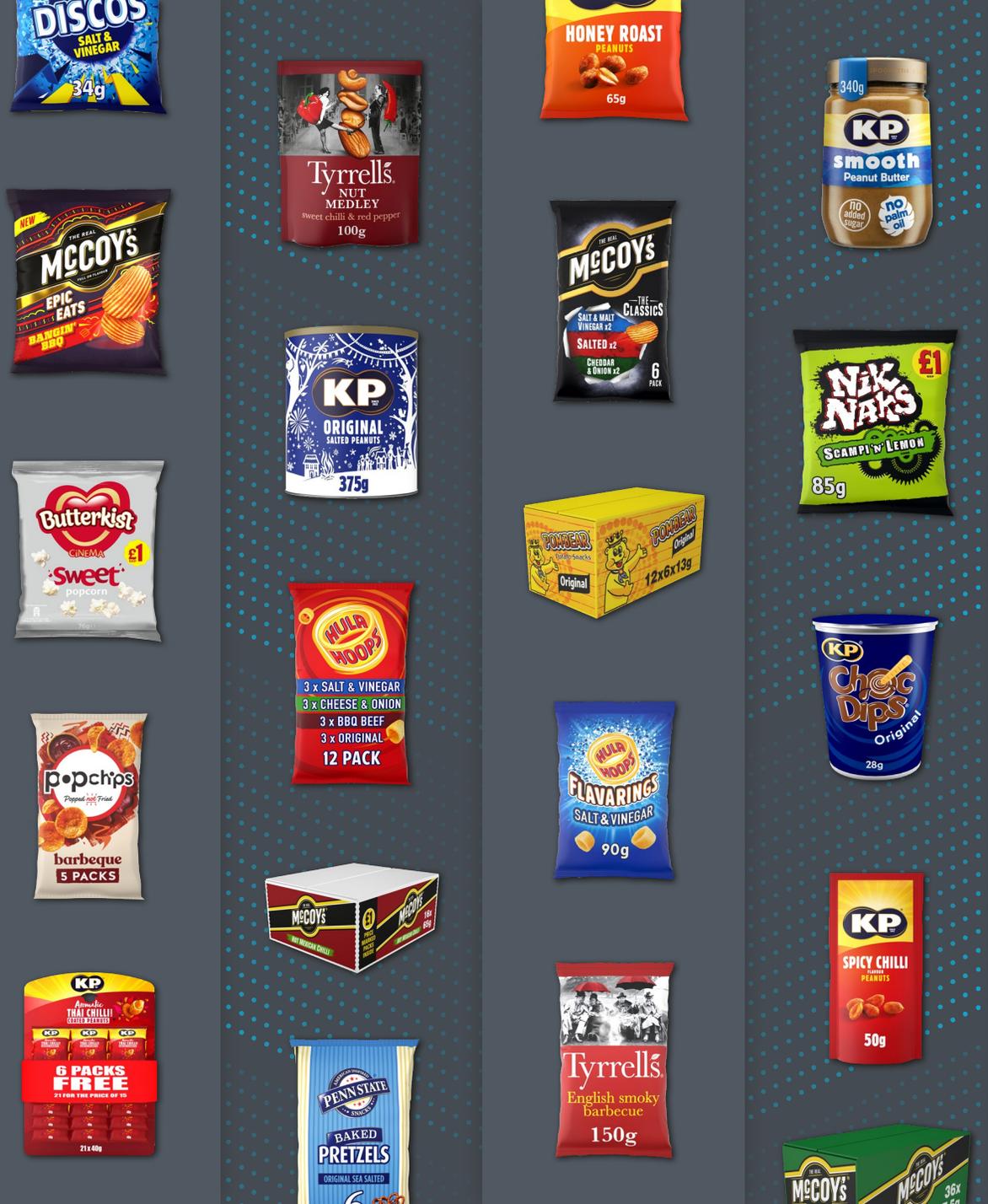
A Digital Asset Management showcase



Control at scale

As brands grow so do their assets. This brand currency needs to be stored safely, accurately and without being recreated every time it crosses a border.

360DAM exists to help brands distribute imagery globally without losing control. It ensures work is created once, localised intelligently, and shared consistently across markets, channels and teams.





The challenge

Global brands face a familiar tension.

Centrally-created assets need to be shared across regions with different languages, regulations and commercial pressures. Local teams need flexibility, but without structure that flexibility quickly turns into duplication, inconsistency and risk.

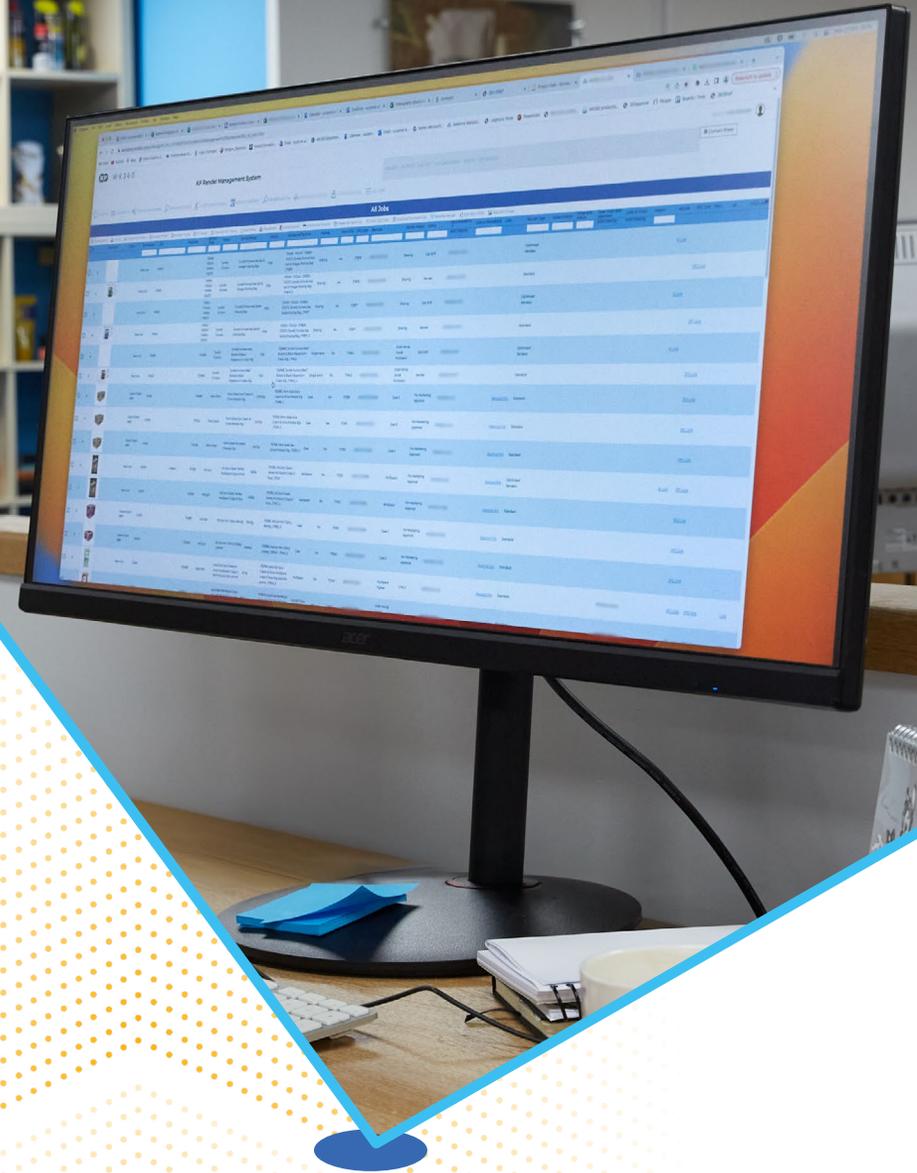
Files are downloaded, adapted, recreated, and over time, brand consistency erodes - not through bad intent, but through lack of control.

The challenge isn't localisation; its distribution whilst maintaining brand integrity.

Why 360DAM exists

360DAM was designed to bring order to global distribution by providing a structured environment where approved assets can be stored, shared, and accessed with confidence.

Rather than letting files scatter across markets, 360DAM gives brands clarity over what exists, what is approved and where it can be used.





Global distribution in practice

For global brands, imagery and artwork must work across markets with very different rules, requirements and constraints.



WD-40 used 360DAM to distribute centrally created brand packs across multiple territories. Assets were created once, then localised and delivered through clearly defined market folders. Each region accessed only its approved assets –which had been tailored to local requirements while remaining aligned to the global brand standard.

This ensured campaigns could roll out quickly and consistently, without local teams recreating the same assets again and again.



The same model was applied for Cereal Partners Worldwide (CPW), where WK360 produced on-pack promotional assets for markets around the world.

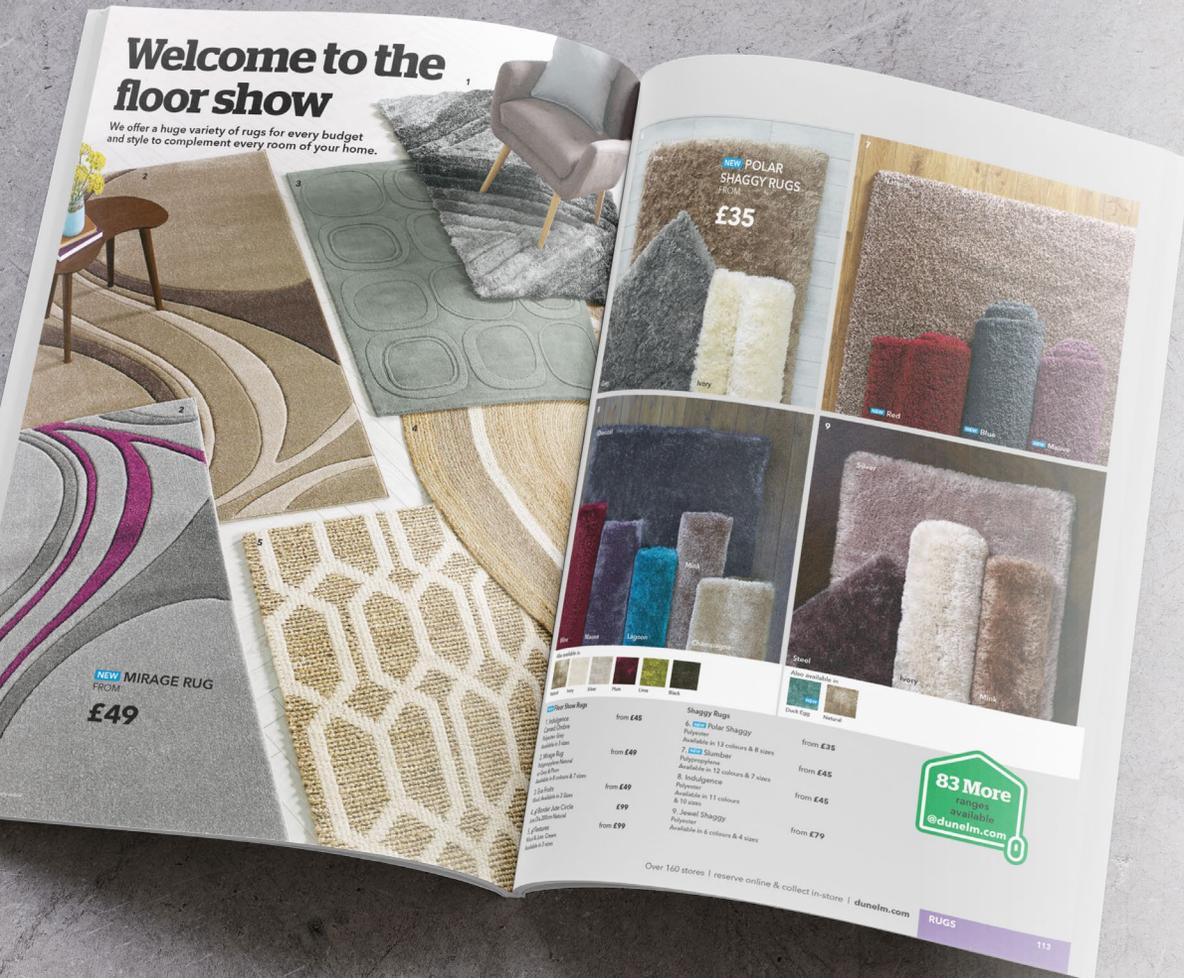
On-pack promotions are highly regulated, with rules differing significantly from country to country. Using 360DAM as a central hub, WK360 distributed approved promotional artwork to each global market, ensuring local teams had access to the correct versions for their territory - and only those versions.

This approach allowed CPW to:

- Maintain compliance across markets
- Control versioning and approvals
- Avoid duplication and error
- Launch promotions globally with confidence

In both cases, work was created once, localised responsibly and distributed with control, protecting brand integrity while supporting global scale.





Dunelm needed more than just storage; they needed a bespoke launch control point to manage accurate version control and distribution, ensuring that every team and partner accessed the right version, in the right colour, at the right time.

We worked directly with Dunelm’s photography, taking raw imagery and applying full colour management to ensure assets were production-ready and consistent across channels.

Once processed, imagery was:

- Organised into clear, logical product groups
- Uploaded into the DAM as approved, final assets
- Tagged with structured metadata to enable fast, accurate searching

The DAM was extended beyond internal teams to approved PR agencies, giving them direct access to the imagery they needed without relying on Dunelm’s internal teams to manage requests.

This shift removed a significant volume of manual work, reduced email traffic, and ensured PR activity always used the correct, colour-accurate assets.



Control without restriction

360DAM doesn't limit creativity. It protects it.

By defining where approved assets live and how they're accessed, brands can move faster without second-guessing whether the right version is being used. Rather than limiting access, it focusses it, allowing local teams better clarity over what they can access, whilst the central teams gain greater oversight with less administration and room for error, preserving brand integrity.



Designed for real brand environments

360DAM supports the realities of modern brand delivery by allowing instant access that isn't reliant on human interaction.

- Multimarket campaigns
- Localised imagery and messaging
- Packaging, POS, e-commerce and campaign assets
- Ongoing reuse and adaptation

It works quietly in the background, ensuring distribution remains organised, traceable and dependable, even as scale increases.

The outcome

With 360DAM in place, brands are able to:

- Distribute imagery globally without duplication
- Reduce the risk of incorrect or outdated assets being used
- Maintain consistency across markets and channels
- Support faster launches with greater confidence

Assets stop being files that travel uncontrolled; they become trusted building blocks for clear, consistent, and confident brand delivery.



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Marketing Imagery Packaging

Launch fast
Launch at scale
Launch with ease

Always on brand.