



WK360°

**Consumer brands scaled
creatively, produced precisely
and delivered consistently**

Consumer brand showcase



Designed to be experienced

Consumer brands are built through customer experiences. Every interaction adds up to how a brand is understood and trusted. WK360 works alongside consumer brands to shape and deliver those experiences, helping them show up consistently and creatively wherever their brand lives.





The challenge

For consumer brands, visibility is everything - but its valueless without consistency.

As brands grow, they appear in more places, more often. But if what the customer sees online doesn't quite match what they see in their hands, immediately the confidence begins to erode.

The challenge isn't coming up with ideas; it's making sure every expression of the brand feels intentional, connected and unmistakably from the same brand.

How we help

WK360 helps consumer brands bring clarity and consistency to their presentation.

We work across creative, production and delivery with one focus: making sure brand expression holds together wherever it's experienced. The work is shaped with the end user in mind - not as isolated outputs, but as part of a wider brand ecosystem.



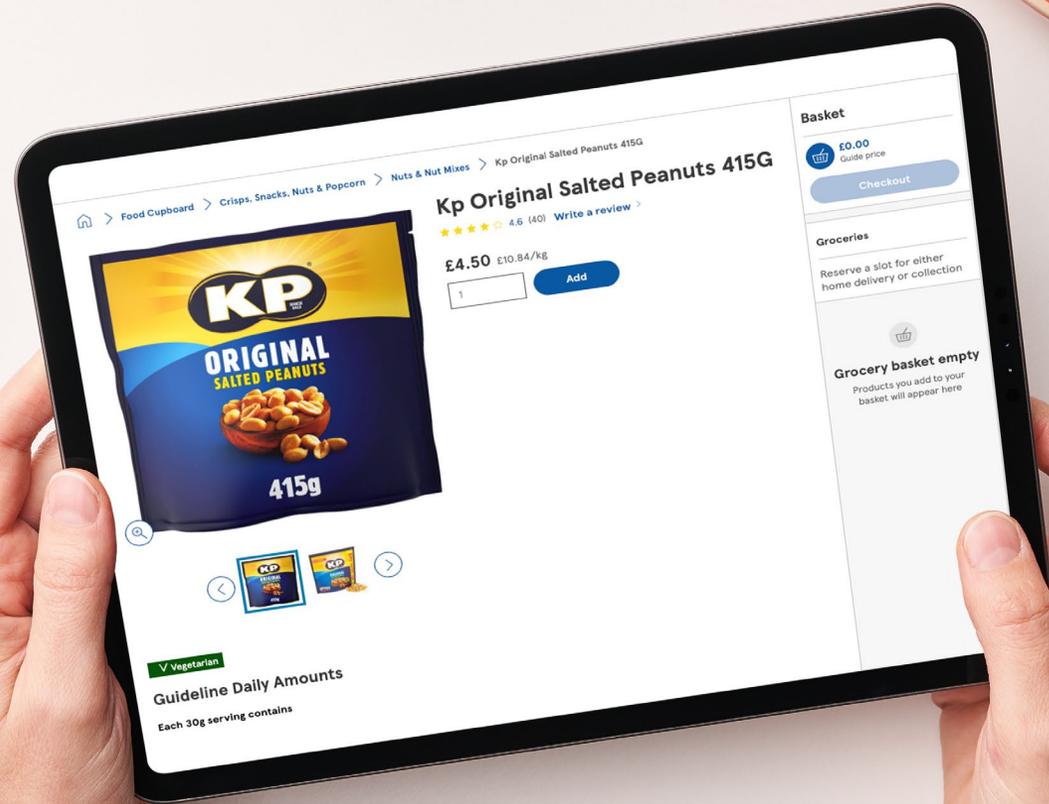


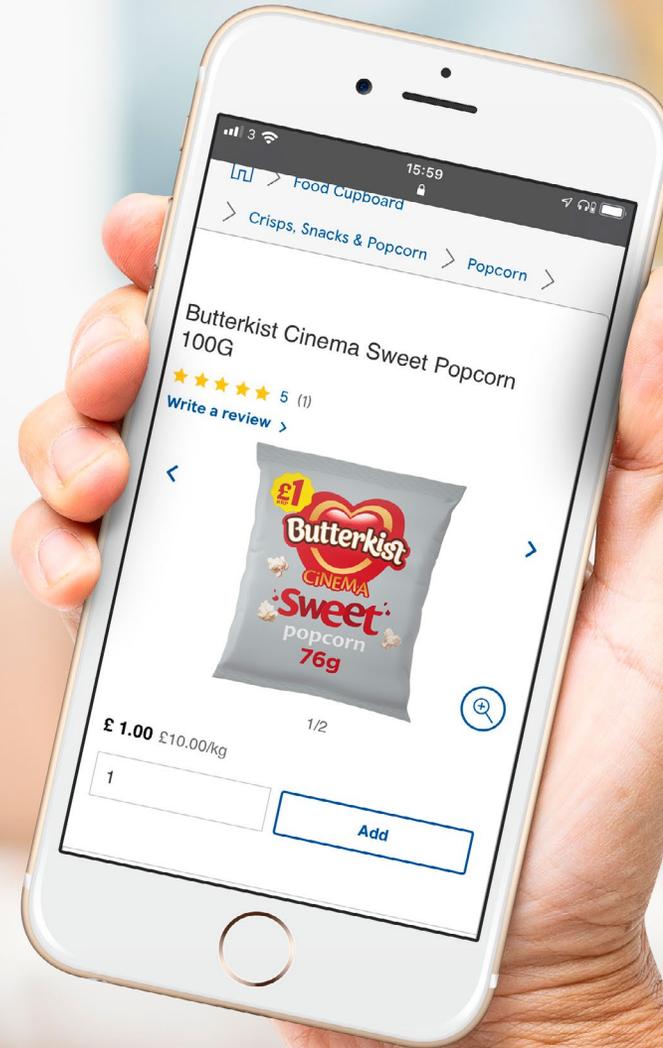
Dunelm

For brands like Dunelm, this meant creating colour-accurate imagery that could be used confidently across packaging, catalogues, e-commerce and in-store materials, meaning that what customers saw online matched what they found in store.



For KP, imagery and packaging had to work just as clearly on mobile screens as they did on shelf, supporting fast, confident purchasing in e-commerce environments.





 **Electrolux**

For Electrolux, adaptable visual content allowed marketing campaigns, digital activity and supporting materials to feel connected, even when produced at speed.

Brochures, e-commerce content, packaging and marketing assets aren't treated as separate deliverables. They're built from the same visual foundations, using shared imagery, consistent design language and a clear understanding of where and how the brand will be experienced.







Bringing brands to life

Across photography, CGI, brochures, packaging and marketing creative, our role is to help brands feel considered and coherent.

In bathrooms and interiors, brands such as Aqualisa, Niko Bathrooms and bathstore use imagery, CGI and print to help customers visualise products in real settings - creating confidence before purchase.

In fashion and accessories, including Poetry, Wrap, Osprey and Pelham, consistent imagery and campaign content help maintain a clear brand aesthetic across collections and channels. Colours look the same in-store as they do in a catalogue and online.

For industrial and home maintenance brands like Honeywell Home, WD-40, Black & Decker, DeWalt and Bunnings Greenham, marketing, packaging, in-store POS and product content needs to be clear, robust and reliable - built to work in real-world conditions.

Different outputs, different contexts - one joined-up brand presence.



The outcome

When imagery, packaging, e-commerce and marketing are created as part of the same system, brands move more confidently. Teams spend less time fixing inconsistencies and more time building momentum, whilst customers experience the brand as clear, familiar and trustworthy – wherever they encounter it.

That's what we help consumer brands achieve: work that looks right, feels right and performs in the real world. It's why our promise Launch Fast, Launch at Scale, Launch with Ease, and Always on Brand, is the mantra that we live by, and the brands we work with rely on.



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Marketing Imagery Packaging

Launch fast
Launch at scale
Launch with ease

Always on brand.