# WK360

# Creating brand-right imagery before products even exist

### Product CGI showcase

# Create. Launch. Scale.
# Before it's real.

For consumer brands, the pressure to get to market early has never been greater.

At WK360, we use CGI as an extension of the creative process, helping brands create fast, accurate and flexible product imagery that works across packaging, e-commerce and marketing – often before a product physically exists.

# The challenge

For product brands, timing is everything. Bringing products to market has never been more time-critical, but with traditional photography still relying on physical elements, this results in delayed launches, duplicated effort and inconsistent imagery across channels.

The challenge isn't just speed – it's making sure early content still feels brand-right.

# How we use CGI

We use CGI to build accurate digital products from finished artwork, CAD data or approved designs, helping brands move seamlessly from idea to execution, creating imagery that's ready for e-commerce, marketing and packaging almost instantly.

Our approach follows three simple principles: creative accuracy, production efficiency and confident delivery.

# Creative.
# Building accurate, flexible product imagery

Before CGI is used creatively, it must be built accurately. Correct proportions, finishes, colour and detail, this accuracy allows the same product to be used confidently across different settings and formats.

# 34 ST JOHN

For 34 St. John, this meant creating CGI product imagery that could support e-commerce launches before physical stock existed, ensuring the brand could go to market at scale from the start without compromising quality or consistency.

**"[WK360] make our bathroom products too irresistible not to purchase by way of stunning imagery."**
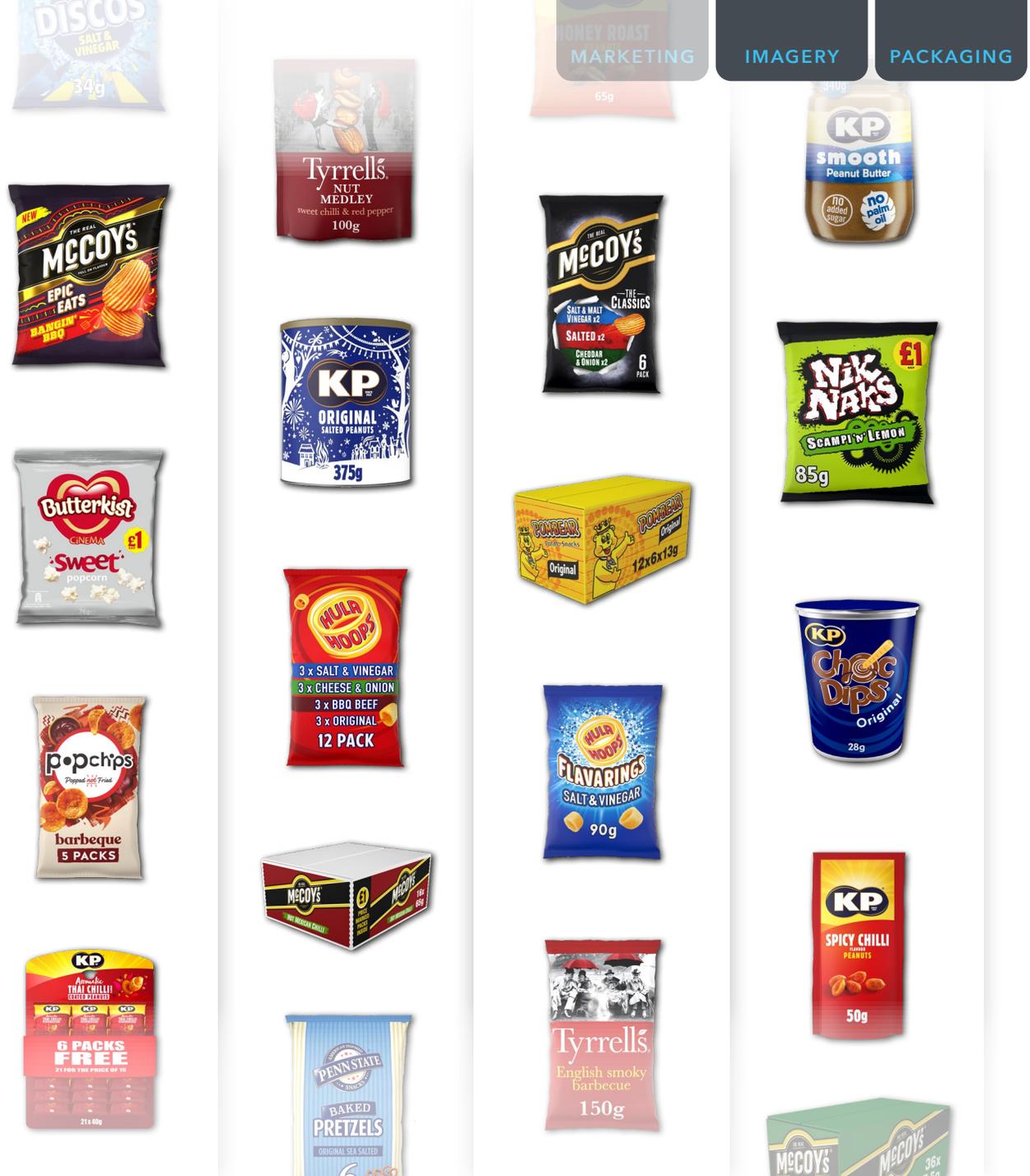
WK360°

For KP, CGI allows product imagery to be created the moment packaging artwork is approved, enabling content to appear online, in marketing and across digital platforms well ahead of production.

Once the product exists digitally, it becomes highly adaptable:

• Clean cutouts for e-commerce

• Product-led marketing imagery

• Pack visuals for digital shelves

• Consistent imagery across multiple formats and channels

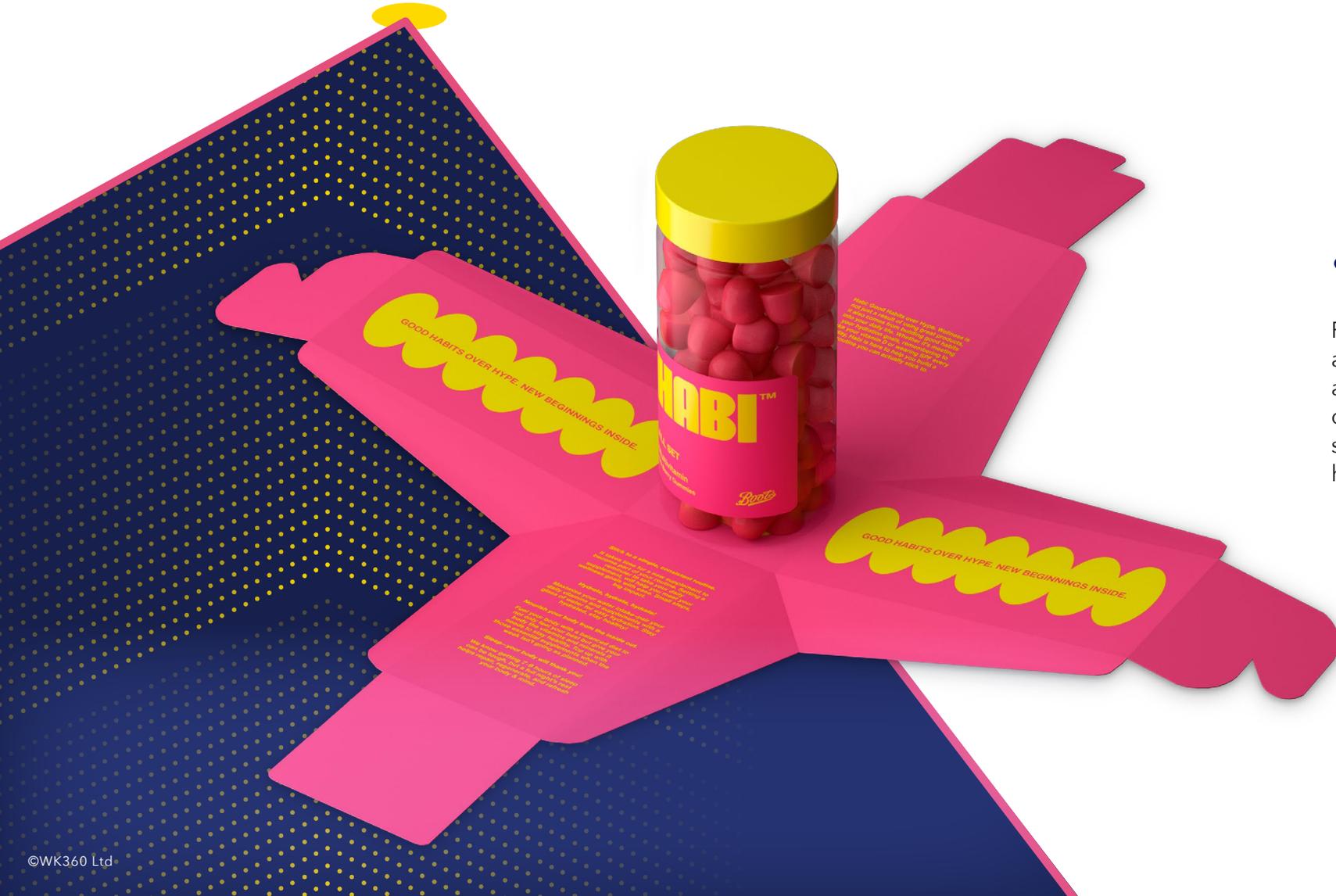One product. Many uses. One clear brand expression.

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# Production.
# Scaling content without slowing down

As ranges expand and variants multiply, CGI allows brands to scale content quickly and consistently, without repeating the same processes.

For Boots, where WK360 manages packaging artwork across large product ranges, CGI allows e-commerce imagery to be created directly from approved packaging – ensuring speed, consistency and accuracy across hundreds of SKUs.
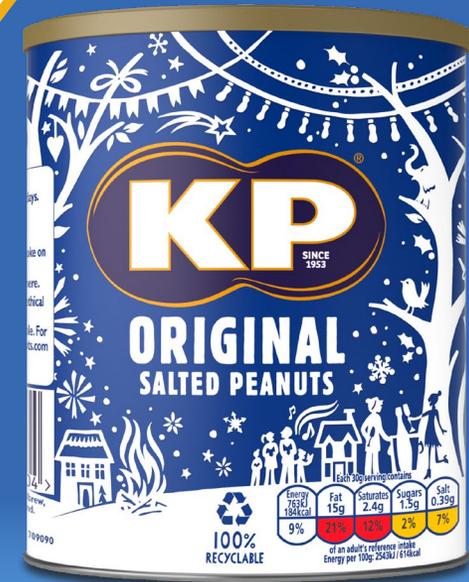
For KP, CGI supports rapid rollout of multiple product variants, formats and optimised e-commerce imagery without waiting for each physical pack to exist.

This approach reduces duplication, removes unnecessary delays and keeps content production moving at the same pace as the brand.

**Digitally optimised**

**On-shelf version**

# Delivery.
# Ready for every channel

Creating the image is only part of the job. Making sure it's used correctly is what protects the brand.

All CGI imagery is colour managed, approved and stored centrally, ensuring the right version is always used. Assets are delivered in the formats required for each channel, whether that's e-commerce platforms, marketing teams or retail systems.

For FMCG brands, this includes delivery through Brandbank, ensuring imagery is accurate, consistent and ready for use across retailer environments.

The result is content that moves easily from packaging to e-commerce to marketing without rework, confusion or compromise.

# The outcome

By using CGI as part of a joined-up creative process, brands are able to:

- Launch e-commerce and marketing activity before production is complete

- Maintain a consistent product appearance across all channels

- Scale content efficiently as ranges grow

- Reduce pressure on internal teams and timelines

Most importantly, it enables them to show up confidently even when everything is moving fast.

# WK360

Marketing  Imagery  Packaging

## Launch **fast**
## Launch **at scale**
## Launch **with ease**

### *Always on brand*.