



WK360

Showing up consistently, everywhere

WD40 marketing production showcase

In partnership with



Unmistakably WD-40

WD-40 is one of the world's most recognisable brands. Trusted, familiar and instantly identifiable, it plays a role in everyday problem-solving across homes, workshops and industries worldwide.

With that level of recognition comes responsibility. Every campaign, pack, video and in-store execution needs to feel unmistakably WD-40 - no matter where it appears or which market it's created for.

Our work with WD-40 helped the brand show up consistently, confidently and at scale - across video, packaging campaigns, point-of-sale and marketing content - without losing the clarity and character of this trusted brand.





The challenge

Global reach creates global complexity.

WD-40 needed to launch campaigns across multiple markets, platforms and retail environments, often at pace. Video content had to be created, localised and deployed quickly. In-store materials needed to stand out without fragmenting the brand. Packaging-led campaigns had to feel connected to wider marketing activity.

Without a joined-up approach, there was a real risk of duplication, inconsistency and diluted impact. WD-40 needed a partner who could help unify execution, protect brand consistency and make global rollout simpler and more efficient.



How we help

WK360 supported WD-40 as a launch partner across multiple brand touchpoints.

Working closely with internal teams, we helped translate campaign ideas into practical, repeatable assets that worked across video, point-of-sale, packaging campaigns and marketing channels. We ensured the brand looked, felt and behaved consistently - whether content was being used in one market or many.

This joined-up approach allowed WD-40 to create once and deploy everywhere, without compromising speed, clarity or brand integrity.





Video that works everywhere

Video plays a central role in WD-40's campaign activity.

WK360 produced video content designed to scale – including core campaign films, supporting edits and localised versions. Content is created with global reuse in mind, allowing messages to be rolled out quickly across markets while remaining unmistakably on brand.

By centralising production and building video assets for flexibility, WD-40 was able to reduce duplication, speed up launches, and maintain a consistent tone of voice wherever campaigns appeared.



In-store presence with impact

In retail environments, WD-40 needs to cut through quickly and clearly.

WK360 supported the brand with point-of-sale and display materials designed to attract attention while reinforcing familiarity. Campaign visuals, messaging and product cues are carried seamlessly from packaging and video into the physical retail space, helping customers recognise and trust the brand instantly.

This consistency between in-store and wider marketing activity strengthens recall and reinforces brand confidence at the moment of decision.





Packaging-led campaigns

Packaging plays a key role in how WD-40 campaigns are experienced.

WK360 helped ensure packaging-led activity aligned with broader campaign messaging, meaning what was seen on shelf connected naturally with what was seen online, in video or in-store.

By treating packaging as part of the wider campaign ecosystem – not a standalone element – WD-40 was able to reinforce recognition and clarity across every touchpoint.



WD-40

PRODOTTO MULTIFUNZIONE

FLEXIBLE
CANNUCCIA FLESSIBILE

Raggiunge i punti più difficili



- Arresta i cigolii
- Elimina l'umidità
- Pulisce e protegge dalla ruggine
- Blocca i bulloni e le parti arrugginite
- Allenta i meccanismi bloccati

600 ml
Non contiene silicone

In-store presence with impact

By working with WK360, WD-40 has been able to:

- Launch campaigns more quickly across multiple markets
- Maintain brand consistency across video, packaging and in-store execution
- Reduce duplication through reusable, scalable assets
- Strengthen brand recognition and trust at every customer touchpoint

Most importantly, WD-40 continues to show up as one clear, confident brand – wherever and however it appears.



"[WK360 helps with] positively **communicating our brand** across the breadth of marketing touchpoints."

W K 3 6 0

Marketing Imagery Packaging

Launch fast
Launch at scale
Launch with ease

Always on brand.