WK360

Helping KP bring its brands to the digital shelf

Optimised product imagery for a growing portfolio

In partnership with KP



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CGI product cut-out digitally composited into real-life environment using AI.

Keeping pace with KP's portfolio

KP's teams manage a portfolio of familiar snack brands, with new flavours, pack sizes and seasonal launches creating a continuing need for product imagery.

They need images that reflect each pack accurately and stay consistent across the range.

WK360 supports that work by producing CGI imagery for product launches and ongoing marketing.



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CGI product cut-out digitally composited into real-life environment using AI.


AMERICAN INSPIRED
PENN STATE
SNACKS
BAKED
PRETZELS
SOUR CREAM & CHIVE
FLAVOUR

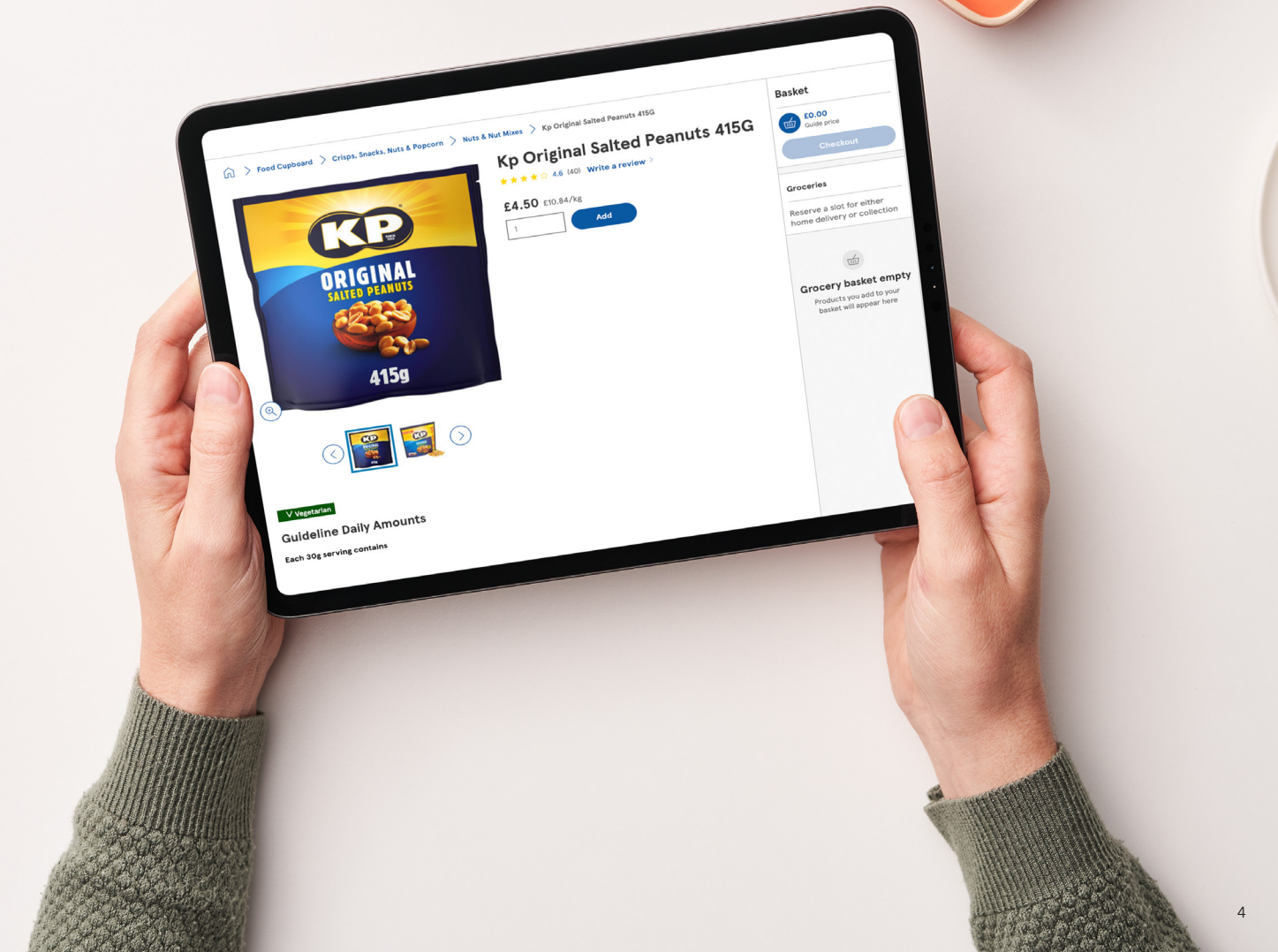
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Accurate pack imagery across the range

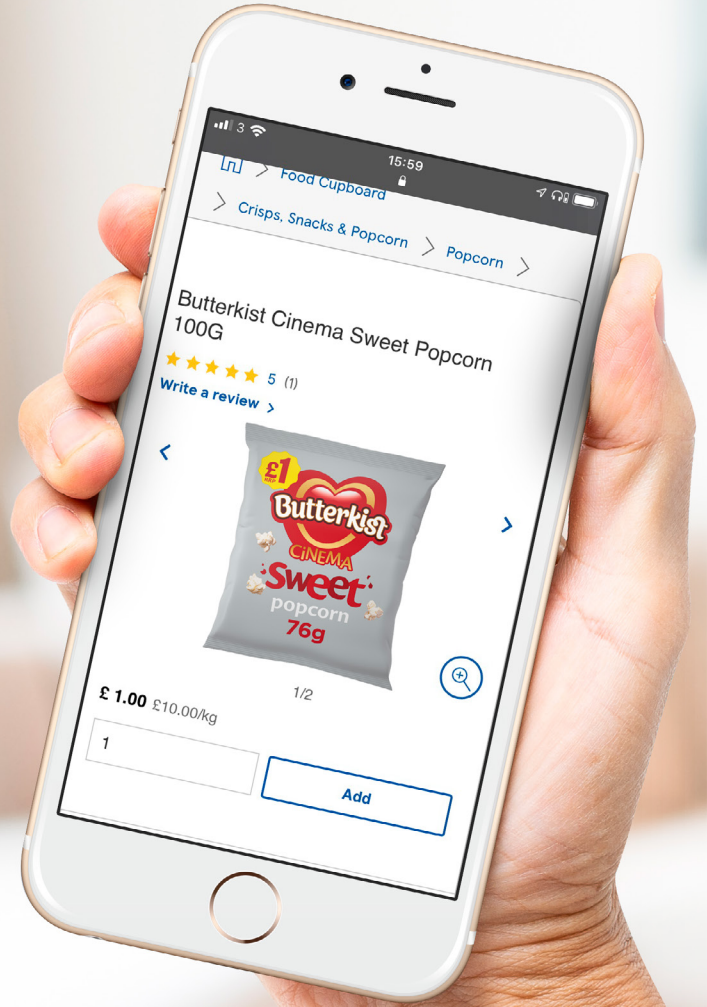
KP needed shoppers to recognise its products online and clearly see the details that help them choose, including flavour and pack weight.

The brief was to turn supplied pack artwork into accurate 3D product images for supermarket websites, covering nearly 20 brands and their different pack sizes and variants.

Each image needed to reflect the pack faithfully, with a production process that could keep pace with new launches.



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Product imagery for retail and marketing

KP's teams need consistent product images for supermarket websites and shopper marketing.

WK360 creates CGI renders from supplied pack artwork and adapts them across product variants and formats. This gives KP a repeatable way to produce imagery as its range changes.

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FIESTA!
popchips
Popped not Fried
Same Pop Less Packaging
405kJ
97kcal
per 23g serving
barbeque
FLAVOUR
POTATO SNACKS
85g

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Consistent imagery across product variants

We combine 3D pack models with artwork supplied by KP to create realistic product images.

This approach lets us adapt imagery for different flavours and pack sizes while keeping the appearance consistent across each brand's range.

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Finding and exporting the right images

KP's teams and partners need to find product images and export them for different uses.

We built an image management system around KP's CGI workflow, helping users organise, search and export renders for internal teams, retail partners and creative agencies.

Automated reformatting prepares files to meet Brand Bank's requirements.



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On-shelf version

Digitally optimised

Clear product details on the digital shelf

Shoppers need to recognise a product and read its key details when viewing a small image online.

We work with KP to create digitally optimised versions of its CGI pack images, making information such as pack weight easier to see while retaining the brand's appearance.

Images are prepared to meet the requirements of the channels where they will appear.

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A shared library for KP's teams and agencies

As the work expanded, KP needed a central place for teams and agencies to access brand materials.

We extended the image management system to include brand guidelines, finalised imagery and retailer-specific point-of-sale materials.

The shared library helps reduce duplicate files and manual administration, while giving KP visibility over how materials are stored and shared across markets.



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RIDGE CUT
FLAME GRILLED STEAK
47.5g
FLAVOUR POTATO CRISPS
FULL ON FLAVOUR
GRAB BAG
BIGGER HOOP BOLD FLAVOUR
HULA HOOPS
BIG HOOPS
SHARP SALT & VINEGAR
FLAVOUR
IMAGE NOT REPRESENTATIVE OF ACTUAL

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Supporting KP as its imagery needs evolve

KP now has a shared library for product imagery and brand materials, alongside a CGI production process that supports its changing range.

We continue to refine pack models and image sets to improve realism and consistency. We are also updating how files are organised to make images easier to prepare for different channels.

"Thanks to everyone involved in turning around the images. Your support is always appreciated!"



CGI product cut-out digitally inserted into AI environment.

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Marketing Imagery Packaging

Launch with confidence

Your next launch needs imagery you can rely on. WK360 helps you prepare accurate product images and manage the files your teams need.

Talk to us about your next product launch.

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