



WK360

# POWERING BRANDS IN THE HOME AND GARDEN MARKET

COMPELLING MARKETING CREATIVE FOR AMBITIOUS BRANDS



# WELL TRUSTED

WK360 has been a trusted partner in the home and garden sector for decades, delivering creative solutions that enhance brand visibility and consumer engagement. Our expertise in transforming concepts into impactful campaigns – whether through packaging, catalogues, or digital channels – sets us apart as more than just a creative agency, but a true end-to-end solutions provider.

This case study highlights our collaborative approach, showcasing how our innovative strategies have helped brands stand out in a crowded market, and how at WK360, we combine cutting-edge technology with a client-centric focus to deliver seamless, effective creative solutions tailored to the unique needs of each brand.



## TIME FOR A REFRESH

When you're a market leader, it can be easy to get comfortable. But sometimes we need to shake things up, redecorate, and move the furniture around to give ourselves a new perspective. In Dunelm's case, this required a comprehensive overhaul of their catalogue and asset production, with a focus on enhanced colour consistency, improved efficiency through the introduction of innovative technology for the production and distribution of high-quality visual content, and seamless content integration.



# Welcome to the floor show

We offer a huge variety of rugs for every budget and style to complement every room of your home.



## KNOWING WHEN TO MAKE CHANGES

Colour accuracy is critical across the home and garden sectors. Consumers base purchasing decisions on colour, and ensuring that they are being presented with accurate portrayals not only benefits the consumer journey and minimises costly returns, but reinforces brand trust. Dunelm were producing a wide range of offerings, from web to catalogue to advertising, and they were finding discrepancies creeping in, undermining their brand and market position.



# Lighting

Looking to brighten up your home? Let us light the way with our modern stylish range.



- 1 Valencia Ceiling Light Fitting (5 Lights) H33 x Dia 45cm Chrome £89
- 2 Jamee Ceiling Light Fitting (6 Lights) H18 x Dia 48cm Chrome £32
- 3 Eve Butterfly Acrylic Pendant H25 x Dia 28cm Clear £75
- 4 Florrie Glass Flush Ceiling Light Fitting (3 Lights) H11 x Dia 30cm Chrome
- 5 Florrie Glass Ceiling Light Fitting (5 Lights) H25 x Dia 58cm Chrome £109
- 6 Micha Glass Ceiling Light Fitting (3 Lights) H35 x Dia 20cm Chrome £45
- 7 Twist Glass Ceiling Pendant H27 x Dia 26cm Clear £49
- 8 Lois Draped Chandelier Ceiling Pendant H32 x Dia 30cm Satin Chrome
- 9 Allure Ceiling Pendant with Droplets H41 x Dia 45cm Champagne £65
- 10 Jamee Wall Light (2 Lights) H15 x W22 x D11cm Chrome £32
- 11 Felicity Ceiling Light Fitting H120 x Dia 40cm Chrome £99
- 12 Sphere Ceiling Light Fitting (1 Light) H100 x Dia 30cm Chrome £199
- 13 Kravie Ceiling Light Fitting H48 x Dia 45cm Bronze £89
- 14 Lulu Crushed Velvet Large Shade H23 x Dia 40cm Cream £19
- 15 Lulu Crushed Velvet Small Shade H20 x Dia 30cm Cream £32
- 16 Sphere Table Lamp H43 x W20 x D14cm Chrome £39
- 17 Reeded Lamp with Gold Pinch Pleat Shade H48 x Dia 31cm Antique Brass £19
- 18 Nettle Concrete Table Lamp H33 x Dia 25cm Grey £32
- 19 Jamie Glass Table Lamp H68 x Dia 35cm Clear & Antique Brass £35
- 20 Toulouse Table Lamp H56 x Dia 30cm White £39



Over 160 stores | reserve online & collect in-store | [dunelm.com](http://dunelm.com) LIGHTING 119

# ILLUMINATING SOLUTIONS

Dunelm needed solutions to streamline their processes and improve team cohesion. Our first step was implementing a comprehensive colour management and digital asset management (DAM) system to organise existing content. All colour-critical products were matched to ensure consistent representation across all media, with the DAM making these assets easily accessible to Dunelm's sales and marketing channels.

Next, we offered high-quality image production through in-house CGI and photography to enrich their marketing assets. We also introduced 360Connect, enabling Dunelm to link online content with printed materials, varying consumer interactions and providing valuable insights for future campaigns.

# INTRODUCING TECHNOLOGY SOLUTIONS

To address team process disconnects, we introduced Dunelm to 360Approve, our online approval system. This enhanced collaboration, allowing key stakeholders to review and approve content efficiently, ensuring only accurate, thoroughly reviewed content was released.

Dunelm's catalogue, their strongest offering, needed a production refresh. Leveraging our industry experience, we provided precise colour management. We processed all files through advanced colour servers and proofing devices, matching profiles for various print formats like gravure, sheetfed, and web. Working in RGB for online images, we expertly converted for print and press-passed the majority of the production across the UK and Europe, ensuring the highest standards.

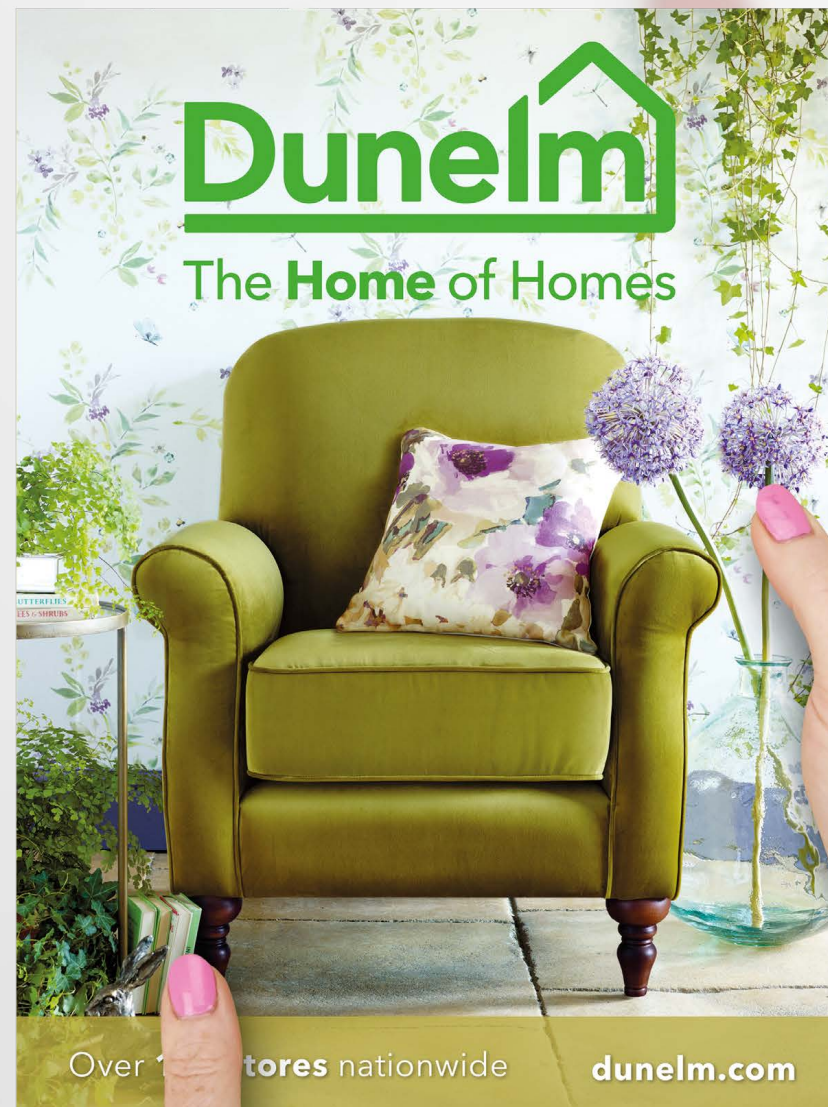


## THE DUNELM RENAISSANCE

Dunelm was leading the market, but they needed help to improve the consistency and colour accuracy of their content. We stepped in to innovate and advocate changes that revolutionised their processes and gave them a much stronger framework for production going forward.

*"Being introduced to WK360 was one of the best things that happened to Dunelm. WK360's expertise in colour management and image production has transformed our approach to product imagery. Their seamless integration of online and printed content has been invaluable in maintaining consistency and quality across all our marketing materials."*

- CAROLE BROWN, MARKETING DIRECTOR



**WD-40**

## BACK IN THE SPOTLIGHT

WD-40 has been on our shelves for over 50 years, but that sort of longevity often leaves brands in a consumer blind spot. Elevated global marketing efforts reinforced WD-40's brand consistency and engagement, to get them back into their consumers' eyeline. Advertising campaigns across online and offline channels were made more cohesive to improve brand visibility and engagement. Updated POS materials and display stands boosted in-store engagement and capitalised on brand recognition, and localised diverse video content helped to improve global reach and consistent branding across 21 languages.





# TIME FOR ACTION

WD-40 were arguably the strongest name in the industry, but their reach was being undermined by brand inconsistencies, poor POS and engagement opportunities, and misaligned global marketing. Their grip on the market was slipping, and they needed support to remain relevant and see new growth.



# LEVERAGING BRAND RECOGNITION

Our first step was to standardize WD-40's creative process, implementing strict brand guidelines for all marketing materials, including POS displays and videos. We then produced online and offline campaigns adhering to these guidelines, unifying the brand message.

WD-40's in-store materials were losing visibility in busy store environments. We revamped their display stands and shelf furniture to reinforce brand visibility and cohesion.

To address patchy global marketing coverage, we produced a global media pack featuring high-quality video content, including competitor comparison videos, translated into 21 languages, ensuring global accessibility and relevance.



# IMPROVING CONSUMER INTERACTIONS

WD-40 saw their global marketing efforts elevated and supported for sustained future successes. Through comprehensive advertising campaigns, innovative in-store solutions, and a strategically developed media pack, WK360 effectively enhanced WD-40's brand consistency, and reach across various markets





feather & black

## A MORE COMFORTABLE CONSUMER JOURNEY

Sometimes we need to look at things from a new angle. Feather & Black saw increased customer engagement through interactive and detailed visual content, with boosted sales of identified premium products through comprehensive demonstrations of their premium beds. Through the adoption of CGI, they acquired greater flexibility and efficiency for adapting product visuals to different environments, to provide consistent and high-quality imagery across all touchpoints. All this led to improved customer experience and reduced return rates.



# LOOKING AT NEW ANGLES FOR ENGAGEMENT

As a luxury home furnishings brand, Feather & Black knew that good colour and visuals were key to consumer trust and purchasing decisions. They needed to display their beds in all colour variants and provide 360° animations to showcase product from every angle. They also wanted a new and fresh way to demonstrate the functionality of their products, such as drawer movements and storage depth. Finally, they wanted to address the quality variability across their platforms, and ensure they were moving forwards with high quality, versatile images that could be used across all digital environments.

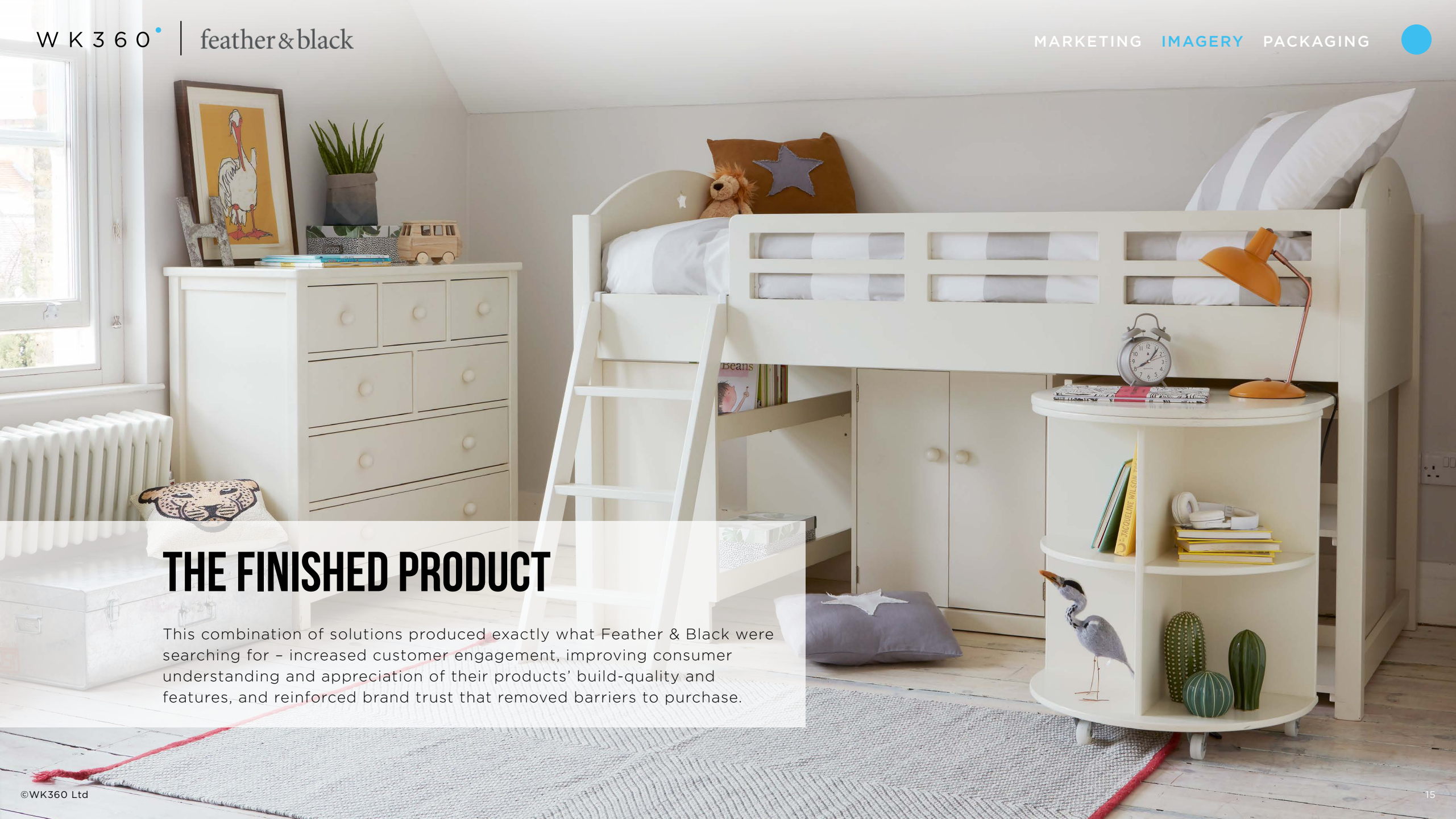
*Click the image to view our range of 360° spins.*



# CREATIVE COLLABORATION

Our solution was three-fold. Firstly, we created a bespoke image production plan for Feather & Black, including photography, CGI, hybrid image creation, and animation. Next, we addressed their need for multi-angle product photography by introducing 360° spin images. Using our large turntable, we captured 36 frames per rotation, showcasing every angle and the full functionality of their products, including drawer movements. After meeting this initial need, we discussed transitioning to CGI, offering even greater flexibility for changing colours, lighting, and enhancing the visual appeal and versatility of images.





## THE FINISHED PRODUCT

This combination of solutions produced exactly what Feather & Black were searching for – increased customer engagement, improving consumer understanding and appreciation of their products’ build-quality and features, and reinforced brand trust that removed barriers to purchase.



# A NEW WAY OF WORKING

After a change of ownership and a shift in business model, Robert Dyas went from high street stalwart to a mail-order brand with national reach, with the launch of their catalogues and online presence. Utilising high quality visuals for use in print and online, through in-house photography and advanced colour management, they enhanced their flexibility, and improved efficiency through the introduction of streamlined project management and approval processes to provide greater adaptability to market demands.





# MANAGING THE TRANSITION

When Theo Paphitis acquired the high street brand Robert Dyas he sought to elevate its reach from high street store to national mail order catalogues and online. However, Robert Dyas wasn't set up for such a change. They lacked any sort of internal system for the management of catalogue and mailer production, and no project management processes that could be adapted to take them on. As their product range was so wide, and variable to the seasons, there was a greater need for speed and flexibility, to produce mailers that could keep up with the market demands. And then there was a need to support accurate colour representation, ensuring accurate colour and consistent imagery across the different media.



# BUILDING A SYSTEM FOR SUSTAINED GROWTH

Robert Dyas needed solutions from the ground up, to support the successful launch and sustain this growth for years to come. We built them a bespoke and comprehensive technological system, implementing a suite of programmes such as Digital Asset Management, Online Proofing and Approval, and advanced Project Management. These tools facilitated efficient handling of assets and streamlined the approval process, allowing Robert Dyas to not only produce catalogues and mailers, but to do so in as fast and flexible way as possible, meeting the dynamic needs of their specific retail environment.

**Kitchen**

**Let's get jamming!**  
All you need for perfect home-made jams, chutneys and preserves this autumn



**1. Kilner 8L Stainless Steel Jam Pan**  
The encapsulated base distributes heat evenly, so you won't burn your preserve mixture. Dishwasher safe. 153348 **£34.99**

**2. Kilner Muslin Square 50 x 50cm**  
For straining your mixture. 153336 **£1.99**

**3. Kilner Jam Thermometer**  
165566 **£9.99**

**4. Kilner Easy-Fill Funnel**  
With a wide mouth to fill jars quickly - no mess. 153344 **£4.99**

**5. Kilner Jam Spoon**  
Hooks onto the jar. No more sticky handles or wasted drips! 153335 **£1.99**

**6. Kilner Jam Strainer Funnel**  
Sieves pulp from your preserves, or remove regular funnel. 153345 **£4.99**

**7. Kilner Jam Jar Tongs**  
Keeps fingers safe when handling hot, just-sterilised jars. 153346 **£2.99**

**8. Kilner 108-Piece Jam Jar Sealing Set**  
Includes 24 x jam jar covers, 116 wax discs, 10 x 20 wax discs, 26 x cellophane covers and 20 x elastic bands. 159709 **£3.99**

**Save Over £15** with the full making kit

Pay just £50 for the full Jam Pan, Muslin Square, Strainer Funnel, Spoon, Easy-Fill Funnel, Jam Tongs and 108-Piece Jam Jar Sealing Set. Enter product code 153335 on the website (see details) or call 0800 200 000 to purchase separately.

**KILNER EST 1842**

**Round Clijtop Jars**  
These traditional, tried and trusted jars keep home-made jams, chutneys and preserves fresh and delicious for longer, thanks to their airtight rubber sealing rings.

0.35L 153330	<b>£2.49</b>	1.5L 153343	<b>£4.99</b>
0.5L 153339	<b>£2.99</b>	3L 153347	<b>£6.99</b>
1L 153340	<b>£3.99</b>		

\*Cheapest item free.

**Any 4 for 3**

**morphy richards**

**3-in-1 Digital Jug Scale**  
There's no need for lots of bowls and measuring jugs with this scale - meaning less washing up! Just add dry or wet ingredients to the bowl, zeroing the scale before adding the next one. Then remove the stainless steel bowl to mix and pour into your baking tin. Easy to use and easy to clean - the bowl is dishwasher safe.

Red 160161 R.R.P. £29.99 **£19.99**

Black 160162 **£10 Off R.R.P.**

Also available in black

Add ingredients

Press zero in between to weigh individual ingredient

**Weigh, mix and pour all from one jug**  
Quick release 1.5L bowl

**Weight/volume indicator**

**Perfectly smooth, lump-free mash in an instant - smashing!**  
Extract all the goodness

**Masha Potato and Vegetable Masher**  
Now you can create creamy-smooth, lump-free, mashed potato, carrot, parsnip and butternut squash. Unlike blenders and choppers, the Masha doesn't over-process starchy foods: its special mesh, it also makes batter, cake mix, crumble and whipped cream quickly. Plus it's perfect for baby food too. What's more, the head won't scratch non-stick pans and it's dishwasher safe.

**£29.99 £10 Off R.R.P.**

More than just mash:

- Guacamole and houmous
- Whipped cream
- Baby food
- Cake mix

No lumps, no effort!

Wave blade pushes food out through the mesh

Smooth mash at the touch of a button

**NUTRIBULLET Nutrition Extractor**  
Don't juice it, don't blend it - extract it! The super-powerful 10,000 rpm motor spins the triple extractor blades in an exclusive cyclonic action, to burst open seeds, crack through tough skin - where most of the real nutrition, vitamins and goodness lies - to transform ordinary food into superfood. As part of a calorie controlled diet, it can help lower blood pressure, lower cholesterol, improve energy, strength and vitality. It takes seconds to use, seconds to clean under the tap or in the dishwasher. 166743 **£99.99**

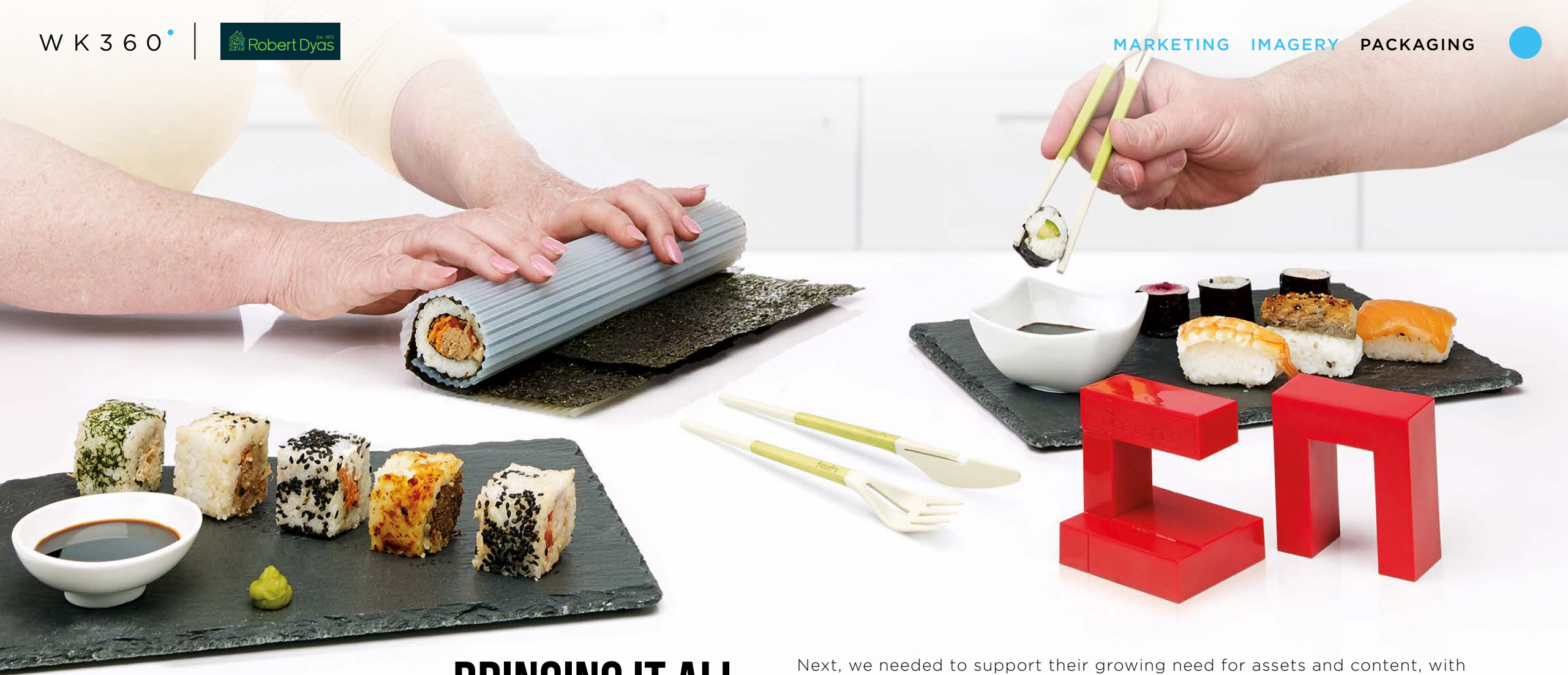
**What's included?**

- ✓ Extractor base unit and beaker
- ✓ Multi-blade for general use
- ✓ Milling blade to cut through seeds, nuts, stems and more
- ✓ 2 mugs with stay fresh re-sealable lids
- ✓ Recipe book

Includes all this!

**HEALTHY LIVING**  
Extract your way to 5-a-day

**Order online at robertdyas.co.uk or call 01273 800000**



## BRINGING IT ALL TOGETHER

Next, we needed to support their growing need for assets and content, with in-house photography that allowed them to shoot products swiftly, to keep up with their competitive retail sector and market trends. Beyond production and content creation, we supported Robert Dyas with colour management solutions, which ensured that colours were accurate across all media and touchpoints, helping to maintain customer satisfaction and reduce return rates, which was essential to the successful shift of their business model.

# END-TO-END QUALITY ASSURANCE

Finally, we provided colour profiled proofs to printers, and oversaw the press-passing of catalogues to ensure the high-quality output Robert Dyas wanted.



## CHARLES BENTLEY EST. 1860



**Charles Bentley Wrought Iron 4-Seater Bistro Set**  
With its rustic style and elegant detailing, this set makes a beautiful centrepiece for a patio, deck or garden. The anti-rust finish helps maintain its pretty antique look by protecting it from the elements. While the chairs are fully foldable to make storage easier. • Weather-resistant • Table: H80 x Dia. 74.5cm  
191712

**£199.99** ONLINE EXCLUSIVE

**Charles Bentley Ornate Metal 4-Seater Dining Set with Cushions**  
In a stunning matt black finish, this set has an elegant, filigree-style pattern on both the table and chairs, along with comfortable cushions to add that extra little bit of luxury. It's made of high quality cast aluminium so you can leave it out all year round. • Removable seat cushions • Table: H73 x W120cm • Chairs: H80 x W52 x D55cm  
195182

**£659.99** ONLINE EXCLUSIVE



Strong and durable cast aluminium

Removable seat cushions

Can be left outside all year round

**Charles Bentley Cast Aluminium Reclining Chair with Footrest**  
Add a touch of sophistication to your outdoor living area with this contemporary aluminium chair. It boasts 4 adjustable reclining positions so you can relax along with a padded cushion that's 10cm thick. • Weatherproof and foldable  
193562

**£249.99** ONLINE EXCLUSIVE



Comfy padded cushions

4 reclining positions

**Natal 4-Seater Bar Set**  
Ideal for the trendy designer bar scene, this contemporary set is great for entertaining guests. It includes 4 bar stools, a table and a glass-topped bar unit with a bar. • Weather-resistant • Table: H110 x W105 x D100cm • Bar: H110 x Dia. 80cm  
193899

**£699.99** ONLINE EXCLUSIVE  
**save £300**



Integral ice bucket with lid



**SAVE £300**



**Bahama 4-Seater Round Bar Set**

**10 YEAR** WARRANTY

Enjoy summer evenings and temporary breakfasts around this fresh green table, which includes 4 stools for family or friends. Crafted with recycled materials, this set will make for great all-weather dining for years to come. • FSC-certified • 10 year guarantee against rot • Full instructions and tools included • Table: H111 x W100 x D100cm • Stools: H74 x Dia. 48cm  
193342 ~~£369.99~~

**£349.99** ONLINE EXCLUSIVE  
**save £20**

Please note this product is delivered separately by our approved supplier and is delivered for FREE within 7 working days. This voucher is excluded from any approved by voucher or promotion code.

Please note these products are delivered separately by our approved supplier and are delivered for FREE within 7 working days. These products are excluded from any discount by voucher or promotion code.

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ONLINE EXCLUSIVE

Available to order in store and online for home and store delivery

Location to pick up or deliver to

Discover the full outdoor furniture range at [robertdyas.co.uk](http://robertdyas.co.uk) | 25



# FROM STORE TO DOOR

Through the successful embedding of our innovative and bespoke technology, designed to support and empower the marketing team at Robert Dyas, we were able to help Theo Paphitis shift the brand's business model to become a successful national mail order company, with an improved brand awareness and greater market reach.

*"WK360's end-to-end solutions have been instrumental in transforming our mailer production process. Their expertise in project management, photography, and colour management has allowed us to expand our reach and maintain high-quality standards across all media."*

- MARKETING MANAGER, ROBERT DYAS





# A SEAMLESS SOLUTION

The bathroom market is a dynamic and strategic one, full of strong names all vying for consumer focus. By integrating their asset creation, marketing, and in-store POS into one seamless service, Bathstore was more able to focus on enhancing the customer experience for greater engagement and sales. Increased productivity through the adoption of online approval and digital asset management systems changed the game for Bathstore’s marketing team, and they saw increased value for money through more efficient asset creation, and a customisable POS system that allowed Bathstore to adapt their POS to regional preferences, improving relevance and effectiveness of their in-store marketing materials.





# BUILDING CREATIVE AGILITY

Bathstore is a leading name in the highly competitive and dynamic bathrooms market. They needed to streamline their processes to revitalise their creative marketing, and in-store POS, making them more responsive to market demands. Additionally, they wanted to revamp their brochure production to enhance efficiency without sacrificing quality, while also exploring more cost-effective methods for content creation and room set design and construction.



## REFINED PRACTICES AT EVERY STAGE

With extensive experience and a full in-house studio, we started with the biggest job - producing three physical room sets to extremely high standards but well within budget, and used those roomsets extensively to create over 400 images, providing Bathstore with a higher level of value for money as per their previous experiences.

With assets to store, we introduced Bathstore to the bespoke Digital Asset Management System and Online Approval System we had designed for them. These two systems, working together, specifically at simplify the burden of project management burden on their marketing teams, making things much more manageable and ensuring smooth execution.





## INSTALLING NEW IDEAS

Leveraging our extensive experience, we then designed and produced brochures that showcased Bathstore’s product range, as well as designing, producing and fulfilling all of Bathstore’s retail store POS, before creating an online system that allowed stores to order stock and create their own ticketing for products. This flexibility was crucial as product groups varied by demographic and region, so it gave the stores the autonomy to handle their own POS requests, freeing up the marketing team from a time-heavy process.

# THE COMPLETE PACKAGE

WK360's end-to-end offering significantly improved Bathstore's marketing capabilities by providing high-quality imagery, effective brochure design, and a flexible POS system that enriched their marketing efficiency, streamlined their processes, and improved customer experiences across the board.





**Honeywell**

# THE RISE OF A RELENTLESS BRAND

A call to review Honeywell Home’s positioning and brand offering proved to be transformational, catapulting Honeywell Home to the top of the market, and leading to the birth of a new brand to house the strength and growth of this sector of the company. Resideo now stands with a market value of \$3.1bn a testament to the power of effective branding and our relentless dedication.



# RETARGETED BRAND POSITIONING

Honeywell Home was the home security and doorbells arm of the global brand Honeywell. Their range of comprehensive home alarm systems and smart doorbells was well known, but they wanted to position it as an emblem of warmth, safety and an enhanced living experience.



# GENERATING A GLOBAL PRESENCE

Our team proposed the compelling brand proposition: “Live Well With Honeywell,” emphasising security, peace of mind, warmth, comfort, and a good life.

We created a new web presence for the brand, developing a 5,000-page website meticulously designed around the user journey, delivering localised content for 21 territories. This ensured the brand message was tailored and relevant globally. To enrich the site, we incorporated 1,500 high-quality product and lifestyle images, reflecting the brand’s promise of a secure and comfortable living environment. This new web presence drove engagement and attracted over 2 million visitors annually, highlighting the effectiveness of the branding.



# E-COMMERCE AND IN-STORE SYNERGY

To take the user experience off the screen and into the consumers' homes, we developed an in-house QR code management system that fostered a deeper connection between the brand and consumers at physical touchpoints during the decision-making process and after purchase. This dynamic QR code system also tracked consumer interactions with POS displays and packaging in-store, providing invaluable insights into user engagement and behaviour.





# THE POWER OF PERFECT BRAND POSITIONING

As a campaign, “Live Well With Honeywell” illustrates the profound impact that good branding can have on a company’s trajectory. By understanding the emotional needs of homeowners, Honeywell Home was not just rebranded but reborn, leading to the creation of the billion-dollar entity, Resideo. This case underscores the significance of resonating with your target audience, the power of localisation, and the importance of leveraging technology to understand consumer behaviour.

WK360°

IMAGERY MARKETING PACKAGING

# A REVOLUTION IN CREATIVE PRODUCTION

[Book a meeting with Richard](#)

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[01582 487580](tel:01582487580)

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