



W K 3 6 0

RESTORING AN INTERNATIONAL BRAND THROUGH TEAMWORK

COMPELLING MARKETING CREATIVE FOR AMBITIOUS BRANDS

In partnership with



A WINNING FORMULA

This may be the Information Age, but some secrets still remain — such as the formula in every can of WD-40.

WD-40 has been producing its 'secret formula' since the 1950s, and no-one is any the wiser as to its mysterious components. One thing that everyone knows though, is just how useful it is, and that it's the most trusted tool in garages, sheds, homes and workshops the world over.

Working with WD-40, we developed our own formula for success, suffusing elements from a number of departments, including photography, design, creative, and production into a winning formula for their marketing team.





PROVIDING A MULTI-PURPOSE SOLUTION

In order to elevate WD-40's global marketing efforts, we focussed on improving brand consistency and engagement, with the aim of getting them back into the consumers' eyeline.

- Cohesive advertising campaigns across online and offline channels improved visibility and trust.
- Redesigned POS materials and display stands boosted engagement and capitalised on brand recognition.
- Strengthened internal messaging and brand communication for the sales team.
- Localised diverse video content improved global reach and consistent branding across 21 languages.
- Finally, launched WD-40's new Lawn & Garden range on the back of a strengthened brand, to immediate success.

REVITALISING A HOUSEHOLD NAME

WD-40 has been on our shelves for over 50 years, but that sort of longevity often leaves brands in a consumer blind spot. No one would debate they were still the strongest name in the industry, but it was clear there was a disconnect in the consumer journey.

On further investigation, it became clear that WD-40's impact was being undermined by brand inconsistencies, underutilised POS and engagement opportunities, and overlooked global marketing potential. They needed support to refresh their marketing output, in order to remain relevant in current markets and to support the launch of their new Specialist ranges.





TIGHTENING UP THE NUTS AND BOLTS

Our first step was to standardise WD-40's creative process, implementing strict brand guidelines for all their marketing materials across all channels. They needed a fresh pair of eyes to help redefine clear message hierarchies, and bring years of development into a tighter and more concise structure. We reviewed all their current online and offline campaigns, and brought them into line with these new guidelines, to unify brand messaging.



NAILING THE IN-STORE UX

WD-40's in-store materials and POS displays had become dated, leading to diminished visibility in crowded retail environments. To address this, we revamped their display stands and shelf furniture, reinforcing brand visibility to make the products stand out in a bustling store setting.

We used a hierarchy of shelf furniture to flag down and draw in consumers, including bus stops, wobblers in breakout shapes, and clearer shelf strips to create zones of product on the shelf. QR codes were included to drive consumers online, and we produced matching banners and digital assets to dress WD-40's website and social media channels for complete brand cohesion.





THE RIGHT TOOLS FOR THE JOB

When WD-40 were looking to design an internal presentation to educate prospective retailers, they looked to us for guidance. What emerged was the 'Tribology Toolkit', an informative digital/print presentation that could be used by the WD-40 sales teams to educate new retail and industry clients about WD-40's industry-leading Multi-Use Product. This was created in-line with brand guidelines and consumer-facing messaging structures to give complete unity to the brand, after internally as well as externally.

LEVELLING UP FOR GLOBAL GROWTH

For the industrial, automotive and hardware markets, WD-40 wanted to explore visual messaging, as it was felt that this was the strongest route for communication. We produced a suite of promotional product videos to illustrate WD-40 and its vast array of applications. Once approved for content, we then worked with a number of European territories to localise them for use in specific regions, translating into 21 languages to solidify global accessibility and brand cohesion.

LAUNCHING WD-40 LAWN & GARDEN

Once this foundation work had been completed, we were invited to assist WD-40 in launching their new Lawn & Garden range. The first part of the launch involved producing artwork for four cans, an information leaflet that explained the benefits and uses of the products, posters, and pull-up banners for trade shows. This initial launch was a huge success, and so we rolled out the entire range to market, and produced supporting collateral for WD-40's marketing team.





A BRAND THAT'S BUILT TO LAST

Through our combined efforts, WD-40 saw their global marketing efforts elevated and supported for sustained growth and future success. With the roll-out of new ranges, innovative in-store solutions, and media packs, WD-40's brand consistency and reach across all markets was strengthened, to give this nationally-loved brand another 50 years of market dominance.

WK360°

IMAGERY MARKETING PACKAGING

A REVOLUTION IN CREATIVE PRODUCTION

[Book a meeting with Richard](#)

rholland@wk360.com

[01582 487580](tel:01582487580)

wk360.com