



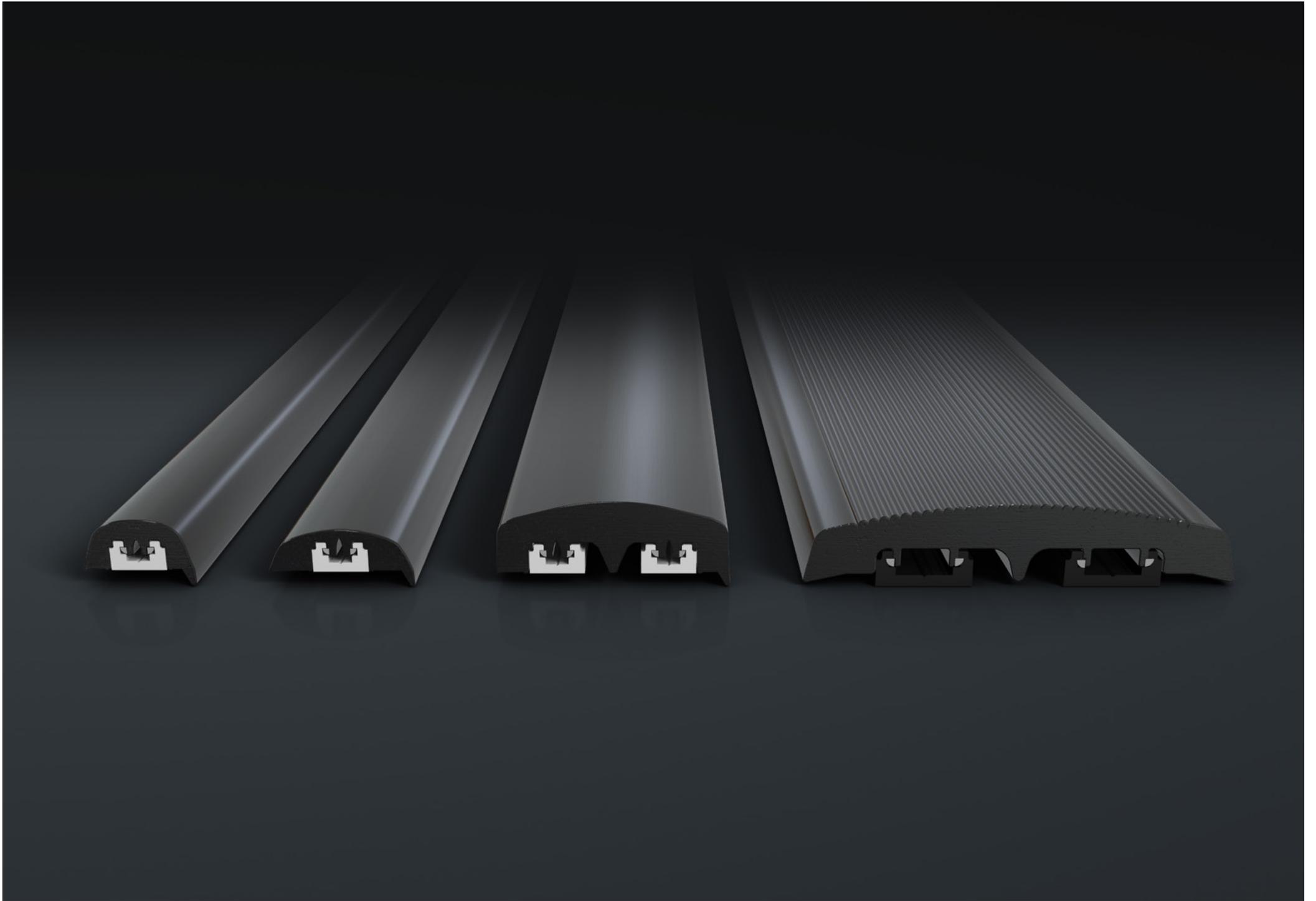
2002  
2022  
YEARS  
FELLOWSHIP



# NEW PRODUCT LAUNCH FOR WILKS

**Sector:** Marine    **Employees:** 25-50    **Client Contact:** Marketing Manager / Board of Directors

Wilks is a world leader in the manufacture and supply of impact protection and decking systems, with a wide range of specialist profiles for use within the marine and shopfitting sectors.



## THE OBJECTIVE

Wilks wanted our help with launching their revolutionary new Click product into a competitive marketplace for boat fendering products.





CLICK

CLICK

The latest boat fendering system.

Hidden fixings.

Quick and simple installation.

Most possible SD render of Click sheet shows the end of the track & body without end caps. The 5 messages take in one piece the sheet with the seal. On the top of the Apple watch 7 overview page

Clicky menu with subheader that scroll down in the relevant section.

Animated slide showing the 5 separate parts of Click. (Click TPC) coming together - track, body and end cap. The track slides in, then the body folds down. I with a curve to show the (Click) and clicks on to the track. Finally, the end cap slide on to the end!

All three of these renders will probably have dark backgrounds so the products look their best and stand out more

Suitable title about the track.

SD render of the track coming from the left hand side

SD render of the end caps coming in from the left hand side

Protecting your prized asset.

Suitable title about the end caps.

Trusted by leading boatbuilders.

Customer testimonial carousel.

Available in four sizes.

## OUR SOLUTION

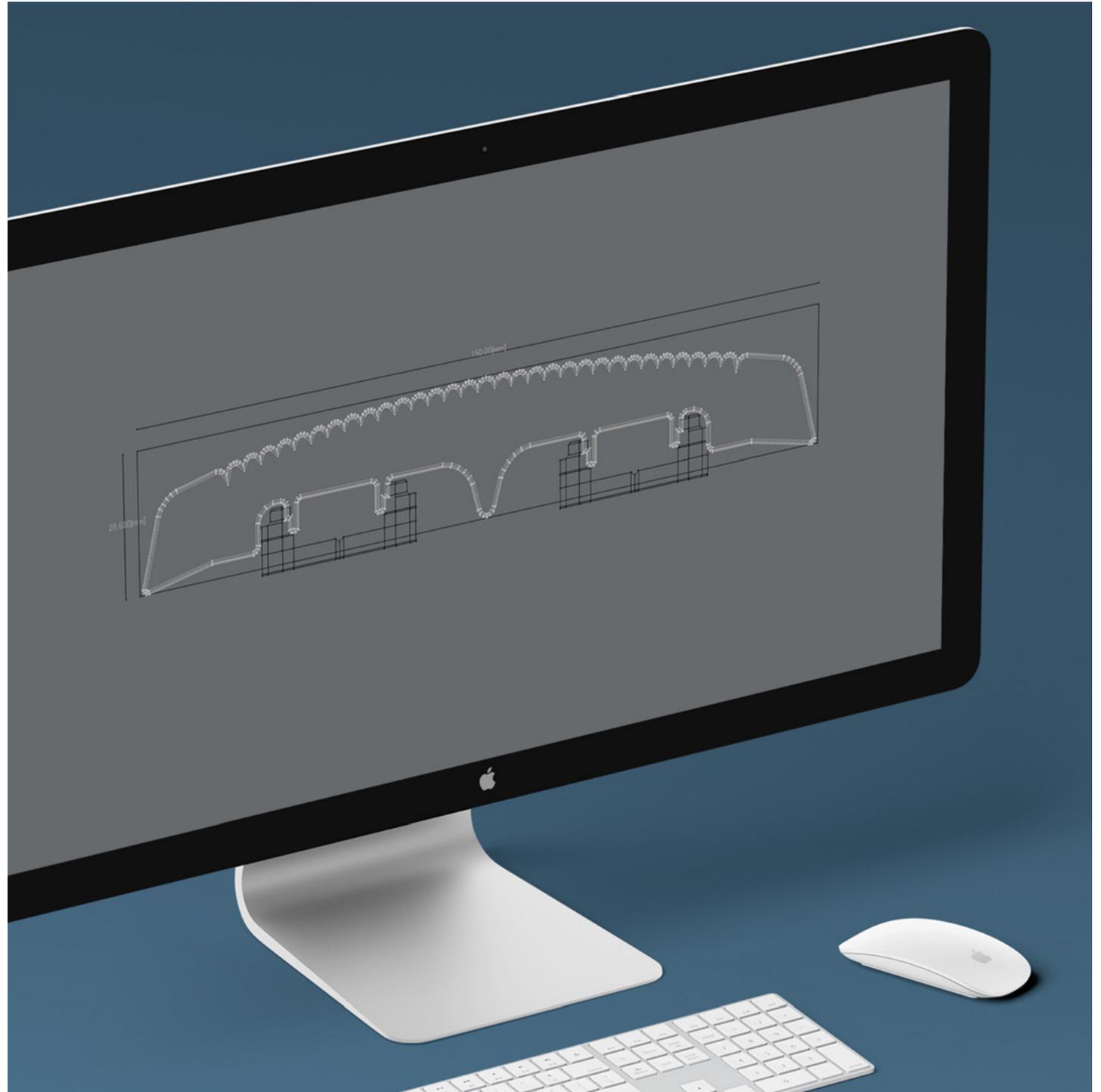
We started by taking a detailed look at the product to understand what makes it different and special. Click is quick and easy to fit, looks fabulous and it will last for many years.

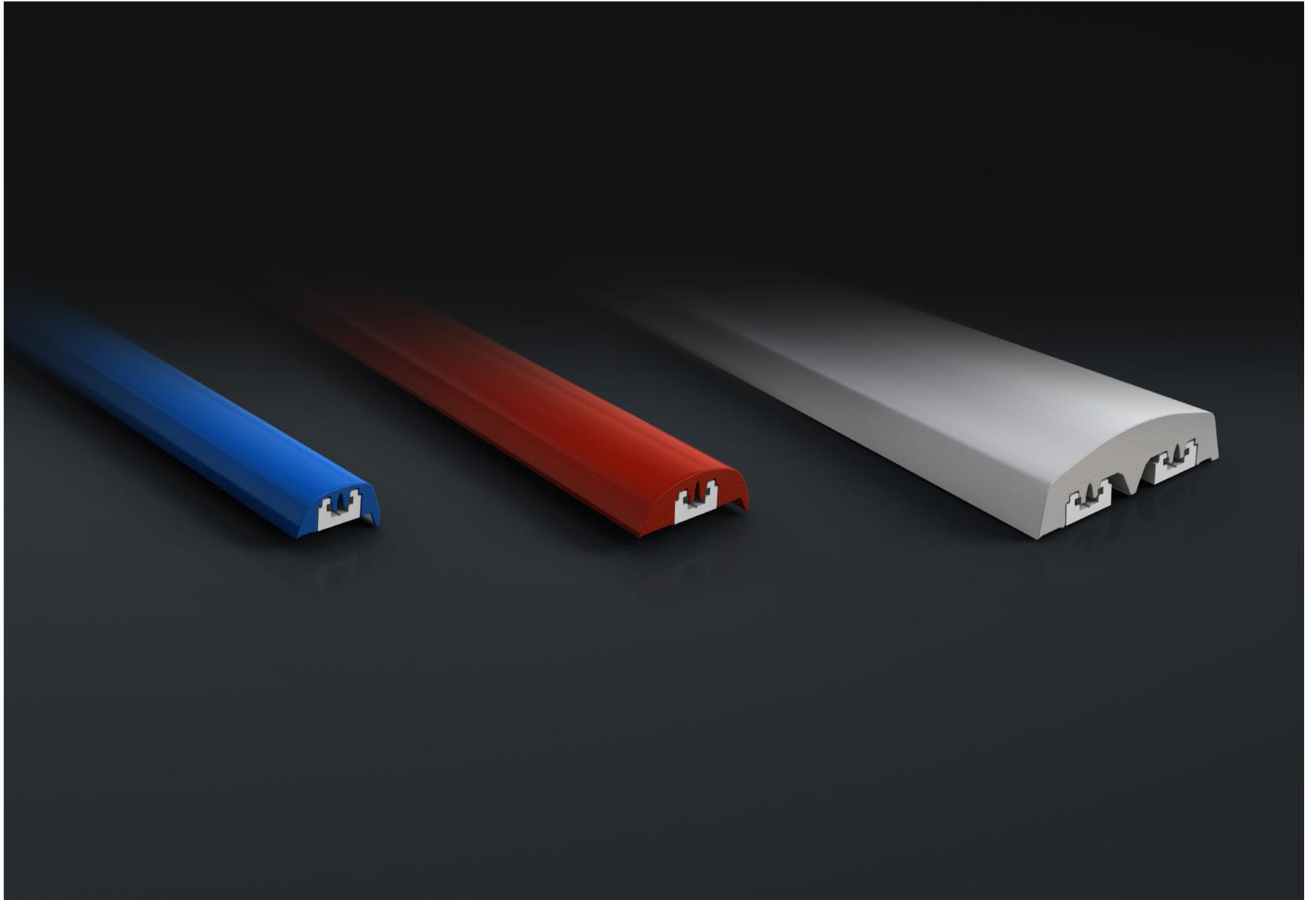
These key benefits became the main focus of the website landing page, which we wireframed.

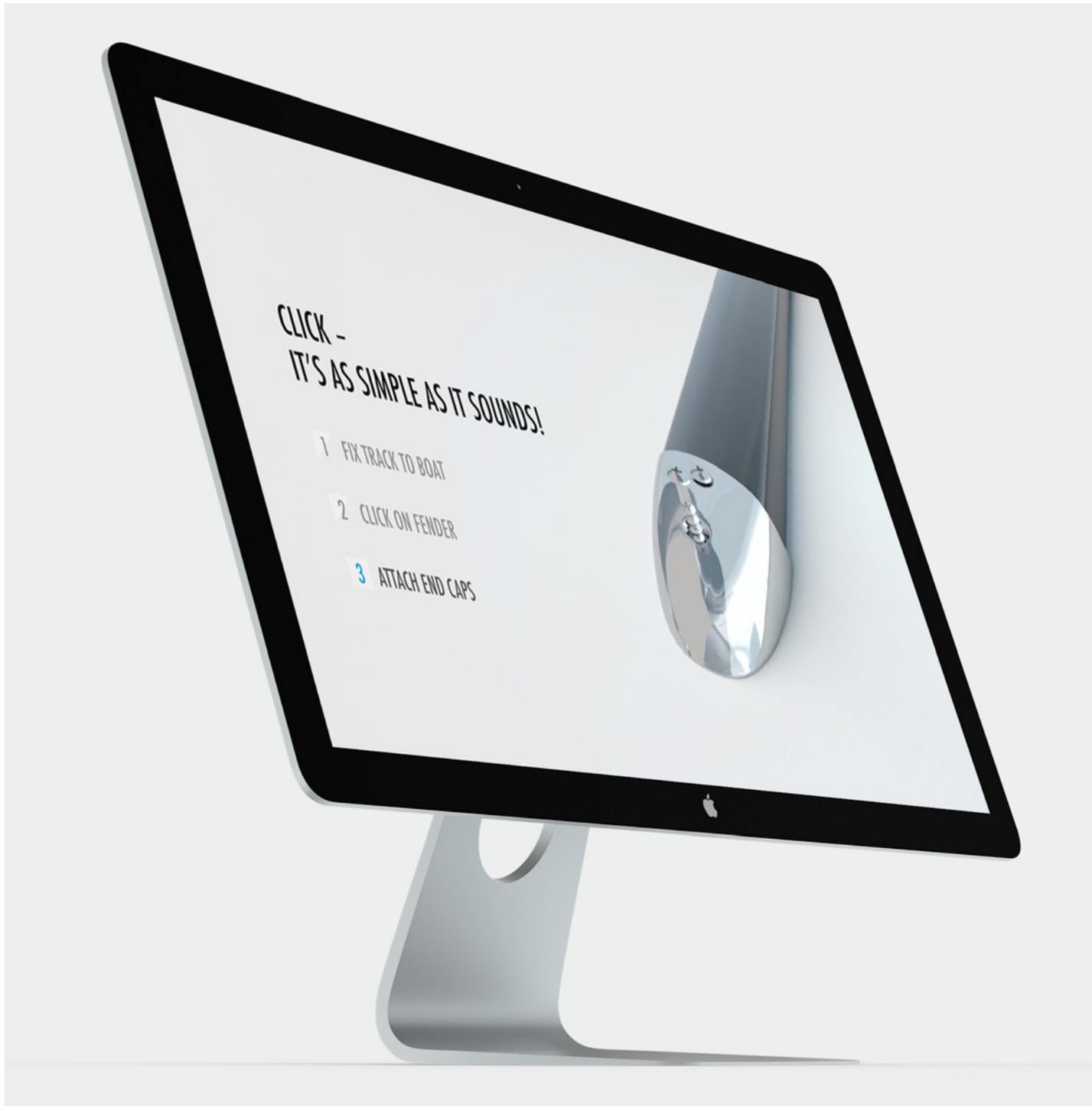
**Product images.**

Our next challenge was to produce attractive and interesting, high quality images of the product.

After first trying photography, we switched to 3D modelling / CGI and built models of the product in all sizes. This worked well and, combined with some post production work, resulted in impressive product images.







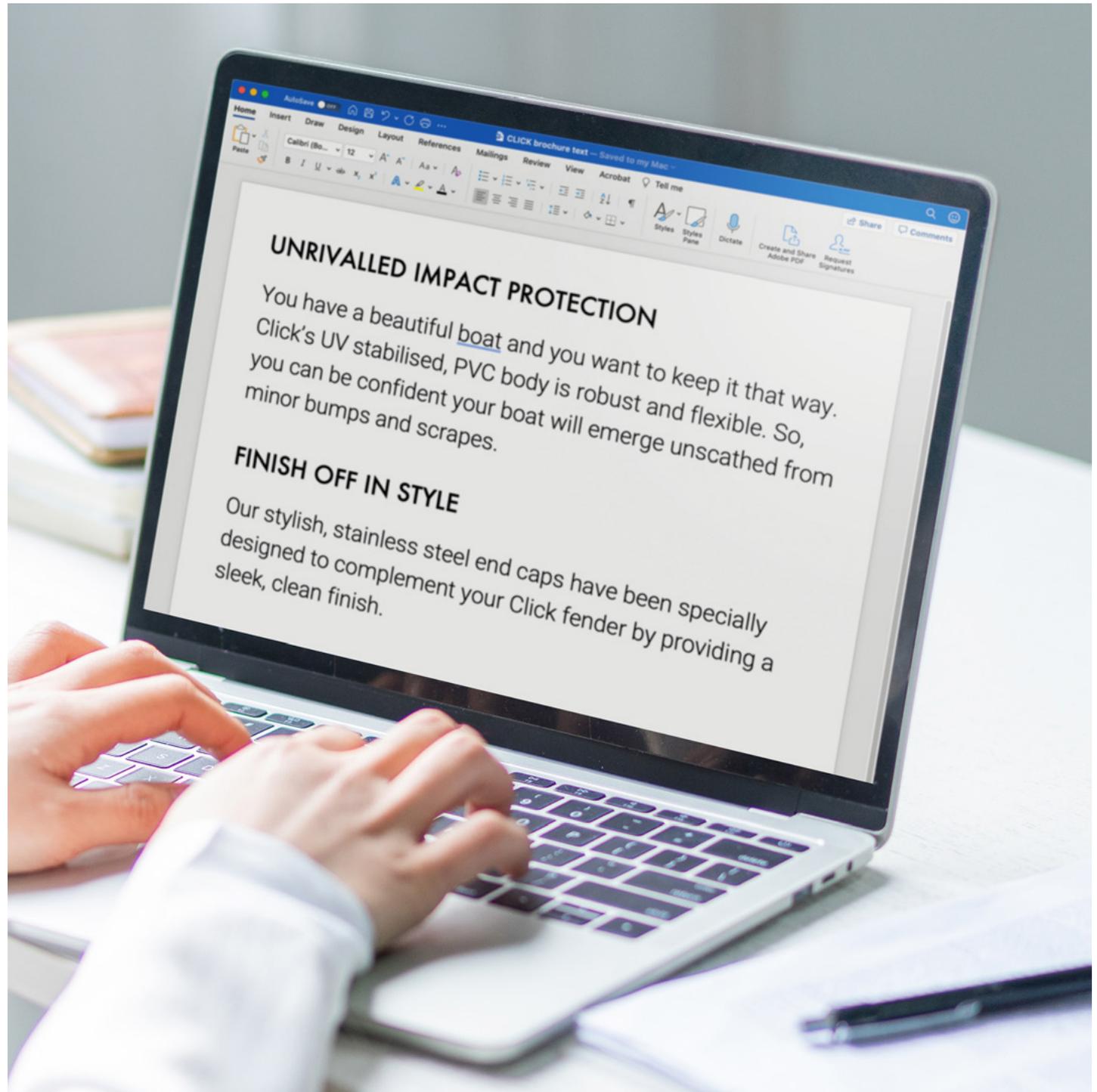
### **Animated video.**

To show how simple Click is to fit, we used our 3D software to produce an animated video illustrating the three easy steps:

- Fix track to boat
- Click on fender
- Attach end caps

### Copywriting.

We wrote the copy for all marketing materials. We kept the wording short and punchy, with a focus on product benefits.





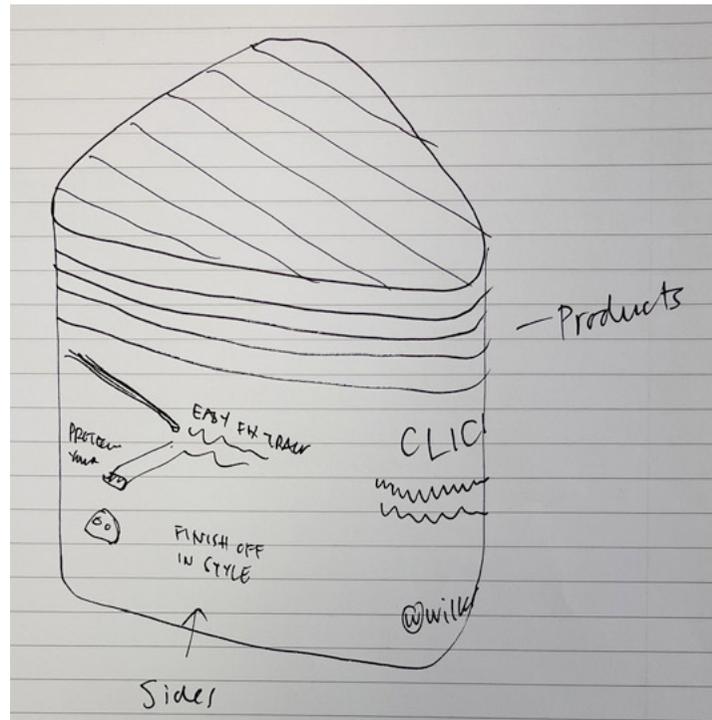
**Graphic design.**

We also produced a range of materials including a sales brochure and printed ads for trade publications.

### Exhibition stand.

Showing off the new product at boat shows was a top priority.

We helped design the exhibition stand and produced the wrap for a freestanding Click display unit.





### **Website landing page.**

We designed and built a bespoke Click landing page, complete with animations and other interactive elements.

The landing page received maximum scores for Accessibility and Best Practices in Google's PageSpeed Insights.

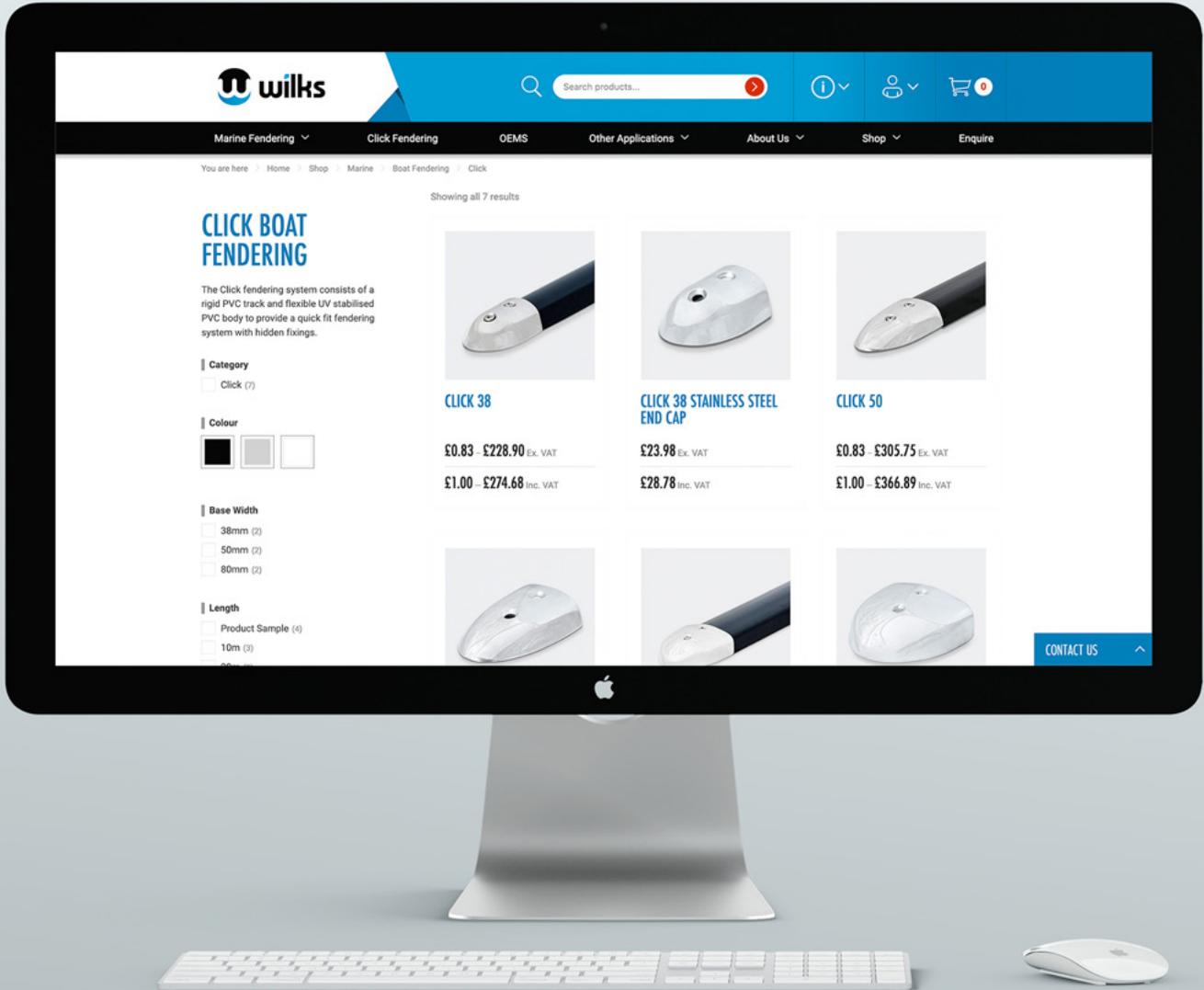
View the [Click landing page here](#).



## Digital marketing campaign.

We devised and managed a digital campaign, consisting of web banners and social media posts.





**Product photography.**

Our photographer captured and edited a range of images for use on the E-commerce website and elsewhere.



## THE RESULT

Our work has helped to launch Click successfully and earn it an enthusiastic reception in the marine sector.

View the [Click landing page here](#).

## SERVICES PROVIDED

Market research

Graphic design & print

3D modelling & CGI

Copywriting

Photography

Videography

Advertising

Large format

Web design & development

Digital marketing

“ Thanks to Fellowship, sales of Click have got off to an impressive start. As ever, the Fellowship team have been hugely creative, responsive, and effective.”

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### CHRIS BERRY

Joint Managing Director,  
Wilks





## LET'S WORK TOGETHER

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**BUILDING BRILLIANT BRANDS  
AND WEBSITES**

