

Material+



Wetwall Publications Brochure 211. Business to Consumer

Prepared by Material

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As a means to support Wetwall's mission to disrupt the bathroom remodel industry with its innovative but relatively unknown product, Material proposed a brochure publication launch that repositioned Wetwall in the marketplace as a smart, catchy, creative solution that leveraged a key element of renovation: *the thrill of transformation*. Material rebranded the shopping experience for this challenger brand by inspiring customers to look beyond traditional tile solutions.

Agency

Material+

Client

Wetwall

MarCom Awards 2023

Category:

Publications - Brochure

Subcategory:

211. Business to Consumer

1 OPPORTUNITY

In an effort to build awareness and adoption of a completely new material solution, we created a single literature piece that surprised customers with the engineering that made Wetwall look, install and perform better than tile.

Thanks to collected customer insights and segmentation, we focused the campaign on the Wetwall truth:

Beautiful transformations don't actually need to be difficult.

2 CLIENT SOLUTION

Our objective was to reach B2C stakeholders with this targeted material as an efficient and effective platform to share Wetwall benefits. This included:

- Developing an omnimarket brochure that was printed for sales teams and showrooms to promote Wetwall.
- Maximizing visibility and accessibility by making the brochure downloadable from the website.
- Delivering complete content strategy, copywriting, design, photo art direction, talent and wardrobe direction, and photo production.
- Elevating the Wetwall brand to reflect the luxury of the product and illuminated the competitive benefit to be an absolute no-brainer in the market.

3 CLIENT SUCCESS

The brochure launch worked at the enterprise level with a simple, convincing value proposition. Final deliverables included:

- Development of the tagline, "Wow. Wetwall."
- Final delivery of 138 images &
- Custom 3D model animation
- 80+ sales & marketing deliverables

"The output is outstanding. It delivers just what the organization needs, and virtually lets the product sell itself"
– VP, Wetwall



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PATENTED WATERPROOF PANEL SYSTEM
Installs seamlessly with customizable tongue-and-groove panels & color-matched sealant.

DARING DESIGNS
Looks like marble, stone or wood—including abstract patterns—and weighs a lot less.

SPEEDY DELIVERY & INSTALLATION
In hand in 2 weeks, in the bathroom in 2.5 hours. Plus, exceptional, reliable service.



SCRATCH & SCUFF-RESISTANT AEO™ TECHNOLOGY
Does double duty: works hard in busy bathrooms & looks just larger.

ANTIMICROBIAL PROTECTION
Inhibits the growth of bacteria, mold and mildew. Cleans easily and won't wear off.



WATERPROOF BATHROOM PANELS DESIGNED TO

WOW

Worry-free walls that are ready for whatever

Our durable panels perform well under pressure—designed for whatever everyday use, no matter what the day brings.



From "UH OH"

↓

to "OH WOW"

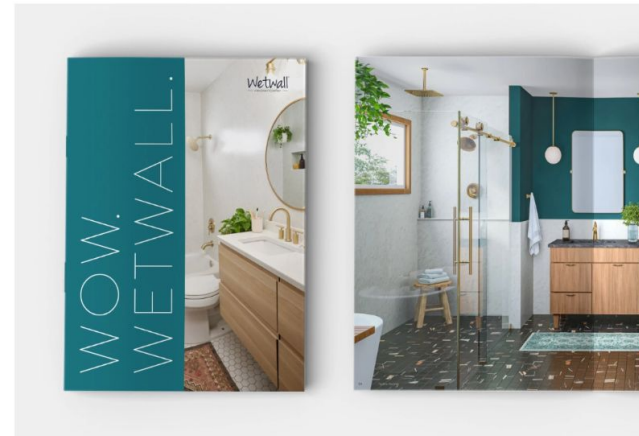


Soap & water keeps it clean.

All our luxury wall panels, all in one place.

Design ideas, installation tips and our full suite of options in one downloadable catalog.

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