

Material+



Wetwall

Strategic Communications
Marketing/Promotion Campaign
102c. Branding Refresh

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 branding refresh campaign 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:

Strategic Communications
Marketing/Promotion Campaign

Subcategory:

102c. Branding Refresh Campaign

1 OPPORTUNITY

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

Material utilized collected customer insights and segmentation to focus the campaign on the Wetwall truth:

Beautiful transformations don't actually need to be difficult.

2 CLIENT SOLUTION

Our objective was to reach both B2C and B2B stakeholders with targeted marketing materials and an efficient web platform sharing Wetwall benefits. This included:

- Elevating the brand to reflect the luxury of the product and illuminate the competitive benefit to be an absolute no-brainer in the market.
- Creating a complete content strategy, including copywriting, design, photo art direction, talent and wardrobe direction, and photo production.
- Delivering website IA, wireframing, content development, SEO strategy, page design and QA.
- Developing an omnimarket brochure printed for sales teams and showrooms, and downloadable from the website.

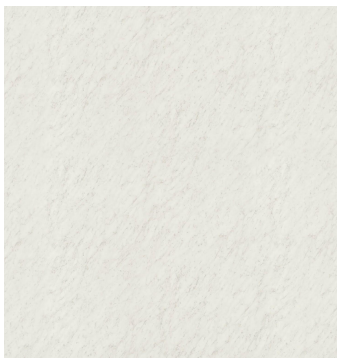
3 CLIENT SUCCESS

The branding refresh campaign 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 and 7 videos / animations with in-house video team.
- Website redesign, re-content and SEO optimization.
- Custom 3D model animation.
- 80+ sales and marketing deliverables.

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

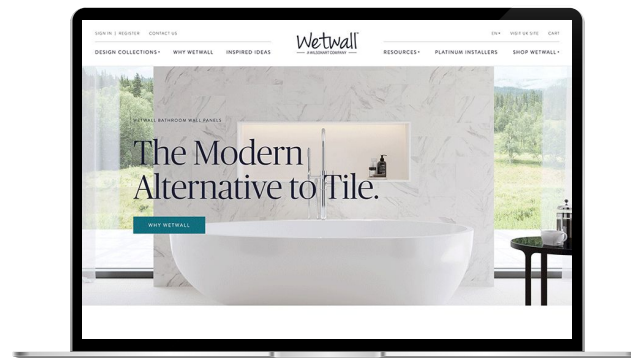
Omni-channel Marketing



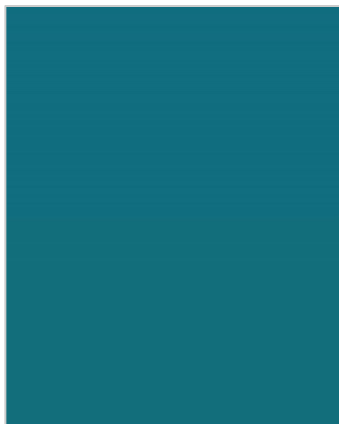
“Wow. Wetwall” tagline & motion graphic



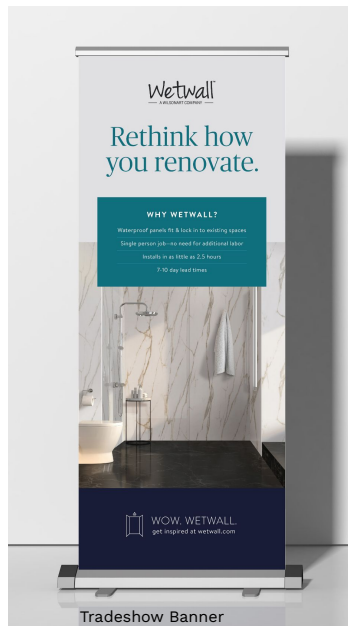
[Wetwall Lookbook / Brochure](#)



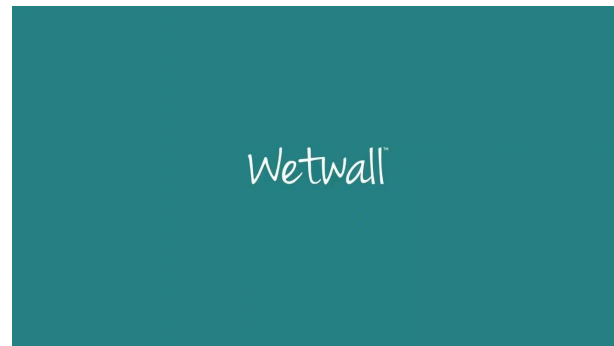
[Wetwall.com](#) website redesign, re-content + SEO optimization



Social graphics



Tradeshow Banner

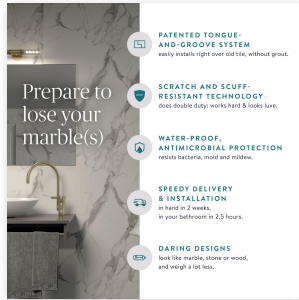


[Wetwall Brand Sizzle](#)

Omnichannel Marketing



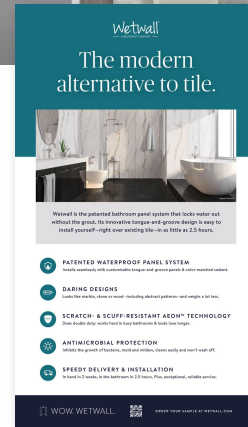
Print ad



Display tower with samples and shelf talkers



Sample sticker labels & sample box



Tradeshow vignette display & signage



IT'S KIND OF LIKE DRYWALL. EXCEPT IT'S WETWALL.

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 like marble.

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.

Meet the modern alternative to tile

AND PREPARE TO LOSE YOUR MARBLE(S)

with a revolutionary design material that transforms bath walls quickly, cheaper and easier.

Tile vs Wetwall

WASHING OUT THE COMPETITION

No other surface compares to the maintenance-resistant material of Wetwall. It has lead-free, stain, outperforms marble and is completely slip-resistant luxury looks without the black slip-prone grout.

Oh, and did we mention that it's longer-lasting grout-and-systems you can walk, crawl, you??

AT YOUR DOOR IN 2 WEEKS, IN THE BATHROOM IN 2.5 HOURS.

	THE WETWALL SYSTEM	GROUT AND SYSTEM	PERFECT	WETWALL
INSTALL TIME	2.5 HOURS	2-3 WEEKS	2-3 WEEKS	2-3 HOURS

DISCOVER WHY METRAL STACKS UP AGAINST THE COMPETITION

- EASY TO INSTALL
- CLEAN, LEAK-PROOF
- RESIST TO STAIN
- NO GROUT, NO PROBLEM
- TAKES VERY LITTLE SPACE

PERFECT FOR BUSY FAMILIES

Reno without the demo.

When families need a new bathroom, but can't manage without the old one, they turn to Wetwall. Thanks to the convenience of the longer and groutless system, our waterproof panels go up in place, right over worn-out tile.

Worry-free walls that are ready for whatever.

PERFECT FOR DIYERS

Dream it. Design it. Do it... yourself.

Teal of that tile, and that's just cover it up. These lightweight yet long-lasting panels mean you can tile walls and cover up old walls, quickly. Use our Wetwall® Adhesive and Color-Matched Grout for the best results. Simple, timely, durable.

Delivered to your door in 2 weeks. For your bathroom in as little as 2.5 hours.

Seamless edge installation means no extra tile repairs.

SEAL **SEAMLESS**

SCAN THE QR CODE TO WATCH HOW TO INSTALL WETWALL

Wow. Wetwall.

I can't do it myself?
Hesitant to do a demo?
Can't get access?
It's too tight?
No grout?
That's not real marble?
It's your bathroom?

A work of art.

WE'VE DISCOVERED DURABILITY WITH LUXURY

- Customizable Wetwall® panels
- 100+ colors
- 200+ textures
- 100+ finishes
- 100+ patterns
- 100+ designs
- 100+ textures
- 100+ finishes
- 100+ patterns
- 100+ designs

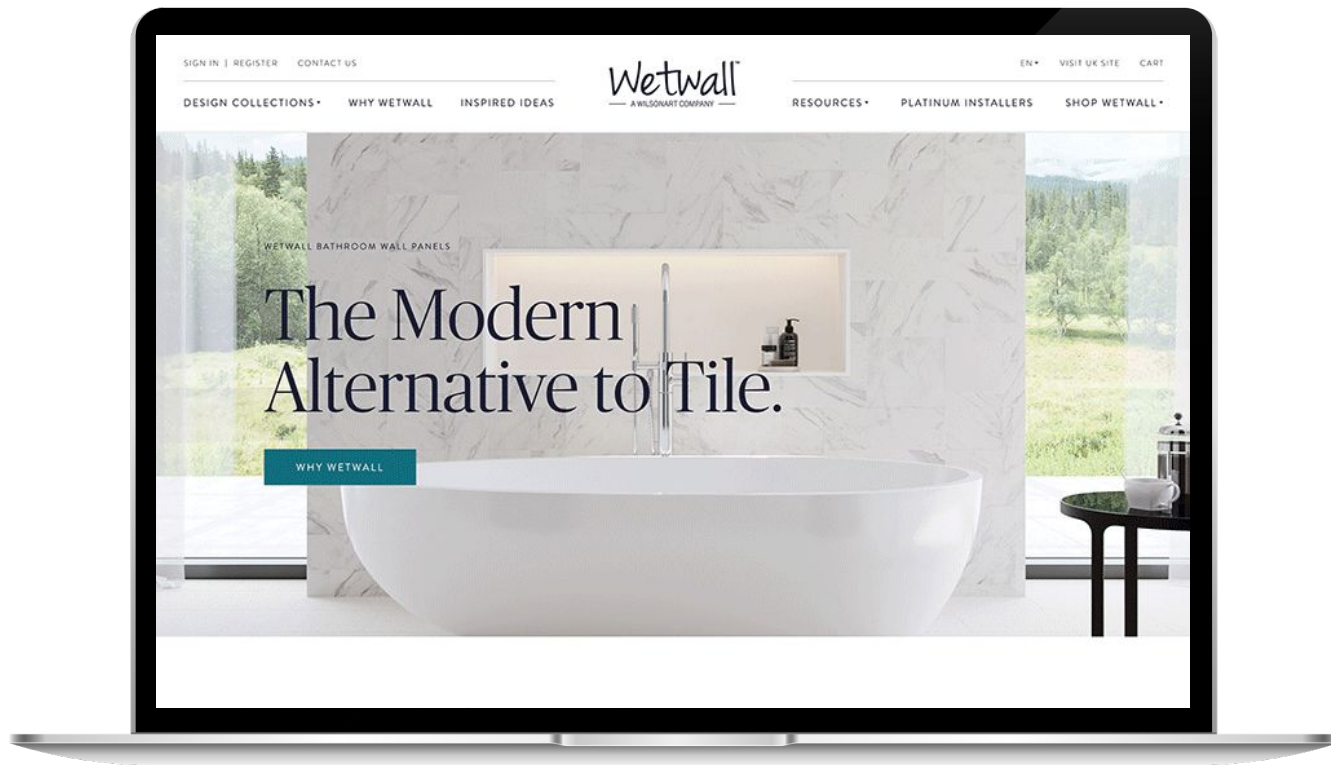
AVAILABLE IN 3 WALLS, WITH EXCLUSIVE DESIGNS TO MATCH

Fully Customizable Panels
PRO DESIGNS COLLECTION

Build-it-Smaller, Finishes-it-Right
MINIATURES & LOWES DESIGN COLLECTIONS

These tiles, walls, and other walling options are available through the Pro and Miniature collections. To learn more, visit [www.wetwall.com](#) or call 1-800-800-8000.

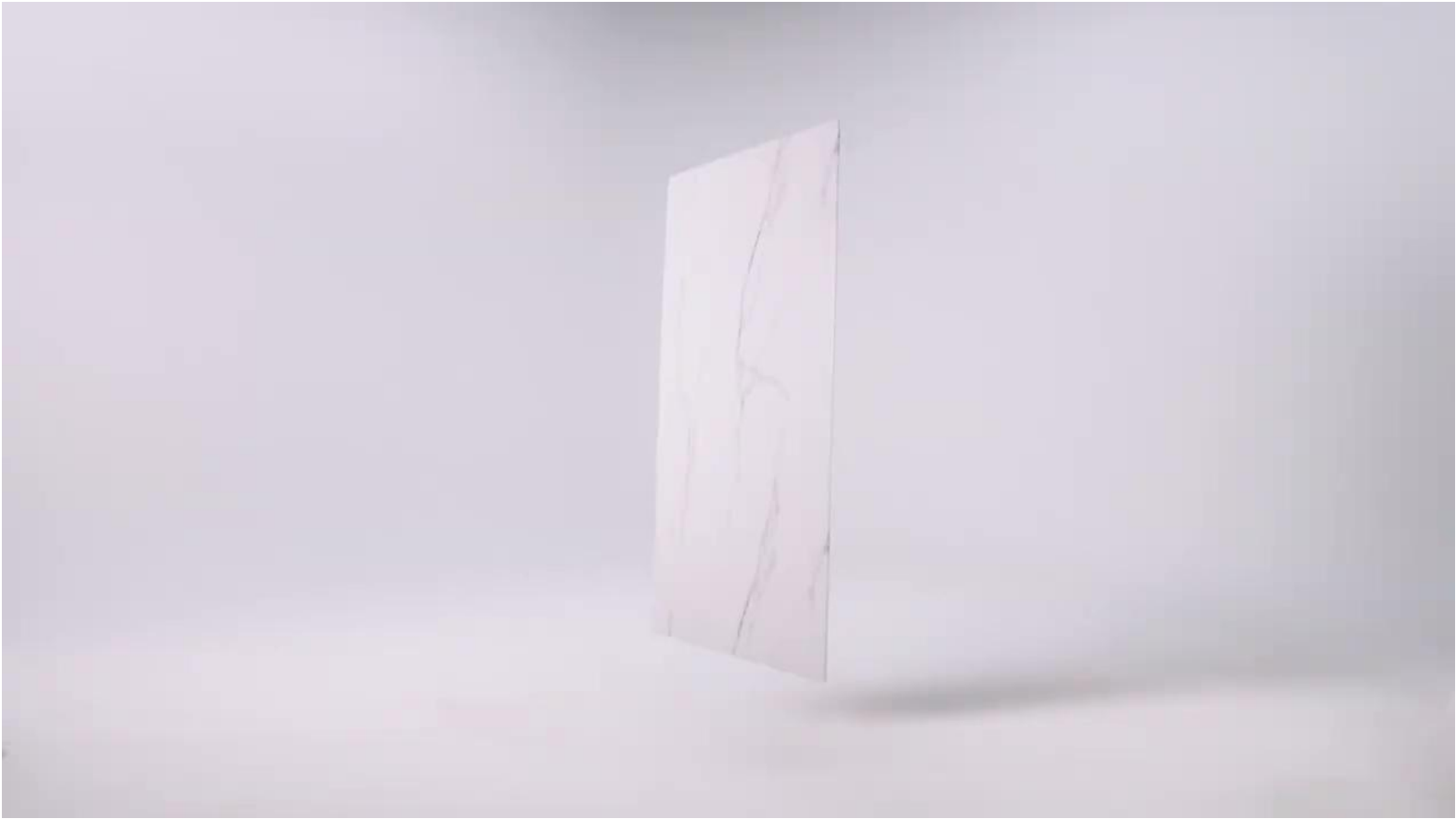
[Wetwall.com](https://www.wetwall.com) website redesign, re-content + SEO optimization



The image features a solid teal background. In the center, the word "Wetwall" is written in a white, cursive, handwritten-style font. A small trademark symbol (TM) is positioned at the top right of the final letter 'l'.

Wetwall™

Wetwall Wall Panel (Reasons to Believe) Video | “Designed by engineers. Engineered by designers.”







Meet the modern
alternative to tile

Material+

Thank You