



Sunny knows...

total deck traction

(sticky bumps traction pads) + (sticky bumps surf wax) =

sticky bumps .com

Pick up our products at your local surf shops, or surf the net at www.stickybumps.com • 1999 Wax Research, Inc. in beautiful Leucadia, California

| CHALLENGE | STRATEGY | CREATIVE | RESULTS |
|--|--|--|--|
| <p>The Sticky Bumps packaging was outdated and ineffective. They needed to clearly define their shelf presence in a very competitive retail environment.</p> | <p>We needed to develop a stronger distinction between each season the surf waxes represented as well as emphasize the aspect of the pro-riders who aided in the development of each deck pad.</p> | <p>Our designs included a clean and modern visual identity and images of the pro-riders that expressed Sticky Bumps' support of the surf industry. For their display ads, we placed the newly designed packaging around images of their pro-riders .</p> | <p>The new look-and-feel of the brand was enthusiastically embraced, and the in-store sales, as well as brand awareness improved dramatically.</p> |