

PRC

POCKET ROCKET CREATIVE LIMITED
CREATIVE SERVICES FOR MARKETING

ESTABLISHED IN 2007, WE ARE AN INDEPENDENT, CREATIVELY DRIVEN, DESIGN-FOR-MARKETING AGENCY

WE PROVIDE COLLABORATIVE AND ENGAGING CREATIVE SOLUTIONS FROM CONCEPTS TO PRINT

OUR PASSION, ENERGY AND OPERATIONAL EXCELLENCE FUELS OUR CREATIVITY – AND DELIVERS FOR OUR CLIENTS



THE TEAM

ANDREW MCDOWELL DEL SNEDDON GARY DOHERTY ADAM MCCARTNEY GARY DAWSON



THE DRUM SCOTTISH DESIGN AWARDS
AGENCY OF THE YEAR 2015

SCOTTISH DESIGN AWARDS
GOLD 2023



AGENCY OF THE YEAR 2015

WORLD WHISKIES DESIGN AWARDS 2014
WORLD'S BEST AGENCY

WORLD WHISKIES DESIGN AWARDS 2016
WORLD'S BEST AGENCY

WORLD WHISKIES DESIGN AWARDS 2018
WORLD'S BEST AGENCY

WHAT DO WE DO?

WE HAVE BUILT ON OUR YEARS OF EXPERIENCE TO REALLY FOCUS ON WHAT'S IMPORTANT TO YOU AS A CLIENT. WE HAVE A VISION FOR A LEAN, RESPONSIVE AGENCY, PRODUCING POWERFUL AND EFFECTIVE CREATIVE WORK, BUILT ON BRAND INSIGHTS AND TRUTHS.

OUR AIM IS TO DEVELOP A STRONG, COLLABORATIVE, WORKING RELATIONSHIP BY LISTENING, DISCUSSING AND UNDERSTANDING YOUR BRAND POSITIONING, NEEDS, ASPIRATIONS AND OBJECTIVES. WE THEN DISTIL THE CREATIVE CHALLENGE DOWN TO PROVIDE AN INNOVATIVE, OWNABLE SOLUTION.



PACKAGING

IDENTITY

SUPPORT COMMUNICATION



ESTD 1897

TOMATIN

HIGHLAND SINGLE MALT SCOTCH WHISKY





WE ARE MULTI-DISCIPLINED







PRINT & ADVERTISING

3D VISUALISING

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PACKAGING: ULTRA PREMIUM
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GIN
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BEER
MISCELLANEOUS
NON-ALCOHOLIC
FOOD

3D VISUALISING

SUPPORT COMMUNICATION

CLIENT TESTIMONIALS

PRC

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PACKAGING: ULTRA PREMIUM

SCOTTISH CREATIVE AWARDS
BEST PACKAGING - 2016





PRC

CLIENT: TOMATIN DISTILLERY
WAREHOUSE NO.6 COLLECTION

PACKAGING

SCOTTISH DESIGN AWARDS GOLD 2023

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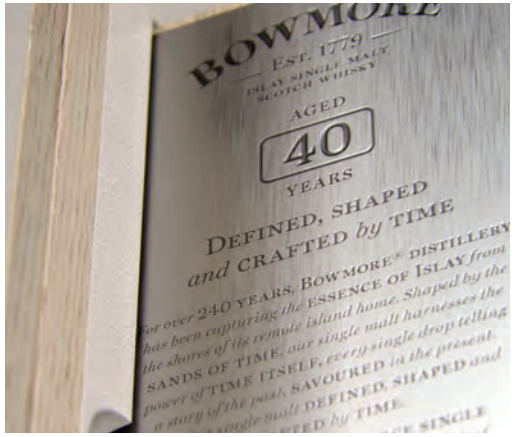


PRC

CLIENT: SHIRAKAWA
SHIRAKAWA 1958









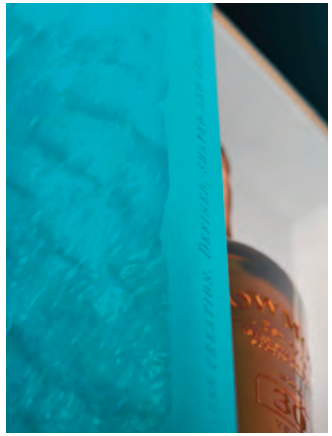
PRC

CLIENT: BOWMORE
40 YEAR OLD









PRC

CLIENT: BOWMORE
30 YEAR OLD









PRC

CLIENT: BOWMORE
TIMELESS 27 YEAR OLD







PRC

CLIENT: BOWMORE
WHISKY LIVE CHINA 38 YEAR OLD







PRC

CLIENT: BOWMORE
32YO MYTHS & LEGENDS
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PRC

CLIENT: LITTLEMILL
TESTAMENT PREMIUM









PRC

CLIENT: LITTLEMILL
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PRC

CLIENT: LITTLEMILL
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WORLD WHISKIES AWARDS 16 DESIGN GOLD

PRC

CLIENT: DISTELL
TOBERMORY 42 YEAR OLD







PRC

CLIENT: DISTELL
BUNNAHABHAIN 46 YEAR OLD





PRC

CLIENT: THE DUNCAN TAYLOR
ACCOLADE
IMAGES ABOVE PRC 3D RENDER





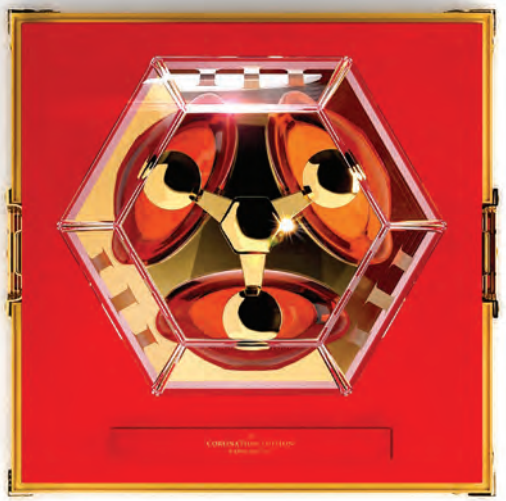


PRC

CLIENT: LOCH LOMOND
54 YEAR OLD







PRC

CLIENT: DUNCAN TAYLOR
CORONATION EDITION
IMAGES ABOVE PRC 3D RENDER

PRC

PACKAGING: WHISKY

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PRC

CLIENT: GLEANN MÓR
EDINBURGH WHISKY
IMAGES ABOVE PRC 3D RENDER



PRC

CLIENT: LOCH LOMOND
CORE RANGE









PRC

CLIENT: LOCH LOMOND
16YO - WAYPOINT SERIES
IMAGES ABOVE PRC 3D RENDER



PRC

CLIENT: GLEN SCOTIA
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PRC

CLIENT: ISLE OF ARRAN DISTILLERS
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PRC

CLIENT: ISLE OF ARRAN DISTILLERS
MACHRIE MOOR & MACHRIE MOOR CASK STRENGTH



PRC

WORLD WHISKIES AWARDS 18
DESIGN
BEST NEW LAUNCH

WORLD WHISKIES AWARDS 18
DESIGN
BEST PRESENTATION

CLIENT: ISLE OF ARRAN DISTILLERS
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WORLD WHISKIES AWARDS 19
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PRC

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DESIGN
BRONZE

STANDARD DESIGN

WORLD WHISKIES AWARDS
DESIGN
SILVER

NEW LAUNCH DESIGN





PRC

CLIENT: DOUGLAS LAING
TIMOROUS BEASTIE & TIMOROUS BEASTIE 40 YEAR OLD

SCOTTISH DESIGN AWARDS 2015
WINNER

DESIGN & PACKAGING BRONZE





CLIENT: DOUGLAS LAING
ROCK OYSTER & ROCK OYSTER CASK STRENGTH

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scottish design awards 2014

SCOTTISH DESIGN AWARDS 2014
WINNER

SCOTTISH CREATIVE AWARDS

BEST ILLUSTRATION - 2014

SCOTTISH CREATIVE AWARDS

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WORLD WHISKIES DESIGN AWARDS 2014
WORLD'S BEST

BEST BLENDED MALT

INTERNATIONAL SPIRITS CHALLENGE 2016
BRONZE

DESIGN & PACKAGING

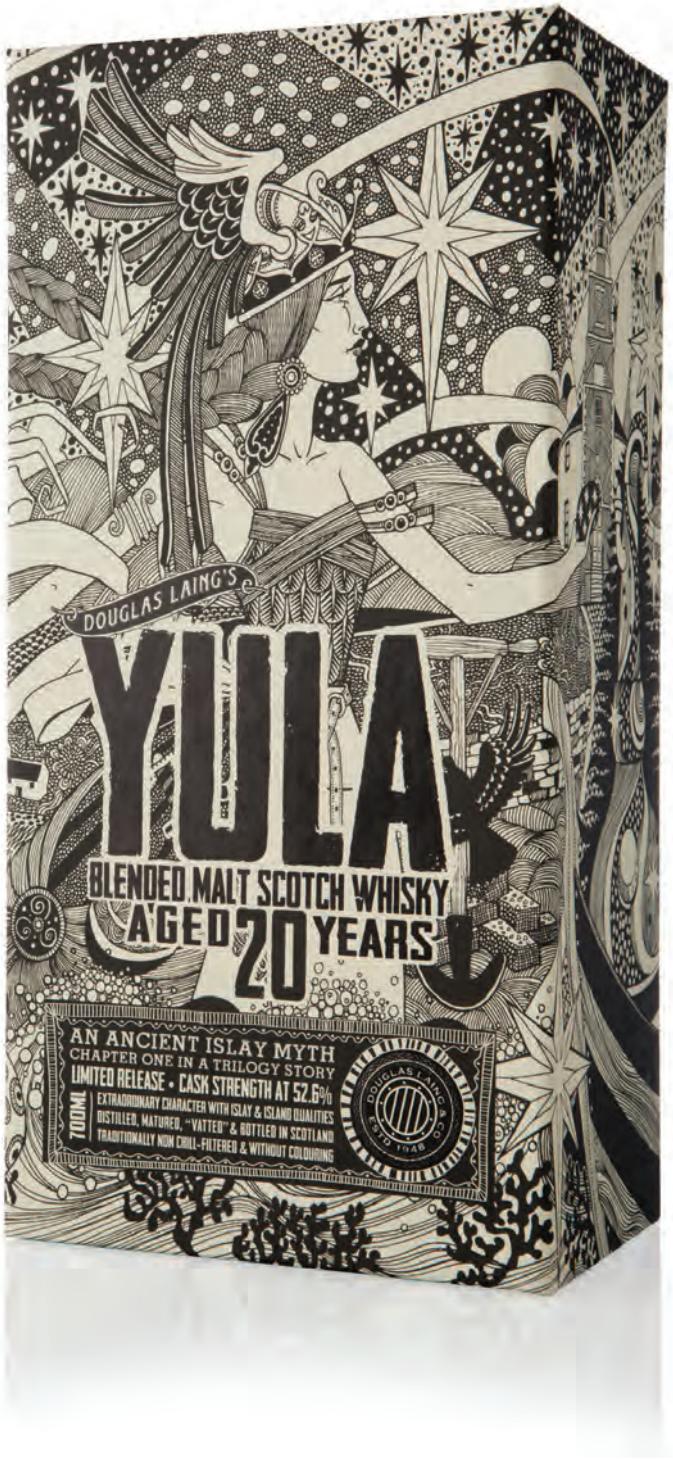
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CLIENT: DOUGLAS LAING
SCALLYWAG

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scottish design awards 2016

SCOTTISH DESIGN AWARDS 2016
WINNER

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PRC

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WORLD WHISKIES AWARDS DESIGN GOLD

WORLD WHISKIES AWARDS DESIGN BEST LABEL



PRC

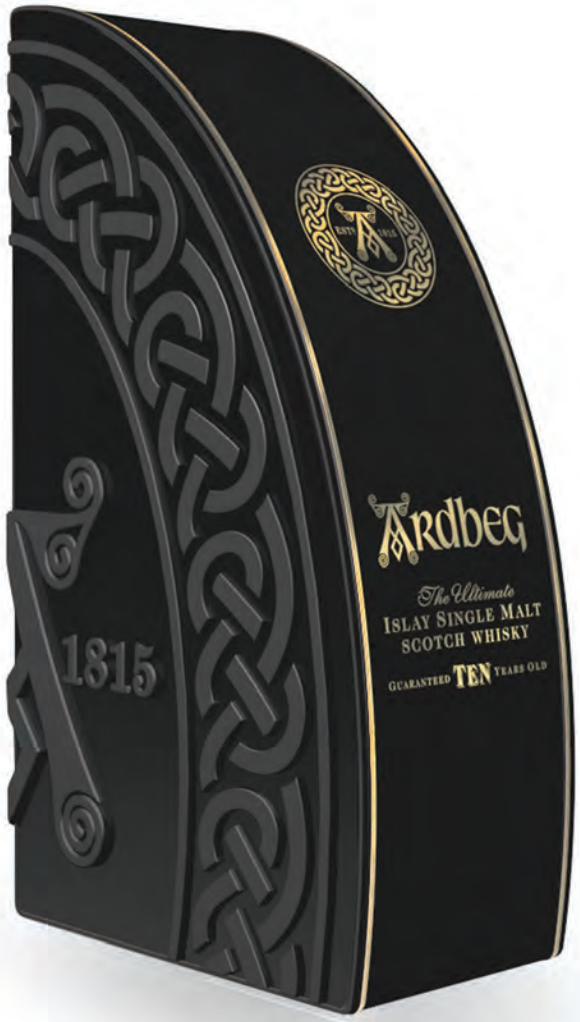
CLIENT: DOUGLAS LAING
THE GAULDRONS



PRC

CLIENT: TOMATIN DISTILLERY
12YO & SHERRY 12YO
IMAGE ABOVE PRC 3D RENDER





PRC

CLIENT: ARDBEG
QUADRANT PACK
IMAGES ABOVE PRC 3D RENDER

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PRC

CLIENT: ARDBEG
WAREHOUSE PACK



WORLD WHISKIES AWARDS 18 DESIGN GOLD

WORLD WHISKIES AWARDS 18 DESIGN BEST NEW LAUNCH

PRC

CLIENT: NORTH STAR
CORE RANGE
IMAGE ABOVE PRC 3D RENDER



PRC

CLIENT: ROCK TOWN
COLUMN STILL COLLECTION



PRC

CLIENT: GLENMORANGIE

AZUMA MAKOTO - 23YO MINIATURE PRESS PACK & DISTILLERY EXCLUSIVE

IMAGE ABOVE PRC 3D RENDER

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PRC

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PRC

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PRC

PACKAGING: GIN, VODKA & RUM







PRC

CLIENT: INNOBEV LTD
INGINUITY IRISH GIN





scottish design awards 2015

SCOTTISH DESIGN AWARDS 2015
WINNER

WORLD GIN AWARDS 2016
DESIGN SILVER

WORLD GIN AWARDS 2015
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PRC

CLIENT: DUNNET BAY DISTILLERS
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CLIENT: SKIBO CASTLE
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CLIENT: WILD THYME
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PRC

CLIENT: KINRARA DISTILLERY
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PRC

CLIENT: STONEHOUSE
GIN RANGE





PRC

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PRC

CLIENT: BRUGAL
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PRC

CLIENT: LUISITA
CASA RUM

PRC

PACKAGING: BEER

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CLIENT: BROUGHTON
HOPOPOTAMUS

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PRC

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PRC

CLIENT: BARNEY'S BEER
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PRC

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PACKAGING

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CLIENT: RISING BRANDS
SOLROSO



PRC

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PRC

CLIENT: HIGHLAND SPRING
PREMIUM GLASS BOTTLE
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PRC

CLIENT: HIGHLAND SPRING
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IMAGE ABOVE PRC 3D RENDER



PRC

CLIENT: HIGHLAND SPRING
FLAVOURED SPARKLING WATER
IMAGES ABOVE PRC 3D RENDER

PRC

PACKAGING: FOOD





PRC

CLIENT: BAXTERS
SUPER GOOD - BONE BROTHS
IMAGE ABOVE PRC 3D RENDER


SINCE 1868
BLOOD ORANGE MARMALADE
Audrey Baxter
SINCE 1868
CHILLI JELLY
Audrey Baxter
SINCE 1868
PEACH & APRICOT CONSERVE
Audrey Baxter
SINCE 1868
SPICED PEAR & BRANDY CHUTNEY
Audrey Baxter



PRC

CLIENT: FRAY BENTOS
MEALS IN MINUTES



PRC

CLIENT: OREXIS
CHILLED FOODS



PRC

CLIENT: OREXIS
CHILLED FOODS



PRC

CLIENT: OREXIS & JUST DIP
CHILLED FOODS


simply delicious
CARAMELISED ONION CREAM CHEESE
Rich and sweet blend of caramelised onions, infused with fresh cream cheese.
NO PRESERVATIVES
200g
simply delicious
CURRIED MANGO HOUMOUS
An aromatic chaat masala and sweet mango spiced houmous topped with fennel seeds.
NO PRESERVATIVES
200g
simply delicious
MORELLO CHERRY OVERNIGHT OATS
NO PRESERVATIVES
200g


CALORIES 83 PER PACK
NEW
nairn's
GLUTEN FREE
POP OATS
LIGHT & CRISPY POPPED OAT SNACKS
BBQ
20g
CALORIES 83 PER PACK
NEW
nairn's
GLUTEN FREE
POP OATS
LIGHT & CRISPY POPPED OAT SNACKS
SOUR CREAM & CHIVE
20g
CALORIES 83 PER PACK
NEW
nairn's
GLUTEN FREE
POP OATS
LIGHT & CRISPY POPPED OAT SNACKS
SALT & VINEGAR
20g



PRC

CLIENT: KARMA BITES
POPPED LOTUS SEEDS

PRC

3D VISUALISING



PRC

CLIENT: GLEANN MÒR
3D RENDER



PRC

CLIENT: GLEANN MÒR
3D RENDER



PRC

CLIENT: GLEANN MÒR
3D RENDER



PRC

CLIENT: NORTH STAR
3D RENDER



PRC

CLIENT: DUNCAN TAYLOR
3D RENDER

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PRC

CLIENT: DUNCAN TAYLOR
3D RENDER



PRC

CLIENT: ISLE OF ARRAN DISTILLERS
3D RENDER







PRC

BEER BOTTLES
3D RENDERS

PRC

SUPPORT COMMUNICATION







PRC

CLIENT: TOMINTOUL
DUBAI TRAVEL RETAIL PROMOTIONAL UNITS



PRC

CLIENT: GLENDRONACH
GLOBAL TRAVEL RETAIL PROMOTIONAL KIT





PRC

CLIENT: TOMATIN
GLOBAL TRAVEL RETAIL PROMOTIONAL KIT

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PRC

CLIENT: MACDUFF INTERNATIONAL
WATER PROOF PRESS AD



PRC

CLIENT: BENRIACH
PRESS AD

WHISKY FIT FOR A KINGSMAN

The GlenDronach single malt Scotch whisky has remained somewhat of a well-kept secret, distilled and matured in the valley of Forgue, deep in the east Highland hills.

Using time-honoured skills established by founder, James Allardice, The GlenDronach has been quietly mastering the art of sherry cask maturation since 1826. Just as it has always been done, our Highland whisky undergoes a lengthy maturation in casks which have previously housed Pedro Ximenez or Oloroso sherry. These patient endeavours have created The GlenDronach's signature style: richly sherried, elegant and full-bodied to the last.

The GlenDronach was personally selected by film director, Matthew Vaughn, to celebrate the release of his film 'Kingsman: The Golden Circle'; The GlenDronach being his single malt whisky of choice. To create The GlenDronach Kingsman Edition 1991 Vintage, which marks the birth year of Kingsman agent, Gary 'Eggsy' Unwin, only the finest sherry casks were selected by whisky maker, Rachel Barrie.

Unashamedly Highland and endlessly complex, this rare, limited release shares the Kingsman creed of impossible perfection built on unshakeable tradition.

Rachel Barrie

The GlenDronach Distillery C'LIMITED

Savour with time, drink responsibly.

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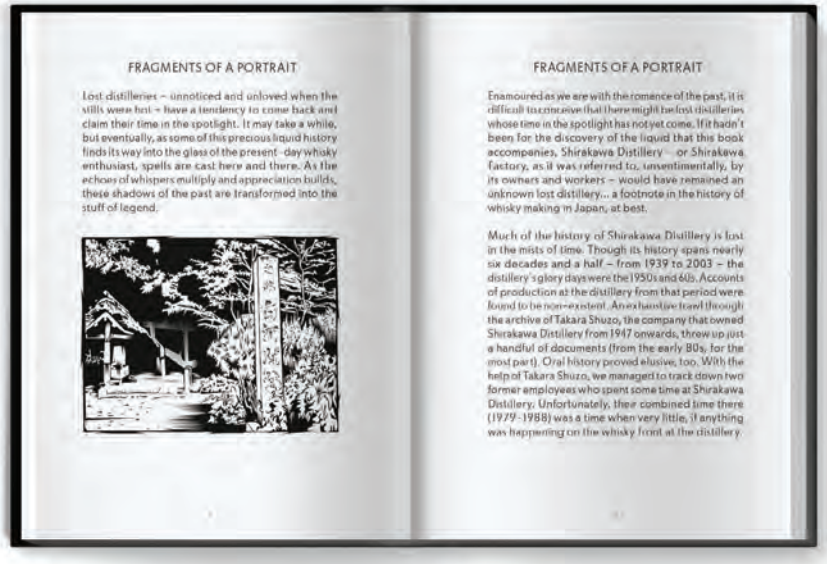
drinkaware.co.uk
for the facts



PRC

CLIENT: GLENDRONACH
KINGSMAN DPS PRESS AD





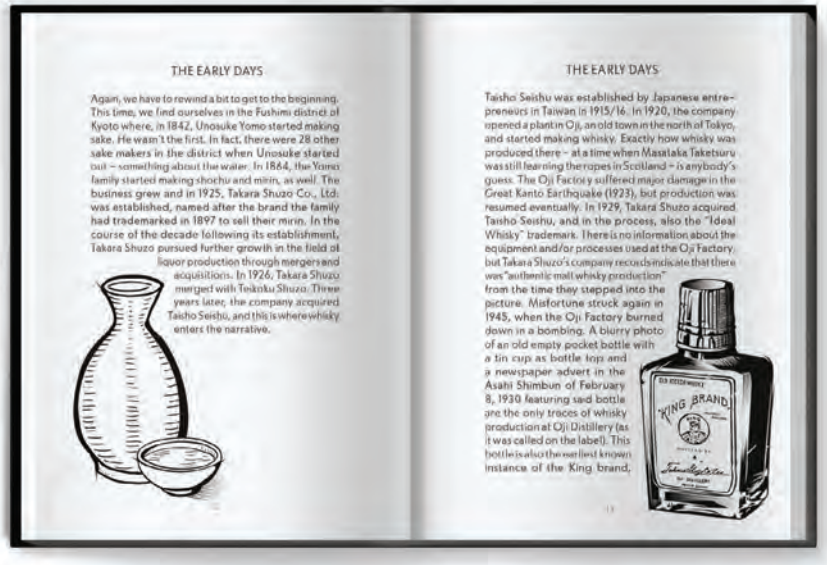
FRAGMENTS OF A PORTRAIT

Lost distilleries – unnoticed and unloved when the stills were hot – have a tendency to come back and claim their time in the spotlight. It may take a while, but eventually, as some of this precious liquid history finds its way into the glass of the present-day whisky enthusiast, spells are cast here and there. As the echoes of whispers multiply and appreciation builds, these shadows of the past are transformed into the stuff of legend.

FRAGMENTS OF A PORTRAIT

Enamoured as we are with the romance of the past, it is difficult to conceive that there might be lost distilleries whose time in the spotlight has not yet come. If it hadn't been for the discovery of the liquid that this book accompanies, Shirakawa Distillery – or Shirakawa factory, as it was referred to, unsentimentally, by its owners and workers – would have remained an unknown lost distillery... a footnote in the history of whisky making in Japan, at best.

Much of the history of Shirakawa Distillery is lost in the mists of time. Though its history spans nearly six decades and a half – from 1939 to 2003 – the distillery's glory days were the 1950s and 60s. Accounts of production at the distillery from that period were found to be non-existent. An exhaustive trawl through the archive of Takara Shuzo, the company that owned Shirakawa Distillery from 1947 onwards, threw up just a handful of documents (from the early 80s, for the most part). Oral history proved elusive, too. With the help of Takara Shuzo, we managed to track down two former employees who spent some time at Shirakawa Distillery. Unfortunately, their combined time there (1979-1988) was a time when very little, if anything was happening on the whisky front at the distillery.



THE EARLY DAYS

Again, we have to rewind a bit to get to the beginning. This time, we find ourselves in the Fushimi district of Kyoto where, in 1842, Unosuke Yomo started making sake. He wasn't the first. In fact, there were 28 other sake makers in the district when Unosuke started out – something about the water. In 1864, the Yomo family started making shochu and mirin, as well. The business grew and in 1925, Takara Shuzo Co., Ltd. was established, named after the brand the family had trademarked in 1897 to sell their mirin. In the course of the decade following its establishment, Takara Shuzo pursued further growth in the field of liquor production through mergers and acquisitions. In 1926, Takara Shuzo merged with Teikoku Shuzo. Three years later, the company acquired Taisho Seishu, and this is where whisky enters the narrative.

THE EARLY DAYS

Taisho Seishu was established by Japanese entrepreneurs in Taiwan in 1915/16. In 1920, the company opened a plant in Oji, an old town in the north of Tokyo, and started making whisky. Exactly how whisky was produced there – at a time when Masataka Taketsuru was still learning the ropes in Scotland – is anybody's guess. The Oji Factory suffered major damage in the Great Kanto Earthquake (1923), but production was resumed eventually. In 1929, Takara Shuzo acquired Taisho Seishu, and in the process, also the "Ideal Whisky" trademark. There is no information about the equipment and/or processes used at the Oji Factory, but Takara Shuzo's company records indicate that there was "authentic malt whisky production" from the time they stepped into the picture. Misfortune struck again in 1945, when the Oji Factory burned down in a bombing. A blurry photo of an old empty pocket bottle with a tin cup as bottle top and a newspaper advert in the Asahi Shimbun of February 8, 1930 featuring said bottle are the only traces of whisky production at Oji Distillery (as it was called on the label). This bottle is also the earliest known instance of the King brand.

PRC

CLIENT TESTIMONIALS

NAIRN'S

I've worked with PRC pretty much since they started, across a number of food and drink brands. For me, the thing that makes them stand out is how quickly the team grasp a brief and the quality, depth and breadth of their response which never disappoints – in fact, the choice of options usually exceeds expectations. Their knowledge of print and packaging production is also excellent. From a simple pack update to the redesign of an entire range (most recently of 30 SKUs!), they are great to work with and I highly recommend them.

Emma Heath

Head of Marketing
Nairn's

ISLE OF ARRAN DISTILLERS

"Isle of Arran Distillers Ltd have worked with Pocket Rocket Creative since 2008 and have always found them to be both innovative and supportive in terms of our product development and general marketing. In my opinion Pocket Rocket's greatest strength is their willingness to openly discuss ideas and create concepts from the ground up with the clients' needs always at the forefront of any discussions. Pocket Rocket had an immediate impact on our business as one of the first projects we worked on together raised the bar for The Arran Malt brand in terms of consumer impact and the subsequent ideas we have developed have only reinforced this success. Gary Dawson manages the account in a very professional manner and responds to any enquiries quickly and efficiently. Each of the design team at Pocket Rocket approaches projects from a unique perspective but it is clear they spark off each other in a positive way and are always willing to hear feedback of all kinds! For the above reasons I would heartily recommend Pocket Rocket as an excellent design and marketing agency."

Euan Mitchell

Managing Director
Isle of Arran Distillers Ltd

KARMA BITES

PRC not only understood what I was looking for creatively – they knocked it out the park and delivered more than I dreamed of.

Launching a new and unknown brand, in a crowded market is not an easy task. The design PRC created works across a range of flavours, provides shelf standout, and connects with a challenging and savvy target audience – and the response, at launch, was phenomenal. Everyone LOVED it!

This was my first encounter working with PRC, but will definitely not be my last.

Thank you to everyone on the team who helped achieve my vision for Karma Bites.

Ashwin Ahuja
Owner
Ashwin Ahuja Group Ltd

HENSTONE

Great to work with PRC, our experience from the start has been nothing but positive. They understood the brief from the outset and delivered. Also great to have production experience (as well as design) as this helps when one gets to the practicalities of printing. Would certainly recommend to others.

Thank you for your support!

Chris Toller

Co-Founder and Director
Henstone Distillery

TOMATIN DISTILLERY

We've worked with PRC for well over a decade and see them as a genuine extension of our brand team. They're more than an agency, they're a trusted partner who understand our business, consistently deliver great creative, and bring valuable insight that's helped shape and elevate our brand over time. Their collaborative approach and reliability make them a pleasure to work with.

Jennifer Masson

Head of Marketing
The Tomatin Distillery

YOU'RE IN SAFE HANDS

IF YOU WOULD LIKE FURTHER INFORMATION OR WOULD LIKE US TO COME IN FOR A CHAT CONTACT GARY DAWSON ON

TELEPHONE: **01786 468040**

MOBILE: **07855 826679**

EMAIL: **GARY@THISISPRC.COM**

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