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 EXELLENCE 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

ESTD 1897

TOMATIN

HIGHLAND SINGLE MALT SCOTCH WHISKY

POINT OF SALE

WE ARE MULTI-DISCIPLINED

PRINT & ADVERTISING

3D VISUALISING

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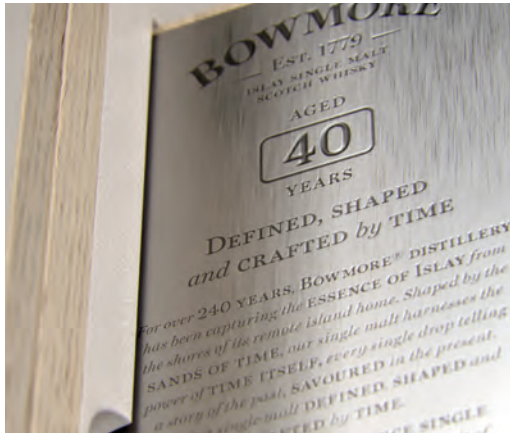

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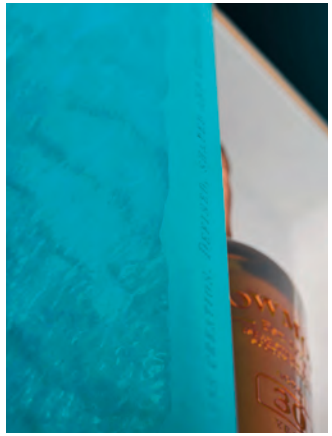

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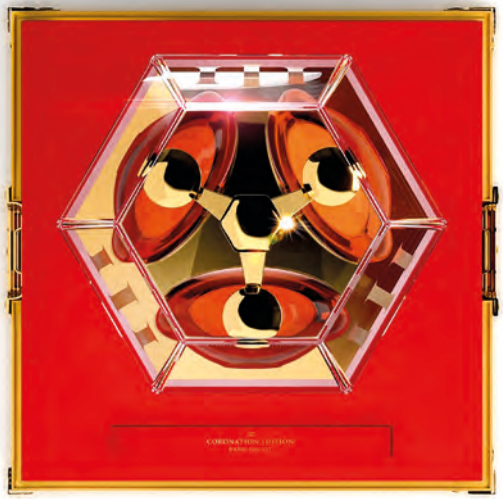

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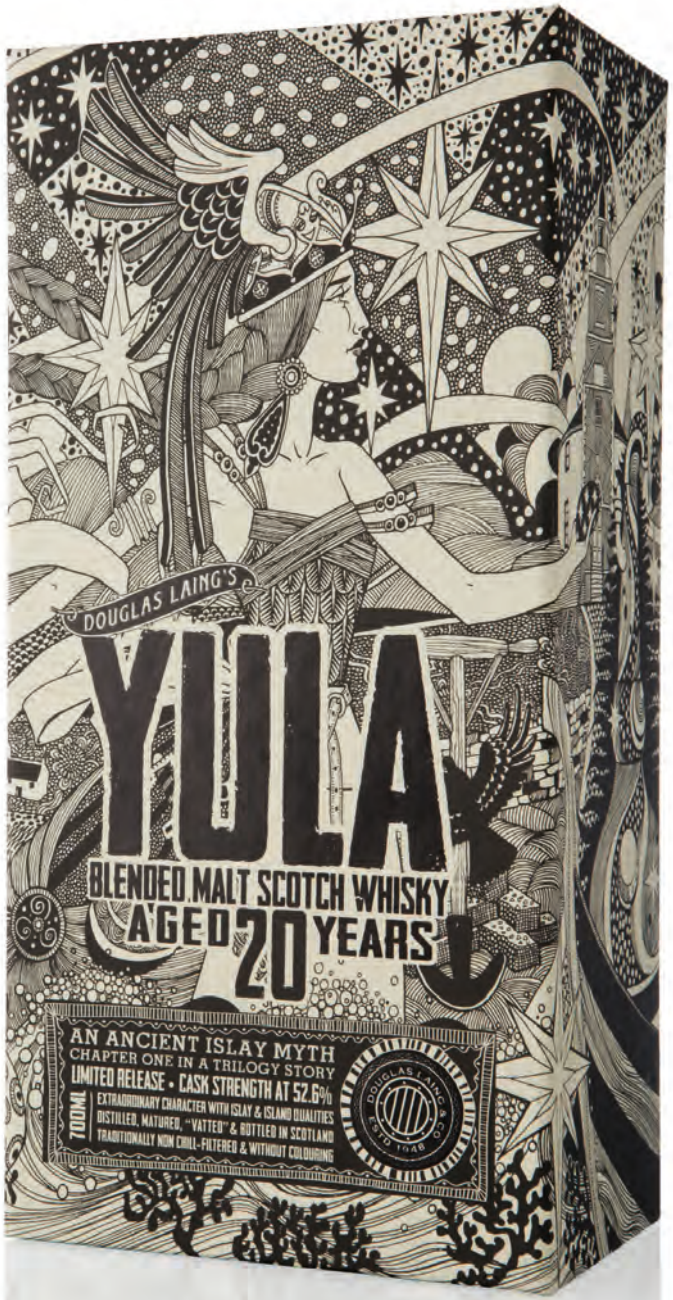

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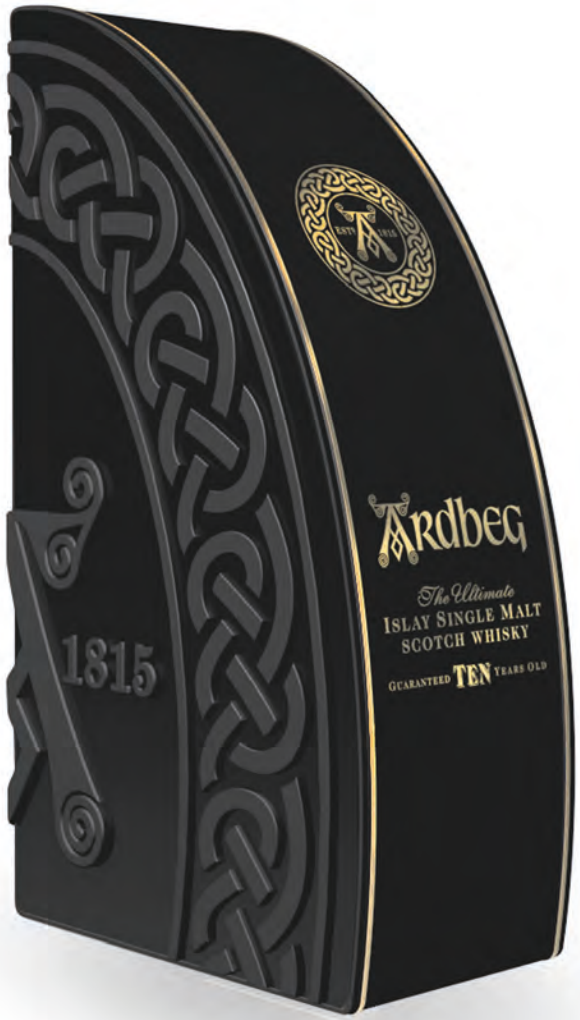

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IMAGE ABOVE PRC 3D RENDER

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

BIG EAT
MEAL FOR ONE
SINCE 1881
FRAY BENTOS
19g PROTEIN
MEALS IN MINUTES
Chilli con CARNE
WITH BEEF
350g e

BIG EAT
MEAL FOR ONE
SINCE 1881
FRAY BENTOS
15g PROTEIN
MEALS IN MINUTES
Chicken Korma
WITH RICE
350g e

BIG EAT
MEAL FOR ONE
SINCE 1881
FRAY BENTOS
20g PROTEIN
MEALS IN MINUTES
Mac'n'Cheese
WITH MACARONI PASTA
350g e

PRC

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PRC

CLIENT: OREXIS
CHILLED FOODS

TARAMOSALATA
A GREEK INSPIRED TARAMOSALATA
MADE WITH COD ROE AND
EXTRA VIRGIN OLIVE OIL.

JUST DIP
MEXICAN STYLE
CHIPOTLE
CHILLI CHEESE
DIP
SMOKY CHIPOTLE CHILLI PACKED WITH
CREAMY CHEESE AND A SPLASH
OF TANGY LIME JUICE.
450g

JUST DIP
LEBANESE STYLE
LABNEH
DIP
CREAMY LABNEH WITH ROASTED GARLIC
AND OLIVE OIL,
TOPPED WITH PESTO
450g

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
Luscious Greek yoghurt and cherry overnight oats with Morello cherry conserve and super seeds.
NO PRESERVATIVES
200g

PRC

CLIENT: NAIRN'S
POP OATS

PRC

CLIENT: KARMA BITES
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FINE
GLEANN MÒR
SPIRITS COMPANY
TRÈS VIEILLE
RÉSERVE COGNAC
COGNAC
GRANDE CHAMPAGNE
TRAMP
SPECIAL EDITION
APPELLATION COGNAC
GRANDE CHAMPAGNE CONTRÔLÉE
70cl e
PRODUCT OF FRANCE
43.3% alc./vol.

PRC

CLIENT: NORTH STAR
3D RENDER

PRC

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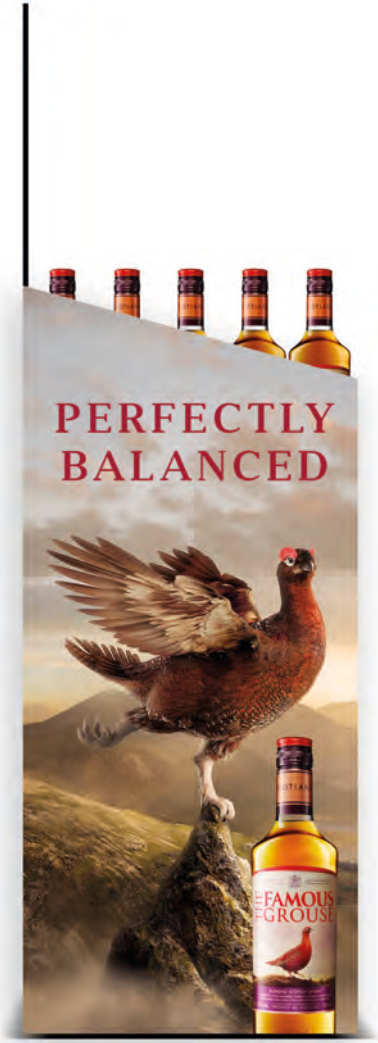

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GLENGLASSAUGH
HIGHLAND SINGLE MALT
SCOTCH WHISKY
REVIVAL
EVOLUTION
TORFA
IWSC SILVER 2016 OUTSTANDING
IWSC SILVER 2015
IWSC SILVER 2015
REVIVAL
EVOLUTION
TORFA
SPIRIT RE-AWAKENED
DISTILLED AND MATURED ON THE SHORES OF SANDEND BAY.
Re-awakened in 2008 after twenty-two years asleep, Glenglassaugh Distillery sits on the breathtaking shores of Sandend Bay, where the fresh North Sea air permeates the maturing casks, lending our coastal spirit a uniquely lush, tropical character.
EXPERIENCE FULLY, DRINK RESPONSIBLY
© 2017 Glenglassaugh is a registered trademark, all rights reserved.
*Category winning products in the International Wine & Spirit Competition 2015 & 2016
drinkaware.co.uk
for the facts

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PRC

CLIENT: GLENDRONACH
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 Co Limited — Matthew Vaughn

Savour with time, drink responsibly.

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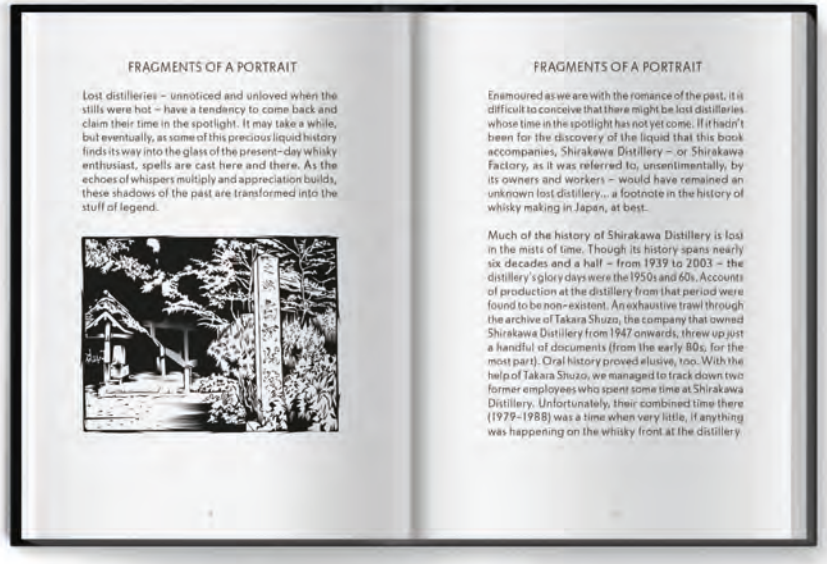
drinkaware.co.uk
for the facts



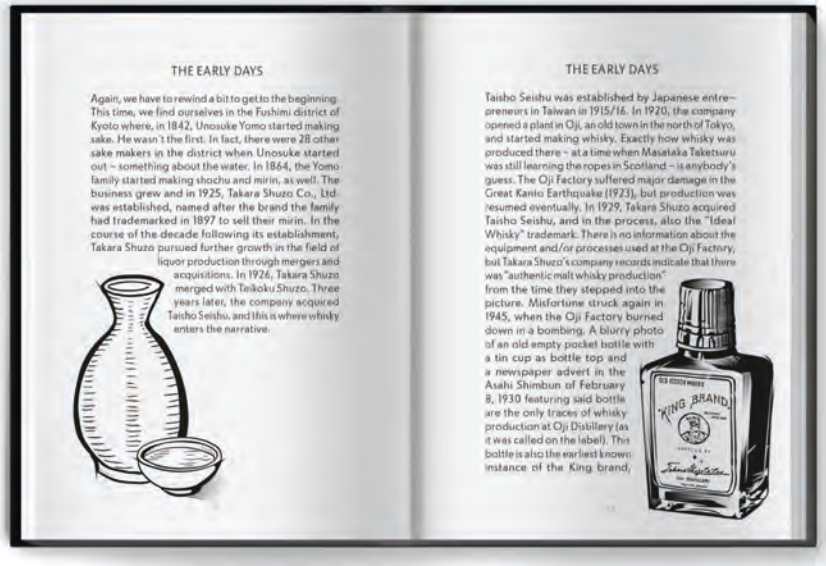
FRAGMENTS OF A PORTRAIT

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.

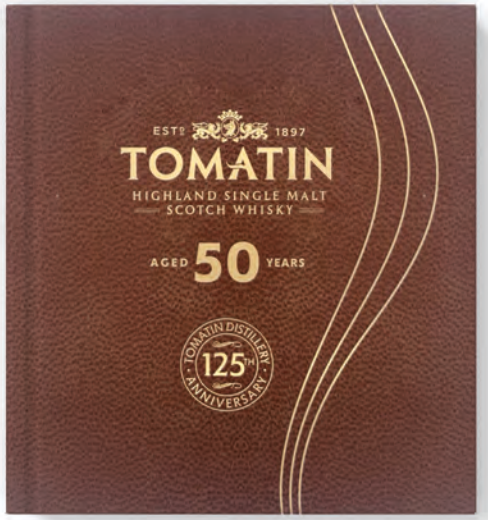


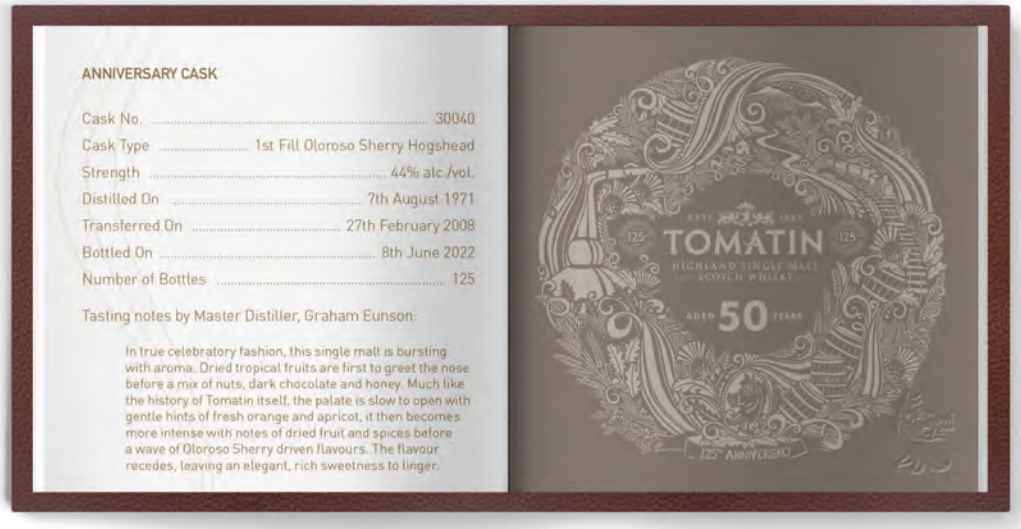
THE EARLY DAYS

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: TOMATIN DISTILLERY
50 YEAR OLD BOOKLET

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

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PRC

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