



PRC

POCKET ROCKET CREATIVE LIMITED
CREATIVE SERVICES FOR MARKETING

FOOD & DRINK

**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





AGENCY OF THE YEAR 2015



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.





FOOD PACKAGING

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SCOTTISH DESIGN AWARDS 2015
WINNER



CLIENT: DUNNET BAY DISTILLERS
ROCK ROSE GIN & ROCK ROSE NAVY STRENGTH

DRINKS PACKAGING





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SUPPORT COMMUNICATION



SUPPORT COMMUNICATION



THE SPIRIT OF THE OUTDOORS

WATERPROOF pays homage to Scottish inventor Charles Macintosh's 'Waterproofing' invention and the subsequent Mackintosh jacket, AKA the Mac. The yellow label, with raindrop effect, and rubber neck tag takes inspiration from his creation, while acknowledging the rain that we are so dependant on for making whisky.

WATERPROOF is a Sherry-influenced malt whisky selected from a handful of top distilleries, batch bottled at 45.8% abv (91.6 Proof). **WATERPROOF** malt is rather sippable neat at this higher than normal strength, although as the name suggest, this complex long-lasting malt can handle water if desired.

Exploring **WATERPROOF** malt whisky is best appreciated in the outdoors.

 **WATERPROOFWHISKY**

 **@WATERPROOFMALT**

WWW.WATERPROOFWHISKY.COM
ENJOY THE POUR RESPONSIBLY



WATER PROOF

— — — — —
BLENDED MALT
SCOTCH WHISKY
— — — — —

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A WORLD OF FLAVOUR

DISCOVER THE NEW BENRIACH

SIGNATURE SMOOTH
OR SWEET SMOKE

BENRIACH.COM

Savour with time. Drink responsibly.
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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.

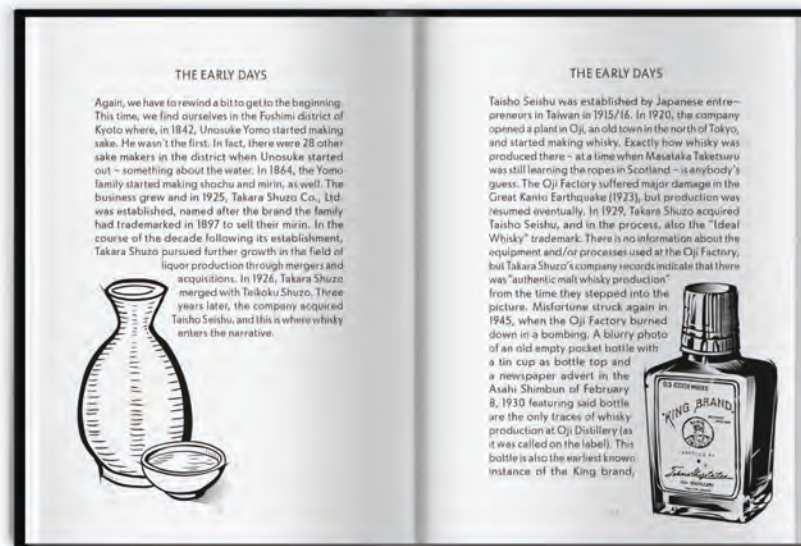
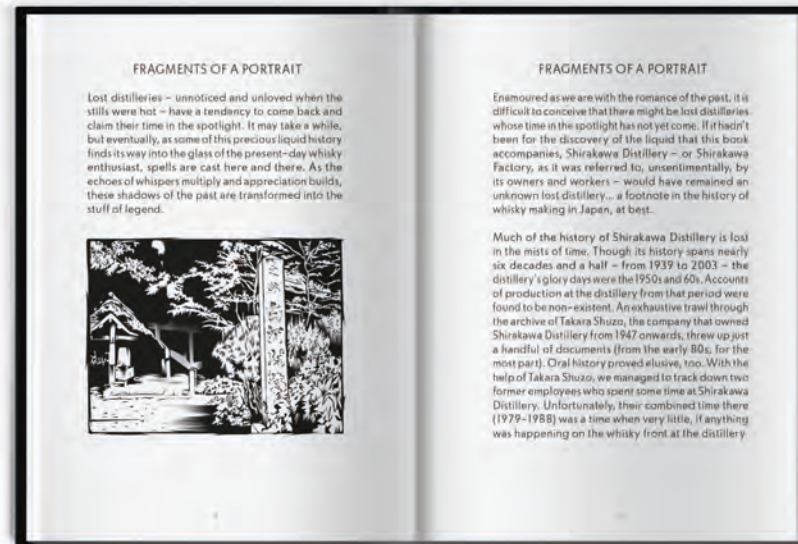
Rachel Barrie  *Matthew Vaughn*

Savour with time, drink responsibly.
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drinkaware.co.uk
for the facts



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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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