

**Lucidity**



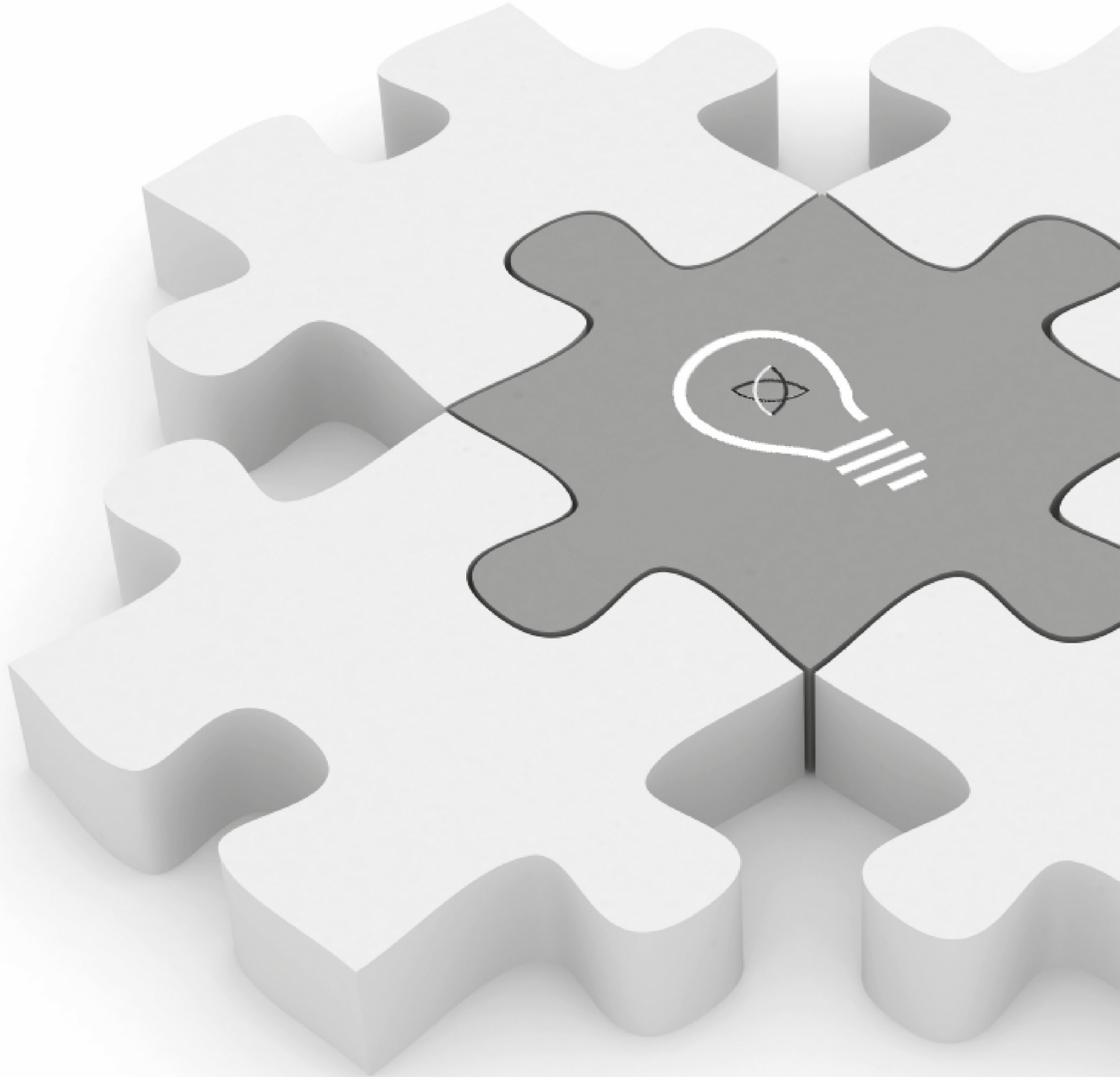




ROCKFIELD

**Rockfield Media**

Full service creative advertising and marketing  
agency in Bolton.



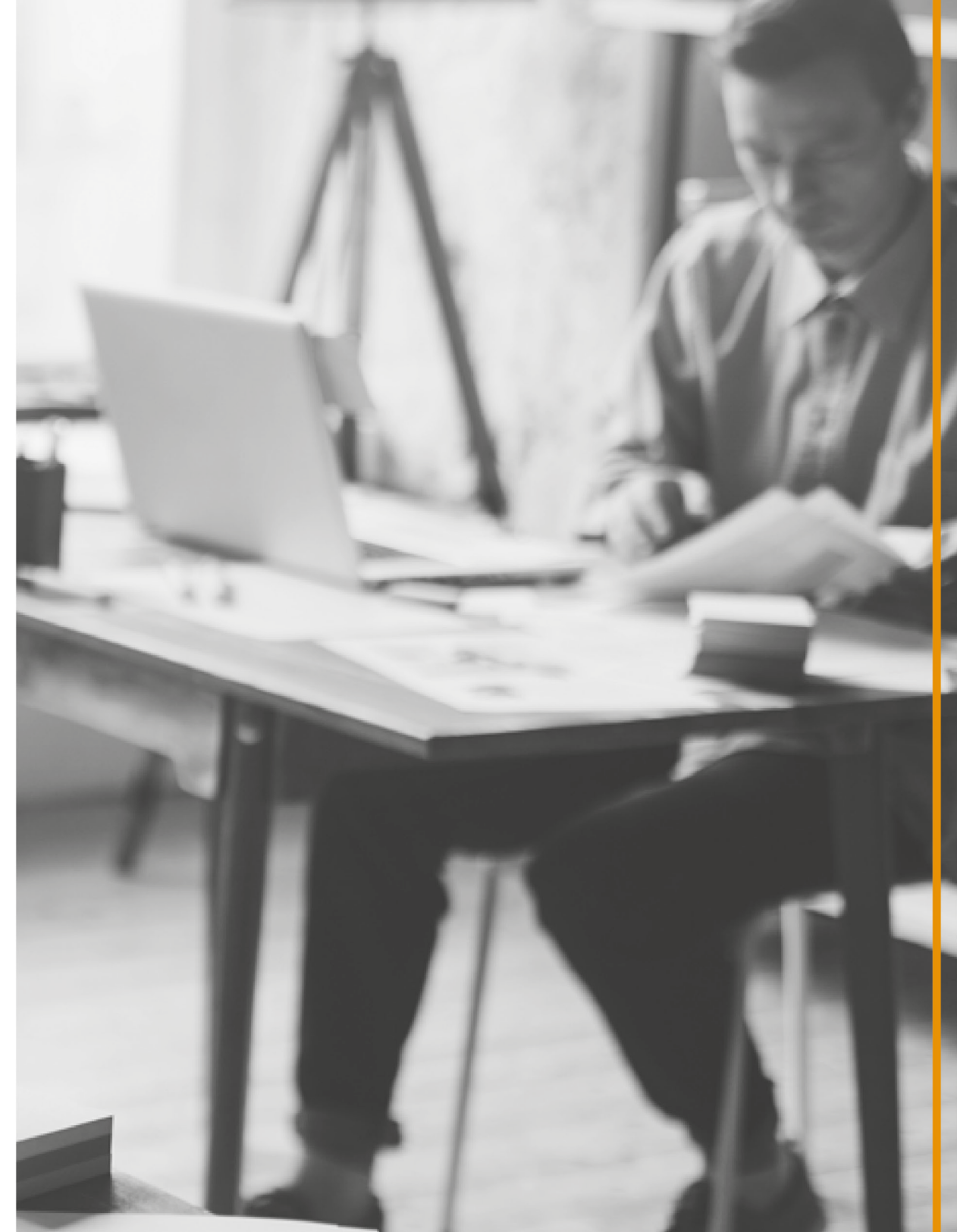


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## About Rockfield

We started this firm in 1992 because we wanted to work in a place where it was fun everyday. Where ideas could flourish and be respected. A place where challenging authority was applauded. Somewhere with very few rules, where nobody told you what to do. A place where everyone had the freedom to do a lot of really good stuff!

Okay, we all have different views but the common thread that binds us is our belief that when a job doesn't feel like a job, there's only one result; fantastic work.

Our genuine passion for what we do screams out from every piece of work, every campaign, every client meeting, every day of every week.

So if you're looking for honest forthright opinions, creative solutions, hard work, attention to detail and excellent value for money delivered by a group of people who really do love what they do, we'd be delighted to meet with you.







## Creative Design

These days everyone's a designer. Simply open up Windows, click-click, press enter and bingo; you've got a brand new logo!

Want a design for a new flyer? The web is full of them. And as for letterheads or business cards - they're all done in an instant too.

So what sets us apart? One word - originality.

Original thoughts spawn original ideas which develop into original design. We invite you to take a look at our portfolio of great work and you'll see exactly what we mean.

I





## SEO & Digital Marketing

The most sophisticated, well presented website, offering the finest products and services, is absolutely worthless if it cannot be seen or accessed by the target audience. It is essential, therefore, that when customers and clients start searching for your products and services, they can find you in prominent positions on the first page of google.

We understand that client's needs can vary wildly, with different products in different sectors. Thousands of businesses out there vying for the same elusive customer. Search Engine Optimisation is therefore vital

Digital marketing can be a minefield. Unless you tread carefully the costs can spiral out of control, leaving you with nothing more to show than an empty purse!

We will guide you through the smoke, bypass the mirrors, and explain in simple terms exactly how we can easily and cost effectively make digital marketing work for your business.







## Media Strategy

Below the line. Above the line. Through the Line. What does it all mean? In today's modern business world we are faced with thousands of choices.

Magazines, newspapers, posters, flyers, the internet, Social Media, YouTube, television, radio; these days the list of media channels are endless.

However it's a fact that the very best advertisement, containing the most attractive offer, will achieve nothing unless it's delivered to the right target.

Assessing the right media, targeting the audience precisely, and negotiating the best possible deal with suppliers is where we excel.





## Online Publications

Although the call for traditional media has diminished considerably in recent years, it is our firm belief that there will always be a place for printed material.

By taking advantage of the latest technology, and by utilising our in house expertise, your publications can be easily published online and delivered through Social Media and/or directly via email to literally millions of potential customers who, at the click of a button, can view your products, click and buy!







## Print Media

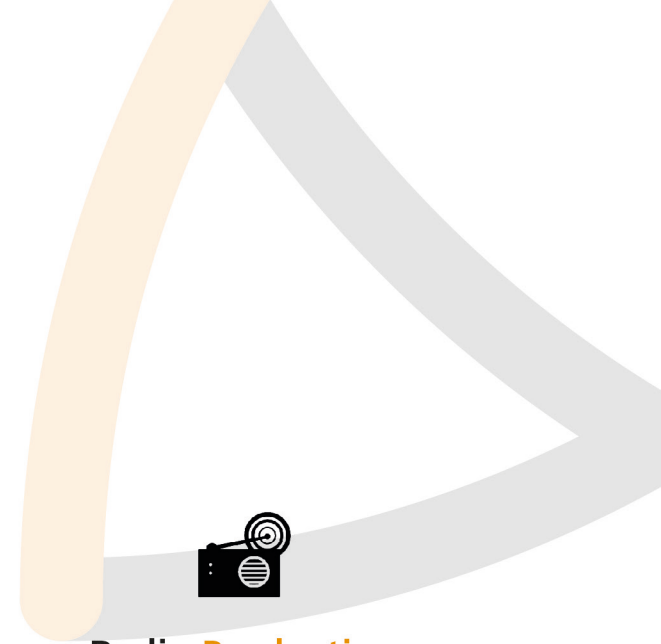
Three things are our priority when supplying print. Speed, quality and price. We guarantee to win on all three.

From a simple flyer for a local campaign, to a full colour glossy corporate brochure for national corporations, we promise to deliver on time, every time.









## Radio Production

“Radio” some say, “the original Social Media”. Able to reach hundreds of thousands of listeners day in, day out.

We recognise its place in the marketing mix. We work closely with a number of the UK’s leading radio production studios, taking care of every aspect of your campaign. Clever, catchy musical idents (jingles) are not a problem. Some famous, some not so famous voice overs; we have access to hundreds of them.

If a client needs an original sound track, we can deliver that from concept to the finished product.

When it comes to planning your campaign, our incredibly powerful software gives us an in-depth analysis, including listening figures and trends. Ensuring your advert is targeted at the right audience at the right time. Allowing us to negotiate the best rates.



AE-L  
AF-L



INFO.



Photo





## Photography & Video

Great photography doesn't happen by accident. Lighting, subject matter, and composition all play a part.

Originality is our key word, and our in-house photography studio caters for all types of photographic work. From simple still life product shots, to location video productions with models, stylists and creative directors.

All work is fully supported by a team of film and photographic creatives in our very own editing suite.



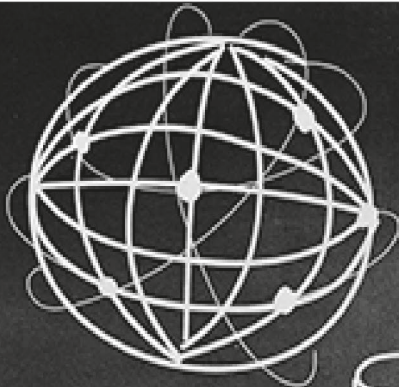






# Social media

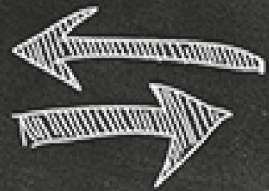
Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and network.



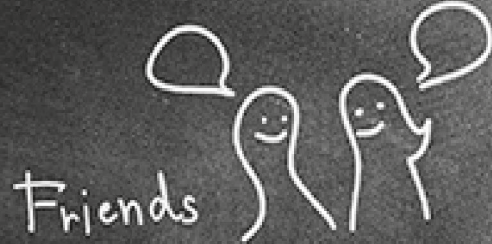
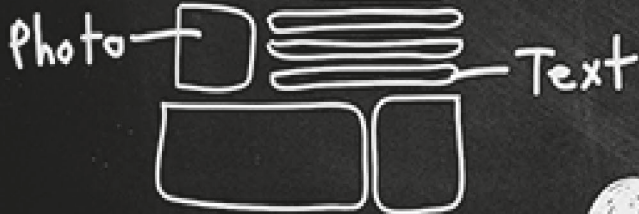
so·cial me·di·a  
noun [treated as sign. or pl.]  
websites and applications used for social networking.



## SEARCH



Website

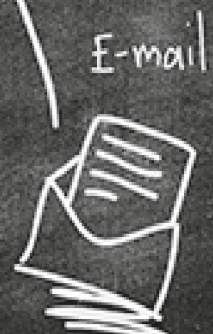


Internet

# SOCIAL MEDIA



Computer



Connect

## Web site

a location connected to the Internet that maintains one or more pages on the World Wide Web



THINK



World Wi





## Social Media

He says, she says, they say... "and so say all of us."

These days everyone can voice an opinion, and all too often it's expressed through a social media channel.

Facebook and Twitter have the ability to deliver millions of potential customers, and we have the ability to get your message in front of them.

Our dedicated team of Social Specialists spend hours identifying potential customers and delivering highly targeted campaigns at a fraction of the cost of traditional medias.





We are a creatively led advertising & design agency with over 20 years experience.  
Come and take a look at some of the great stuff we've created.

-  Creative Design
-  Web and SEO
-  Media Strategy
-  Online Publications
-  Print
-  Radio
-  Photography and Video
-  Social Marketing

Our work

Rockfield House, 512 Darwen Road, Bromley Cross, Bolton, BL7 9DX  
Tel: 01204 598 686







## Web Design

It's your shop window to the world. Need we say more?

After your team, your website is arguably your most important business asset, and it's vital we make it work hard for you. From design concept to publication, our team will create a 'site that perfectly reflects your business, your products, your services, and most importantly, you can be found easily through organic searches.

# Selected

# Projects





Clearly Better







## Copper Dragon Brewery, Skipton

### Our brief:

To build on the brewery's success by presenting and launching a new campaign for the promotion of:

- 1) The brewery itself (re-brand),
- 2) The product range
- 3) The brewery visitor centre.

The task was to devise an original campaign to fit the three categories and include a re-design of the existing logo to work in the modern world across all media and products.

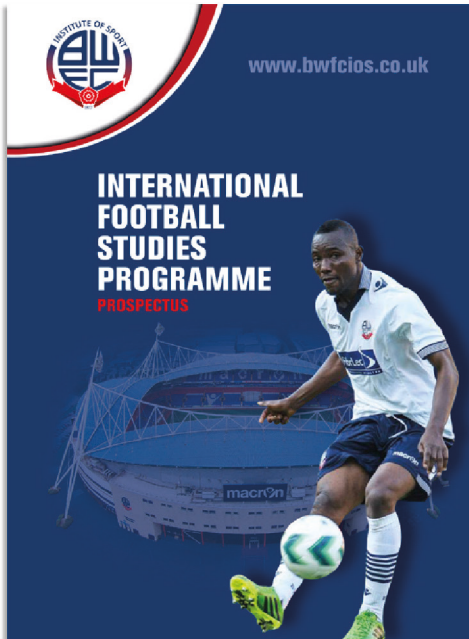
### Our work:

The "Clearly Better" campaign drew from the single factor in which popular real ale culture defines "a good pint". That's the clarity of the beer itself. Our secondary factor drew from the proud tradition of Yorkshire Brewers.


The initial campaign showed a clear amber coloured beer sat on a bench reflecting the Yorkshire Dales in the background with the simple phrase - Clearly Better.

The campaign ran and became so successful that it evolved into the tag line "Clearly Better". This underpinned all future work, which included point of sale material, beer mats, posters, press and multi-media campaigns, glasses, bottles, and brewery merchandise.





**Chairman**



**Club History**

**Introduction to the Club**

As in all other sports, football has long been an activity in a challenging area of Bolton. In order to create an outstanding team, we need to build a staff to help motivate them and to help them reach their best. This was the aim of the club when it was founded in 1874. The club was then known as Bolton Wanderers FC, and the name was changed to Bolton Wanderers in 1905.

Three years later the club moved to its current home, the 'Recreation' ground. It was here that the club's first professional players were signed in 1908. The club's first professional player was signed in 1908. The club's first professional player was signed in 1908.

**Wanderers World Presence**

Over 100 players have travelled from all different countries to play for Bolton Wanderers. These have been players from the following countries: Argentina, Brazil, Canada, Denmark, England, France, Germany, Greece, Italy, Jamaica, Kenya, Mexico, Netherlands, Norway, Poland, Portugal, Republic of Ireland, Scotland, South Africa, Sweden, Switzerland, Taiwan, Thailand, United States of America, and Zimbabwe.

**The Wanderers Success**

Bolton Wanderers played in the very first FA Cup tournament in 1882. The club won the FA Cup in 1883, 1884, 1885, 1886, 1887, 1888, 1889, 1890, 1891, 1892, 1893, 1894, 1895, 1896, 1897, 1898, 1899, 1900, 1901, 1902, 1903, 1904, 1905, 1906, 1907, 1908, 1909, 1910, 1911, 1912, 1913, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 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We produced the annual BWFC merchandise catalogues. These comprehensive 64 page books employed our photography studio, design studio and print production team. We also managed the postage and fulfilment of hard copies to the BWFC database. To cost effectively extend the reach of the merchandise catalogue, we also created an online version which was distributed via email and social media channels. This digital version also contained links directly into the e-commerce pages of the BWFC merchandise website. Within three clicks of receiving the email, a fan could have purchased a piece of merchandise, and many did!

We also developed a digital version of the match day programme. This was emailed to all Bolton Wanderers fans ahead of the game, and it included links to all the programmes advertisers own websites, and also to the club merchandise website.

In the first year the club saved enough money to cover all of our fees in the production of the match day programme alone. Not to mention the generation of even more income, due to the extended reach of the digital version.

With a brief directly from the Chairman, we re-designed the Club crest. We took our reference from the vintage version and created a new, unique emblem which was used on the first team shirt, training kits and across all media.

# WHITTLES

FAMILY JEWELLERS SINCE 1892

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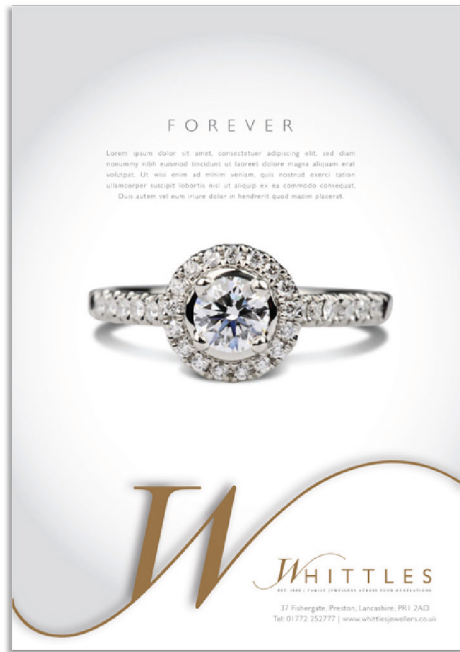
## THE WHITTLE BOOK OF LOVE

Couples who choose Whittles Jewellers don't just buy an engagement ring, they become part of the extended Whittles Family. Our Book of Love shares their stories of love, happiness, romance and commitment.

LOVE AT FIRST SIGHT

REKINDLED LOVE





## Whittles Jewellers. Est. 1862

### Our brief:

Having recently relocated to a new high street showroom, our brief was to assist with the overall marketing of Preston's premier jeweller. Whittles are the official stockists of Rolex, Omega, Tissot and Longines watches, Mikimoto pearls, bespoke diamond rings and jewellery.

We were appointed to handle the budgets and coordinate traditional media, as well as improving their online representation which included the social media channels and SEO performance.

### Our work:

Since 1862 Whittles Jewellers has existed in one form or another. As part of our original pitch, we were keen to capitalise on the longevity and introduced a tag line (making a claim none of the competition could compete with) "FAMILY JEWELLERS ACROSS FOUR GENERATIONS". This became the key to not only securing the account, but subsequently under pinned every single campaign thereafter.

Working closely with Rolex, Omega, and the other brands under the Whittles umbrella, we have successfully delivered traditional media campaigns, increased web traffic, and increased the size and reach of their social media performance. Not to mention increasing their Rolex watch sales alone by over 50%.

All in all, we have positioned them as the premier jewellery retailer for Lancashire and south Cumbria.



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things just work



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The Power of

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things just work

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So you've decided, it's another Approved Honda.

You've been here before, same place same friendly faces, no singing no dancing, just complete peace of mind and all because you know that we pride ourselves on making each and every one of our Approved Hondas fit to be your new Honda.

Reassuring... isn't it.

**HONDA**  
The Power of Dreams



You're thinking of a used car, an Approved Honda perhaps.

But you're a little cautious you want to know exactly what you're getting in to. You want a used car not an abused car.

Well, rest assured at Anytown Honda we check the engine, the clutch, the brakes and tyres, the windscreen wipers, lights, gears, and lots lots more.

Why? Because we pride ourselves on making each and every one of our Approved Hondas fit to be your New Honda.

Reassuring... isn't it.

**HONDA**  
The Power of Dreams



You're thinking of a used car, an Approved Honda perhaps.

You want to get from A to B safely, but you also want to do your bit for the environment.

Well, rest assured we take the responsibility towards our planet very seriously.

That's why when you drive an Approved Honda, the savings you'll make will not only protect the environment but your pocket too.

Reassuring... isn't it.



**Honda (UK)**

### Our brief:

To create a pre-owned Honda press, radio, and in-dealer POS campaign to reassure potential used Honda buyers of the continued quality and commitment of the product, and also that of the franchised network.

### Our work:

We took our lead from the most famous Honda TV advert ever, "The Cog", which uniquely showed how every single part of a new Honda interacts with each other to form the perfect car. Our campaign used inanimate objects, which always seem to "just work" when required. The campaign was created to attract attention and deliver a message without the obvious use of car product pictures.

The copy and radio scripts were written in the same tone of voice used in the original television campaign. The overriding message was that the brand new car shown in "The Cog" campaign a year or two previously, is now available as a pre owned Honda. Less expensive, yet no less reliable.



**USE HEAD  
PROTECTION**

**MCR 01**  
EUROBMX.EU





## UEC BMX European Cup, Manchester

### Our brief:

Manchester City Council committed to hosting rounds 9 and 10 of the 2015 UEC BMX European Cup series at the National Cycling Centre. They wanted to showcase the unique £24m indoor BMX racing arena to the world, and give the event a unique Manchester feel.

### Our work:

Taking inspiration from Factory Records and the legendary music scene of Manchester in the 80's, our campaign fitted the brief perfectly. So much so that the council whole heartedly embraced the black and yellow creative, and extended the brief to include dressing of the venue, together with the commissioning of merchandise and souvenirs to raise funds for Tony Wilson's charity, The Christie Hospital.

Our unique (and trademarked) BMX helmet design now adorns the BMX arena entrance. [#mcrbm](#)

The passion, enthusiasm and commitment we showed, led to fully accredited preferred supplier to Manchester City Council and the appointment to deliver a brand new and unique BMX racing event from 2017.









## Black Moniker

### Our brief:

Black Moniker is a fledgeling clothing brand whose products are aimed at young adults, taking their lead from other successful brands such as Represent, ADYN and OtherUK

To create a campaign to promote the Autumn/Winter street-wear range.

### Our work:

To include: casting models for original photography both in studio and on location, to edit all chosen photographs to place as part of the product line on the client's website, and create a social media campaign targeting fashion conscious males between 16/30 years old.

This was the first campaign undertaken on behalf of Black Moniker, which resulted in a significant increase in web traffic and sales.

Further shoots and campaigns are planned for the upcoming seasons.







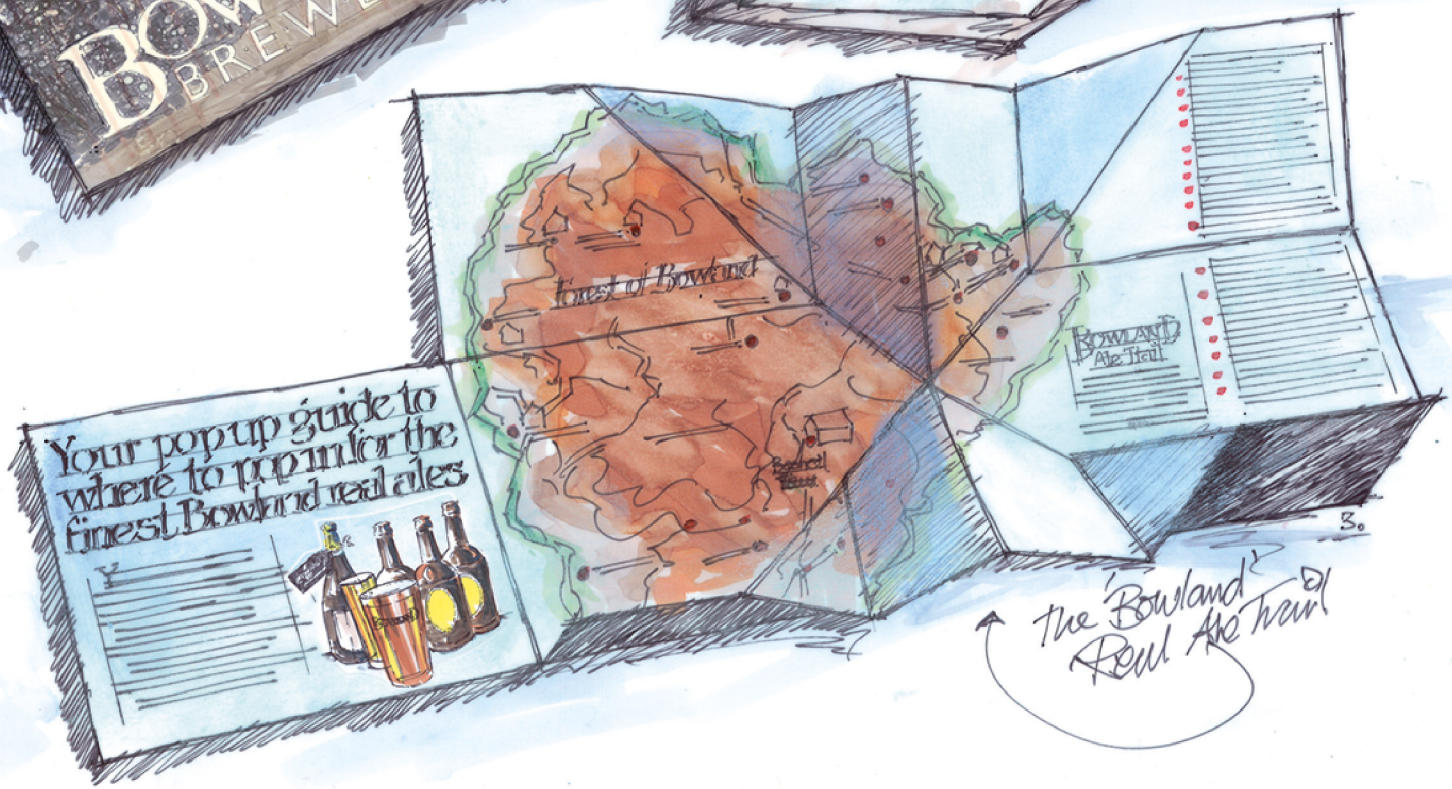
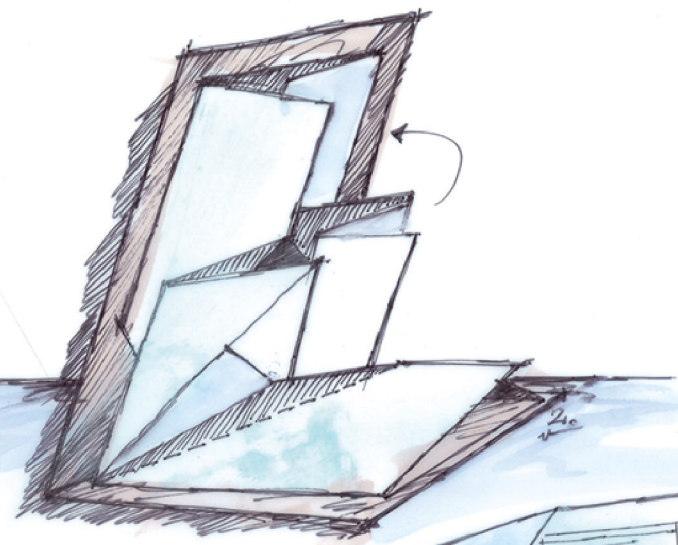
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Email: [info@rockfieldmedia.com](mailto:info@rockfieldmedia.com)









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A PLACE WHERE NOTHING  
ALREADY EXISTS.

WHERE THE UNLIKELY, INSANE  
AND EVEN THE IMPOSSIBLE  
CAN FLOURISH.

WHERE A SQUIGGLE CAN  
CHANGE THE WORLD.







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**Do it right.**

**Win**

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AND TO THINK...

... WHEN SOMEONE SEES  
YOU DOODLING, THEY USUALLY RECKON  
YOU'RE NOT WORKING.

