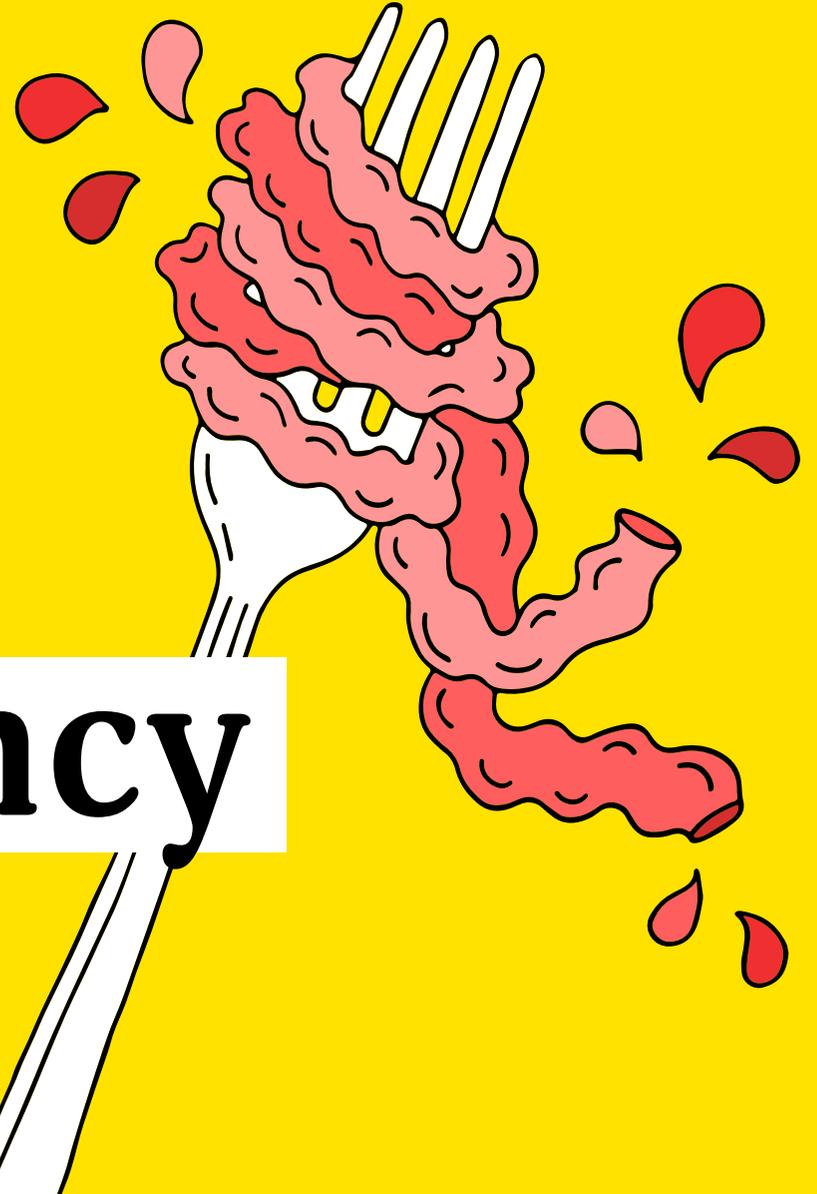


StudioLR

STANDOUT
BRANDS &
CAMPAIGNS



The gutsy creative agency

Drinks Creds

Who the LR we?

StudioLR is **the gutsy creative agency**. We've been grabbing people's insides and making them interesting since 2004.

'Guts' means two things to us – substance and standout. From strategy through to execution, we work with ambitious leaders and marketers to build brands and campaigns that stand the test of time.

If you work with us, you can expect us to get our hands dirty – poking around, asking questions until we get to the heart of what makes your destination special. Then you can expect big, bold, attention-seeking ideas that get you noticed and remembered.

We are a completely independent, founder-run business. With no holding company priorities to compete with, we've managed to stay true to our high standards and ambitions for over 20 years.

We have an extensive portfolio of work with global drinks brands – helping refine, define and promote brands, and boosting volume and value.

We've won countless national and international awards, including D&ADs, Marketing Society Golds, a Transform Europe Award, and the Grand Prix and Chairman's Awards at the Scottish Design Awards.



SME Agency of the Year
Two-time Winner



Employer Brand of the Year
Winner



Building a premium drinks brand?
Watch our webinar

Trusted by...

JURATM
SINGLE MALT SCOTCH WHISKY



BOWMORE[®]

SCOTTISH • ORGANIC
LIND & LIME
GIN

SUNTORY

Arran
Single Malt

CUTTY SARK[®]



WHYTE & MACKAY



TAMNAVULIN
THE MILL ON THE HILL

ST JAMES
QUARTER

LAGG SINGLE
MALT.



HISTORIC SCOTLAND
ALBA AOSMHOR



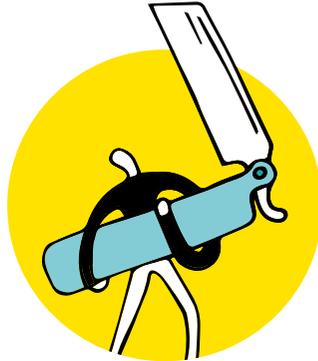
Core skills



Facilitation & Engagement

Uniting teams and gleaning insights.

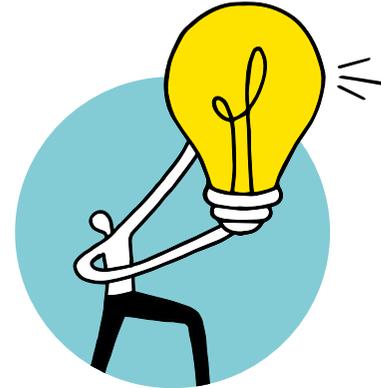
- Workshops and questionnaires
- Stakeholder sessions
- Ideation sessions
- Training sessions
- Brand audits



Razor-Sharp Strategy

Refining and defining brand positioning.

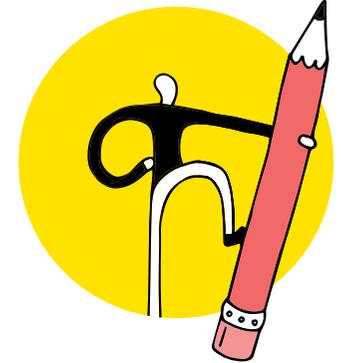
- Strategy and story
- Brand articulation
- Key messaging
- Tone of voice



Cut-Through Creative

Big ideas for brands and campaigns.

- Visual and verbal identity
- Campaign development
- Art direction
- Copywriting
- Guidelines



On-Point Production

Crafted execution across every channel.

- Brand rollouts
- Integrated campaigns
- Shoot management and direction
- Content production
- Writing, design and artwork for print, digital, motion and experiential

Why StudioLR?

“StudioLR are a true extension to our team, time after time developing brilliant creative and helping us to build brands that resonate with consumers internationally.”

Kirsteen Beeston

Head of International Malts

Uniting stakeholders

We have years of experience uniting stakeholders behind a **common vision** and glean insights from **diverse teams**. We've led creative strategy workshops with people from all walks of life – from exec teams and boards, to distillery teams, market teams, ambassadors, bar tenders, art curators and tour operators. We're comfortable in complex client landscapes, and we know how to navigate the process to get the best result.

Big brand thinking

Brand strategy and identity development experience from both sides of the fence – **working with huge global organisations with comprehensive portfolios and creating standout brands for independent challengers**. We have vast experience building on existing brands, and creating new ones.

Stand-out campaigns

We've produced **high-impact, integrated campaigns** across all sorts of media for all sorts of audiences. We understand how to anchor the campaign idea to the brand strategy. And how to translate it across all touchpoints, with top quality production across digital, film, outdoor, print, radio and experiential.



Over 60 national and international awards for **creativity and effectiveness.**



Global D&A Award Winners for **Writing for Brands** and **Identity Design.**

Selected

experience



Lagg Single Malt

A New Way To See Whisky

Brand development and Integrated brand campaign for Lagg distillery on the Isle of Arran. While many distilleries are turning 200, with stories set in the past, Lagg is young enough to embrace life's contrasts – and see things differently.



Jura Whisky

Community Spirit

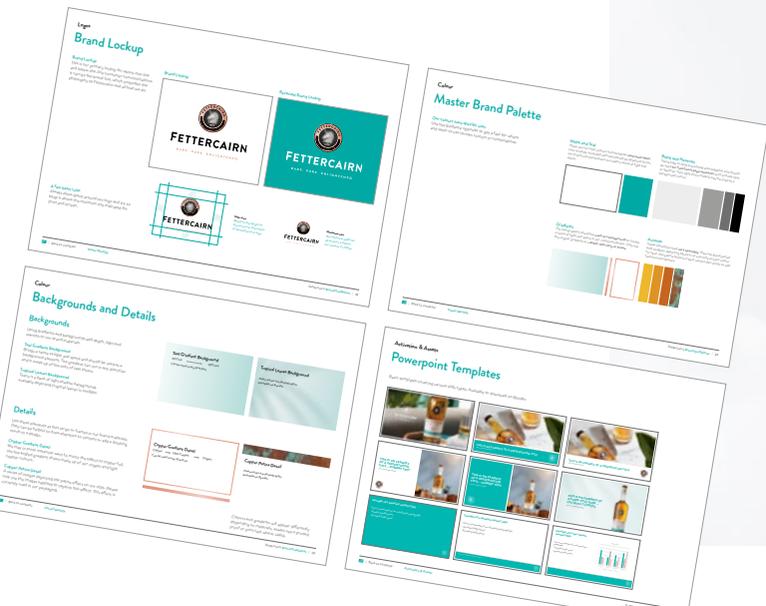
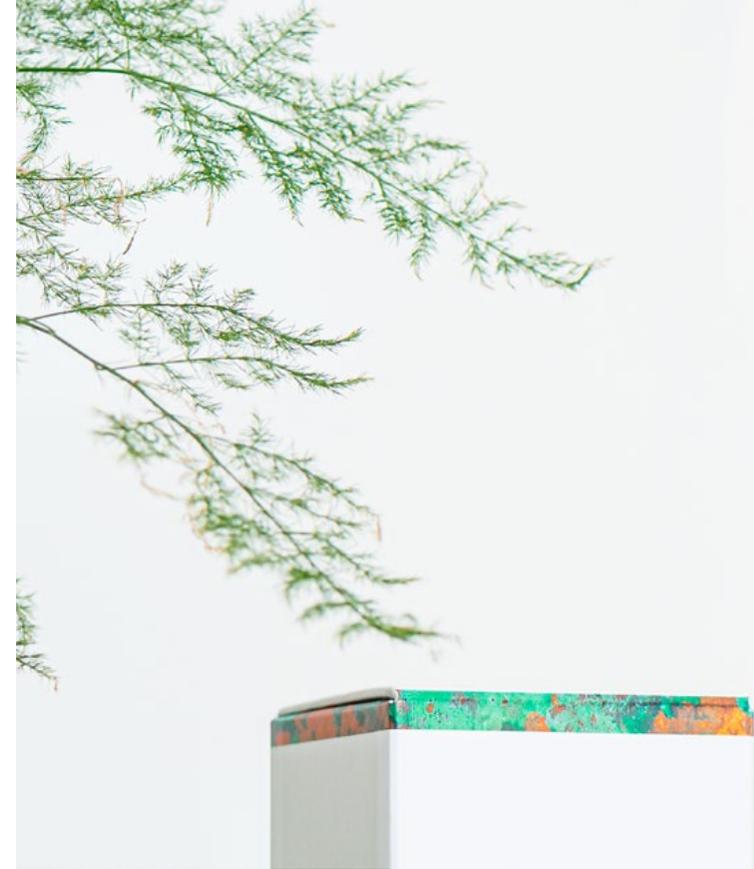
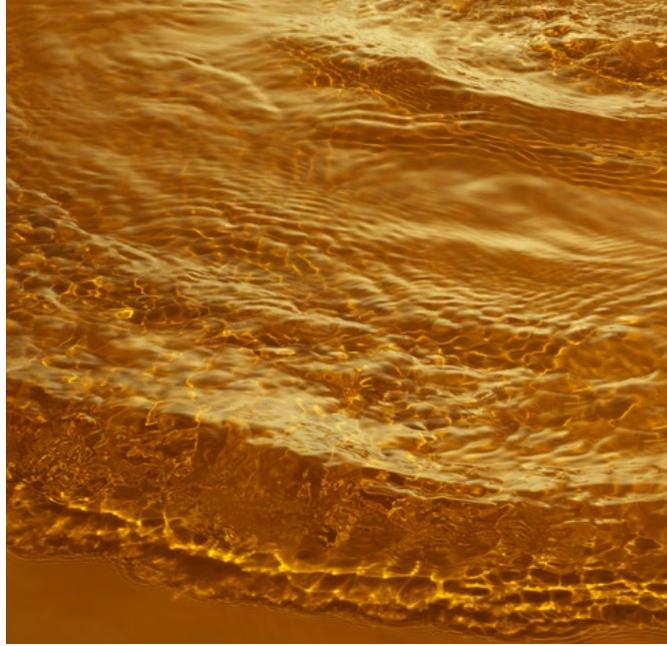
An easy-going single malt that's perfect for sharing – made for sociable drinkers who love spending time together. Together, we've built a warm, welcoming brand that aims to bring people together – from strategy and identity development through to guidelines, shoots, point of sale, and social content.



Fettercairn

A Taste of Imagination

A premium single malt made for curious whisky lovers – people who love to try something new, and choose to drink better, not more. Together we've elevated the brand with a refined visual identity, new tone of voice, global guidelines, templates, photography and film.



Tamnavulin

Single Malt Double Flavour

An accessible single malt made for savvy drinkers who want more for their money. With every drop matured in two different casks, each bottle balances two distinct flavour influences. Together, we built a standout brand from strategy and message development to identity refresh, guidelines, templates, shoots, campaigns and content.



Cushiedoos Tonic Water

Superior By Nature

Cushiedoos are Scottish wood pigeons. Famously fussy, when they get together, that's it for life. They're made for each other. Like this tonic is for gin. An indie brand with a bit of attitude, Cushiedoos knows it's the better half in the relationship (with more than a dash of humour).



Telegraph
'HOT TREND BRAND'

If we set the bar any higher,
you wouldn't reach your drink.

Premium tonic. Scottish botanicals. No quinine.

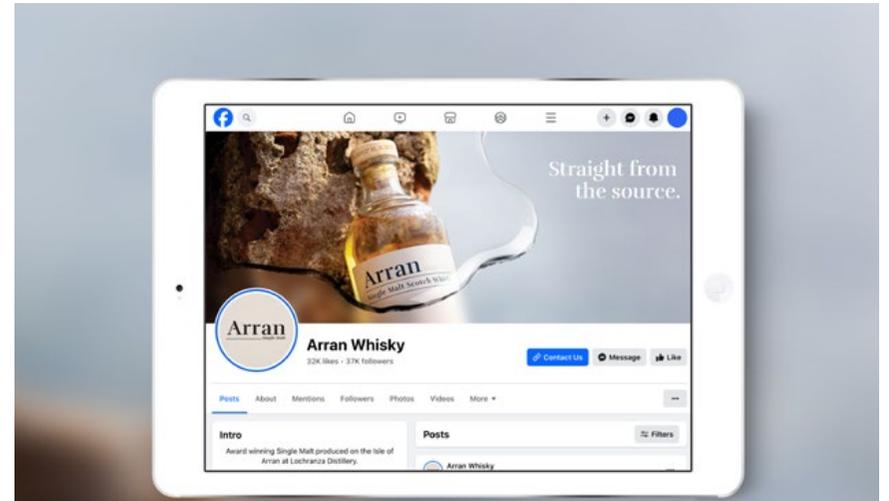
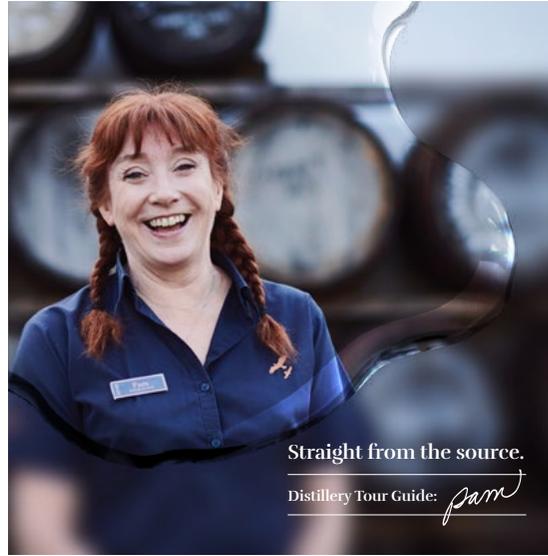


Cushiedoos
SUPERIOR BY NATURE

Arran Single Malt

Straight From The Source

Arran is an impeccably pure single malt – made for drinkers who don't compromise. Dedicated to doing things properly, it's an independent brand with an understated confidence and transparency. Together, we've developed the brand's positioning, tone of voice and campaigns.



StudioLR

**STANDOUT
BRANDS &
CAMPAIGNS**



**Shout if you
want to stand out**

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