



OCK Creative Limited

We are a diverse team of creative individuals, applying a wealth of experience across a broad range of applications from print to screen. We enjoy what we do and it shows in our work.

About Us:

OCK was formed in April '95 as a union of Kakaiya Design and O'Connor Creative Services. Starting afresh was difficult, especially as our newfound name - O then C then K was often mistakenly uttered as a Scottish sound of annoyance. Thankfully this did not halt the steady stream of blue chip names joining our client list.

These days we are a little more choosy and prefer to work with people with a genuine passion for their business and a willingness to work with us as partners not as vendors. A few blue chips have fallen by the wayside but life is somehow richer.

Our Spin:

We view ourselves as communicators not designers. Design is a medium to carry a message not an end in itself. It is this philosophy that separates us from mass market design.

We embrace technology, but insist that idea creation takes place off screen to ensure that our work is fluid and that it is concept rather than process driven.

And we Listen.

Graphics:

Strategy is a bit of a dirty word at the moment but we cannot get away from the fact that it underpins the way we approach design. So strategy it is. We believe that design must have a purpose and should be accountable. We love words (dirty or otherwise) and use them lavishly throughout our work.

Our clients range from major players to little league, the common link being a passion for what they do. Passion is infectious and we like that. Passion generates creativity.

It's just as well we are a passionate bunch!

Identity & Branding

Branding is at the very core of our existence, it touches everything we do and we are good at it. Our work spans from brand origination through to implementation and the creation of complete identity systems and guidelines for use.

It is what gets us up in the morning.

New Media:

The web has become a natural extension of corporate expression and as such its importance as a tool for communication is paramount.

Thankfully the web market has matured somewhat and the fashion for form over function has subsided, giving way to a new age of pragmatism and customer orientation, which very much fits our way of thinking.

OCK WEB was set up to meet client demand to extend our quality and level of service to web related projects.

Web Branding - Soapbox territory this, but we feel strongly about branding on the web. Very. Brochureware is thankfully dead. If your brand does not serve a meaningful, and strategic purpose on the web - then it should not be there. If you are talking all funky online but applying old world formalities offline - then reconsider. There is too much schizophrenia out there. See, we could go on...

Web Design - By now we have all been exposed to more bad than good out there. This is where people are doing it - because they can. Technically rich sites that communicate and look bad are the product of a generation of web sites driven by those who write the code, and designers with little brand experience.

Opportunities:

Want to work with OCK?

Conceptual thinkers — Copywriters — Designers

As we are a relatively small team, we are not prolific employers but are always on the lookout for talent that can add value to the service we provide our clients.

If you like our work and think that your individual skill would add value. If your business knowledge can help the growth of our business vision. If you have a passion for words, not paragraphs, but individual words that speak volumes and open eyes. Then we are all ears.

Partnering:

Partnering has become a vital part of our business. Finding like minded companies that will treat our clients with the care that we do; technical people who speak English; and creative folk who understand and appreciate that nothing is precious except for the success of the project - has been a difficult search.

And over the past year we have made some good friends, and we have done some great work together.

The term "partnering" is over hyped with 'best of class' or 'breed' claims proliferating. Our criteria is different, as is our claim. We work hard to find partners who approach work with the same commitment and passion that we do. And deliver. Beyond that 'breed' and 'class' is irrelevant.

Contact Us:

OCK Creative Limited

3 The Ivories
6/8 Northampton street
London, N1 2HY, UK

T: +44 (0)20 7226 9006

F: +44 (0)20 7704 6020

studio@ockcreative.co.uk

For new business enquires please contact David O'Connor