

Creative standee solutions offered by Rocket Creative

Issued by [Rocket Creative Design & Display](#)

20 Feb 2012

An impressive In-store brand presence is a critical component that influences consumers on a daily basis as to their product choice at point of purchase. A creative standee solution draws attention to the brand and communicates the products core message, market presence and appeal.

Explains Richard Nilson, Rocket Creative's MD and head designer, "Any brand wishing to distinguish itself in-store must create an aesthetic point of interest or difference, and the actual standee that relays that message plays an integral part in this message transfer due to its appealing characteristics. Rocket Creative's extensive experience within the in-store and mall activation environment enables us to conceptualise and generate innovative creative standee solutions that enhance the brand, and that meet all project criteria such as design parameters, budget, life span, cost and difficulty of transport & assembly, as well as functionality issues."

Ranging from short-term promo/econo units to high-end trend-setting and brand-building elements, Rocket Creative provides an extensive assortment of both standard and custom solutions to the industry.



About Rocket Creative

Launched in 1998, Rocket Creative has grown exponentially to become an innovative player in the display industry with a core focus on brand activation, promotional, merchandising and point-of-sale display hardware. Due to our innovative approach we have achieved significant recognition within the industry and are proud to be suppliers of aesthetically unique branding product used to promote and activate virtually every blue chip brand on the South African market, as well as extending our penetration to the lucrative international export markets.

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Rocket Creative Design & Display offer innovative, trend setting and anti-norm visual display products. These are conceived and originated by fusing our functional ingenuity, creativity and inventive spirit with our own very individual approach to fabrication whilst following our ' Innovation, Simplified ' creative ethos.

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