

# CASE STUDY **BISQUE X MAD ABOUT THE HOUSE**



## MISSION

Little Red Rooster has managed the social media channels of luxury radiator brand Bisque stretching back several years now and in 2018 our client set the ambitious target of doubling its SEO figures. To boost Bisque's online presence and send the brand soaring up the Google rankings, we undertook a major digital project to increase traffic going to its core channels and new-look website.

## METHOD

To raise Bisque's profile, Little Red Rooster partnered with former Financial Times journalist-turned-number one interiors blogger Kate Watson-Smyth, the personality behind the inspirational Mad About The House sourcebook. We arranged for a sponsored blog post to promote Bisque's colour-matching service, a unique feature catering to premium paint brands such as Farrow & Ball and Little Greene, printed wallpapers or DeVol kitchen cabinets. Next, Bisque provided Kate with a sample of its popular eco-friendly Tetro radiator, which was styled and shot at Kate's house and shared across her social platforms (total combined reach of 140,100). This was complemented by a second blog post documenting the process and linking to [www.bisque.co.uk](http://www.bisque.co.uk).

## BOOM

Kate's candid snaps of her Tetro rad in situ became the most popular Instagram posts ever for both her and Bisque. This resulted in an almost 50% increase in followers and engagement on Bisque's Instagram account and generated 230 click-throughs to the new website, achieving our overarching target. Further social media outlets soon sat up and took notice; the project was hand-selected by Pinterest UK as the winner of its Most Imaginative Idea category at this year's #BestOfPinterest2018 Awards, with Bisque picking up the prestigious accolade at a ceremony in London.



**LITTLE  
RED  
ROOSTER**

We ♥ design, *technology*, fashion  
& *the Rolling Stones*.