

CASE STUDY SMEG

MISSION

We're incredibly lucky to have a wide product portfolio from Smeg to PR (it offers more SKUs than any other appliance brand!). So, when it comes to launching a new product we need to pull out all the stops to ensure we generate as big a buzz as possible. Hence in November, just in time for Christmas, the client briefed Little Red Rooster to arrange a very last minute event to launch the brand's first standalone ECF01 coffee machine and super-cute CJF01 citrus juicer – the latest additions to its small appliance line-up. The aim was to make as much noise as possible for the new models across the entire media spectrum – from interiors and national newspapers to food, lifestyle and technology.

METHOD

First up, we decided the event should be breakfast themed to tie in with the new products. We needed a gorgeous location to host our inaugural #Smegbreakfastclub. Central enough for media to get to on their way to the office and suitably stylish to comfortably house Smeg products, we settled on the rustic Barnyard Café on Charlotte Street. We then approached media on a one-to-one basis inviting them to the morning drop-in session. Over thirty-five media attended, with heavyweights such as The World of Interiors, Elle Decoration, Homes & Gardens and House & Garden represented alongside foodie titles such as Good Things, Delicious and Foodism. Stylist, WIRED, Esquire, the London Evening Standard and Brummell were also among those present. Smeg arranged for its in-house product guru, Clare Edwards, to host intimate first-hand demos of the new models for small groups of journalists, who then were able to enjoy the culinary delights Barnyard had to offer.

Throughout the event, we encouraged as much social media activity as possible via a specially-designed blackboard. This advised all attendees to use the hashtag #smegbreakfastclub as well as providing Smeg's correct social media handles for the client to track all posts made throughout the morning.

We arranged breakfast takeaway goody bags for all attendees with Smeg Coffee and other Smeg goodies.

BOOM

Close follow-up after the event and great timing for last-minute Christmas gift guides in the nationals and supplements meant the new ECF01 and CJF01 have so far achieved 93 pieces of coverage to date (March 17 and still counting). The plan to create a digital buzz on the day also worked to great effect with those attending the event sharing a number of posts – including influencers like WIRED's product editor Jeremy White and the UK's biggest male food blogger, Dom Franks at Belleau Kitchen. The new models were reposted by many fellow Twitter and Instagram users – even BBC Worldwide got involved!

Since the event, we have taken a slow and strategic approach to reviews of the new collection, ensuring as much news coverage inks in the first instance and then running a carefully managed reviews programme. This kicked off with an outstanding five-star rating and prestigious Editor's Choice badge from Trusted Reviews, often considered the world's most reliable technology site with over 10 million monthly views.

The breakfast club was the latest in a long line of successful media events we have hosted for Smeg, which allow key media some incredibly valuable facetime with this popular household brand. It's also a fantastic chance for the client to catch up with some familiar faces, too – and only goes to strengthen the brand's relationship with its core media while ensuring the new launches hit the public with a bang!



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