

CASE STUDY **SUMMER SHOWCASE** EVENT



MISSION

Each year Little Red Rooster hosts its 'Summer Showcase', a unique take on the traditional 'Christmas in July' events organised by other PR agencies. The challenge was to rise above the competition and make ours the most attended event.

METHOD

We always choose a popular central London venue situated in between all major publishing houses and for the past few years' the event has been hosted at Polpo at the Ape & Bird on Cambridge Circus. Brands are strategically given equal floor space to exhibit their products on gallery-style plinths, with all design, tech and fashion clients grouped together to create a harmonious flow throughout the venue. This also ensures journalists are easily guided through the clients most relevant to their publications. Guests are kept fed and watered thanks to unlimited cocktails and canapes throughout the day.

BOOM

The event is a fantastic opportunity to exhibit new products ahead of upcoming Christmas gift guides and a chance for journalists to reconnect with their favourite existing brands. We also invite clients to attend to 'meet and greet' media and be introduced to the journalists who write about their products on a regular basis. The event signifies the beginning of our Christmas campaign for all clients and places Little Red Rooster – and the brands we represent – at the forefront of the media's mind. In 2016, our 'Summer Showcase' was attended by more than 150 journalists across the technology, interiors, lifestyle and fashion sector, with a number of exclusive product previews on display to give media a taste of what's to come. Needless to say, us Roosters had some very sore feet that day – but that didn't stop us hitting up Karaokebox with journalists later that evening!



**LITTLE
RED
ROOSTER**

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