

CASE STUDY **SMEG SUPPER CLUBS** EVENT

MISSION

To mark Little Red Rooster's new partnership with premium Italian appliance brand Smeg, we proposed hosting a quarterly 'Supper Club' to build Smeg's personal bond with key journalists and to help forge breakthrough relationships with new media.

We orchestrate four events through the year. The first elevated 18 journalists above London's Southbank to 'Dine in the Sky' with food prepared by Michelin-starred chef Tom Aikens. The second invited twelve select journalists to an intimate lunch in the brand new development kitchen of the two Michelin starred Hand and Flowers restaurant in Marlow – all hand-prepared and cooked before us by chef extraordinaire Tom Kerridge.



METHOD

For each 'Supper Club' we devised a bespoke target list of attendees across the entire media spectrum, ensuring journalists from the interiors, luxury, fashion, lifestyle, technology and food press dined with us in style. At all events, journalists from the likes of Wallpaper*, Elle Decoration, The Sunday Times Style, The Telegraph Magazine/Stella, FT's How to Spend It, Marie Claire, T3, Olive, BBC Good Food, Country & Town House, Centurion and Cosmopolitan were in attendance, placing Smeg in front of a spectacular audience of media – taking the brand out of its comfort zone. At both events, we encouraged all journalists to post photos from the day across personal and magazine social media accounts using the hashtag #smegsupperclub, ensuring an online 'buzz' was created around each event.



BOOM

Both events have strengthened Smeg's relationships with the media and emphasise the personality of the company. With a number of exciting new launches for the brand planned for the forthcoming year, events such as Smeg's 'Supper Clubs' are incredibly valuable when it comes to initiating new product launch campaigns and breaking through to new audiences. Furthermore, encouraging all guests to post to social media helped drive new followers and fans to Smeg's own social media accounts. Both events resulted in spectacular coverage from all attendees, from Livingetc to Sunday Times Style, Sunday Telegraph Stella and FT How to Spend It.



**LITTLE
RED
ROOSTER**

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