

CASE STUDY **TED BAKER AUDIO** LAUNCH



MISSION

Ted Baker is an incredibly well-known fashion brand with a number of licences across the beauty, interiors and tech sectors. Ted Baker appointed Little Red Rooster to handle press relations in the run up to and following the launch of its inaugural audio range, comprising two sets of headphones, a Bluetooth speaker and DAB radio. In an already crowded market with fierce competition, the challenge was to promote Ted Baker as a brand as serious about audio as it is fashion and emphasise that its products sound as good they look.

METHOD

The TBA range was a huge project for both Ted and LRR. We devised, organised and carried out an extensive calendar of one-on-one briefings a year prior to launch date, starting with titles with super long lead times through to national newspapers. With initial product shots and samples (when available) to hand, this process enabled us to truly explain the reasoning behind Ted Baker's move into the audio sector and allow journalists to get hands on with the product. We also handpicked one journalist, Jonathan Margolis, and invited him to meet and dine with Ted's CEO, Ray Kelvin, in preparation of a business profile celebrating the collection. A detailed campaign plan followed, ensuring coverage was secured across the fashion, lifestyle, technology and interiors media segments in the run up to launch.

BOOM

The Ted Baker Audio launch was one of the most successful in LRR history. Upon launch date in May 2014, a number of online pieces had been secured to generate an immediate 'buzz' across online and social media, with all other pieces inking in the following days/week/month as close to launch date as possible. Coverage was secured across the board, from GQ and Esquire to all major tech titles including WIRED, Stuff and T3, as well as fashion titles including Red and Cosmopolitan and all national newspapers and supplements. The result of the dinner between Kelvin and Margolis saw a double page profile piece appear in BA Business Life.

Six months after launch, we were asked to repeat the success of the initial three-piece collection with an intimate event to introduce the FINISTERRE radio at Ted Baker's HQ, an incredibly rare experience as the iconic Ugly Brown Building seldom opens its doors to members of the public, a challenge Little Red Rooster rose to.



GADGETS Ted Baker is best known as a British fashion brand, but now it's turned its attention to audio products. **Jonathan Margolis** is impressed



**LITTLE
RED
ROOSTER**

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