

# CASE STUDY LAUNCHING A POPULAR HIGH STREET BRAND INTO THE INTERIORS VERTICAL: AT HOME WITH TED

## MISSION

It's one thing being a successful, multi-million pound, global fashion brand – but launching yourself as a leading name in the interiors market? A completely different kettle of fish altogether. That's where Little Red Rooster recently stepped in.

We were tasked with launching Ted Baker in the interiors sector – an extremely competitive market, already full to the brim with a mixture of high-street and designer brands.

## METHOD

We kicked off the project by hosting an exclusive press event, 'At Home with Ted', in the luxurious penthouse suite of London's EDITION hotel. This was kitted out entirely in Ted products – from bedding and rugs, to tiles and tableware. This was the first time the entire Ted range was displayed together and in situ.



The event was held over three sessions – a breakfast briefing, a private lunch and an evening cocktail reception. We were tasked with securing 35 attendees to the event – and, in actual fact, we're proud to say we completely smashed this target and had over 90 media present on the day! Journalists in attendance represented a variety of top tier mags and publications such as Elle Decoration, Sunday Times Home, Homes & Property, The Guardian, the Independent, The Telegraph Magazine, MailOnline, House & Garden, Homes & Gardens, Livingetc, Stylist, Cosmopolitan, Marie Claire and HELLO! Fashion Monthly. Notable influencers such as Kate Watson-Smyth, Jess Hurrell and Shelly Vella also visited on the day.

To maintain momentum post-event, and working to a targeted media list pre-agreed in advance, we then focused on securing exceptional coverage across a range of hero titles.

## BOOM

Thanks to our skills and expertise in the interiors sector, coverage highlights included an interview with Mr Ted Baker himself in the Sunday Times and a standalone feature for the entire range with the London Evening Standard. A slew of articles soon followed, ranging from those all-important home titles such as Elle Decoration, Livingetc, Ideal Home, Period Living, Kitchens, Bedrooms & Bathrooms, Essential Kitchen Bathroom Bedroom, House Beautiful and 25 Beautiful Homes to splashes for Ted on the interiors pages of lifestyle mags such as Red, Cosmopolitan and Marie Claire. We're pleased to say that a whopping 82% of coverage from the project appeared in Ted's list of top publications within just four months!



**LITTLE  
RED  
ROOSTER**

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