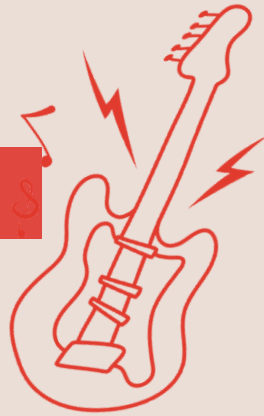


FENDER

Launching Fender's Acoustasonic in New York



MISSION

We were tasked with organising a trip to New York City for a group of top-tier journalists from the UK. The American guitar extraordinaire that is Fender was releasing its hybrid guitar - the American Acoustasonic. The trip would provide an exclusive sneak peek of the innovative new model before its official release at NAAM later in the month. The American Acoustasonic was a major release from Fender and represented a significant step for the brand.

METHOD

As soon as we got the brief for the trip, we hit the phones in good Little Red Rooster fashion, hand-picking a collection of our best media contacts here in the UK. This wasn't straight forward as we wanted to approach an amalgamation of national, music, design and lifestyle press who would be impressed with the technology behind the American Acoustasonic, the beauty of the new model and the significance of its release on the guitar industry. For the trip, we secured journalists from Esquire, the Financial Times, Evening Standard Magazine, Highsnobiety and BBC Radio 1 Official Chart Show.

BOOM

The trip was a fantastic opportunity for Little Red Rooster to strengthen ongoing relationships with key press from national and lifestyle titles as well as secure new ones in the music sector. Furthermore, we secured a plethora of brilliant coverage for the launch of the Acoustasonic, including a shopping page in Evening Standard Magazine, Highsnobiety's website, full pages in GQ and Wired and a double page spread in Stuff, reaching a wide range of demographics.

