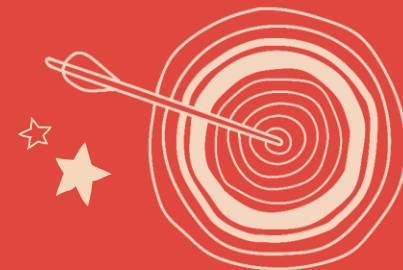


MARSHALL

The Motif A.N.C Launch Event



Mission

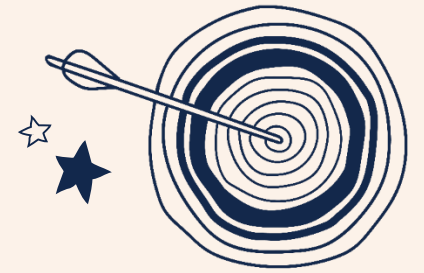
We were tasked with launching Marshall's first-ever A.N.C. in-ear headphones, alongside its entry-level Minor III in-ear headphones. To bolster these two mega launches, we were asked to hold an event and introduce our top media contacts to the newcomers - plus, celebrate a slow but sure end to the two-year pandemic.

Method

We hosted key media at The Little Yellow Door in Notting Hill. As well as enjoying delectable canapes and a live DJ set, guests were able to get hands-on with the new earbuds with the Little Red Rooster team on-hand to talk through the product. Press also went away with generously filled goodie bags filled with beers, beanies and either a pair of Motifs/Minor IIIs or an Emberton speaker. So much of our media relations are handled in person, so we place huge importance on face-to-face time with journalists. This was an especially exciting occasion for press, some of whom hadn't been to events in nearly two years!

MARSHALL

The Motif A.N.C Launch Event



BOOM

The event was a huge success, with press from the likes of Wired, Stuff, Metro, Stylist, The Independent, The Times, The Telegraph, Country Homes & Interiors and Cosmopolitan in attendance. To date, we have seen coverage in the likes of GQ, Enki, Attitude, Stuff, Pocket-lint, What Hi-Fi? and Evening Standard – to name a few!

Esquire

The Smartest Gadgets a Man Can Buy in 2021

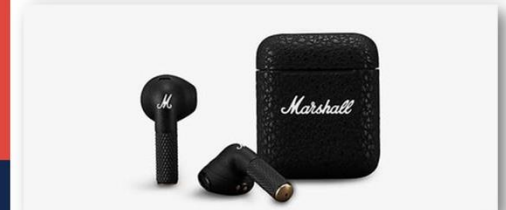


British rock maestros Marshall know how to make a good-looking pair of headphones, and the diminutive Motif A.N.C.s continue to draw on the brand's heritage. The thing that stands them apart, however, is the device's premium noise cancellation capabilities, which you can adjust to your liking. They're also touch sensitive, meaning you can seamlessly switch between music and calls (it has in-built dual microphones too). A top pair of True Wireless earbuds at a very reasonable price – which is probably why they're so hard to get your hands on.



COSMOPOLITAN

The luxury Christmas gift ideas dreams are made of, right here



Modern-day luxuries are also practical things, like everyday tech. Marshall's wireless earphones are the present you literally can't get wrong – dad, brother, mum, grandma (ok, maybe not your nan), friend, boyfriend, girlfriend – the list goes on.



LITTLE RED

