

MARSHALL

SXSW to celebrate Marshall's 60th anniversary



Mission

Celebrating 60 years at the forefront of rock'n'roll, Marshall is a world-famous brand that creates multi-award-winning headphones and speakers alongside its original amps and pedals. Building on our successful press office with Marshall, LRR was tasked with hosting a trio of top-tier press from interiors, design and technology titles at the iconic SXSW festival in Austin, Texas.

The aim? Provide media with a deeper understanding of the brand, its latest products and its vision, as well as celebrating the landmark anniversary. Welcoming around 300,000 attendees from across the globe, SXSW celebrates the convergence of tech, film, music, education, and culture - and Marshall was aiming to make a splash.

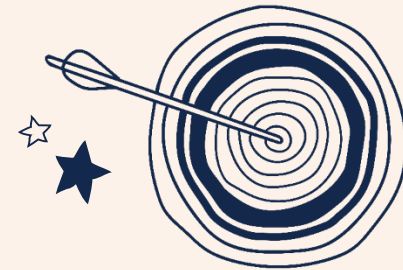
Method

Riding the wave of its Middleton speaker launch UK media were already engaged with the brand in the lead up to SXSW. We secured three VIP journalist guests, who were all going to cover the story from differing angles of sustainability, design and technology.

The festival acted as the perfect occasion for media to understand how Marshall's highly successful home speaker and headphones division sits within its wider operation, alongside its amps, production and accompanying record label. Ahead of the event, our press guests received luxury goody bags including the latest Marshall products to enjoy on their travels. Once in Austin, LRR hosted media at a variety of Marshall-hosted events across two packed days at SXSW, to deliver the full, inimitable brand experience. We also ensured all journalists were given significant time to interview senior figures at Marshall. Follow-up interviews with specific teams at Marshall were also organised upon return to add yet more fact and flavour to the planned coverage.

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BOOM

Coverage was immediate, spanning a range of media and demonstrating different focuses for Marshall. They included Marshall Records' Nova Twins appearing in Shortlist's top vinyl selection, and the Middleton speaker and new colourways of the Minor III earbuds featuring on Stuff. Forbes went in on a sustainability focus, while Cloud magazine put Marshall on its front cover.



LITTLE RED

