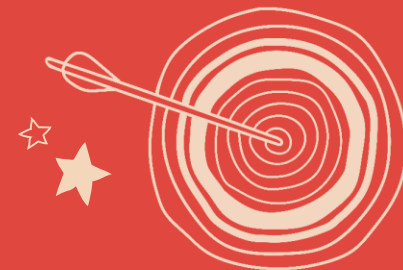




A low budget, high impact integrated campaign



Mission

The beauty of having your social media managed by a brand's PR team means all launch activity can be aligned to implement effective, integrated campaigns that drive a measurable return for clients. Case in point: to support the launch of Smeg's Personal Blender, we activated a low-budget, high-impact campaign spanning PR, content creation, social media, paid social, influencer relations, brand partnerships and event management to boost awareness for the new product and importantly, encourage web traffic to, and drive sales via, Smeg's ecommerce website.

Method

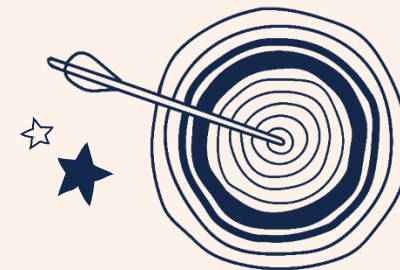
Upon launch, our social media division actioned a content plan of colourful, eye-catching posts across Smeg's core channels - Instagram, Facebook, and Pinterest. To support our efforts, we planned, created, and edited our own content in-house which we knew would appeal to a UK audience, drawing on data and experience of Smeg's best performing posts and Reels. Knowing how this product would appeal to a younger, digital-savvy audience thanks to its accessible price point, beautiful design, and wealth of colour options, we recognised that Instagram would be a key channel for this launch and executed an Instagram-first strategy. We complemented this with a paid advertising campaign, placed across all Meta touchpoints.

To support our social media campaign, we secured a collaboration with Shreddy - the UK's number 1 female fitness app. Shreddy was identified as a partner thanks to its likeminded branding as well as its highly engaged audience. The partnership led to a series of collaborative Instagram posts, including bespoke recipes created using the blender and giveaways to coincide with the launch. We also staged and hosted an exclusive event for press and influencers with Shreddy, inviting media to attend a workout class followed by delicious smoothies and juices freshly prepared on-site by Smeg's in-house team.

We actioned a supporting influencer campaign, inviting our chosen partners to attend said event and gifting product in exchange for bespoke content across their channels. Finally, our PR team implemented a strategic outreach programme, targeting digital outlets to boost Smeg's visibility upon launch day and drive traffic back to Smeg's e-com platform.

SMEG

A low budget, high impact integrated campaign



BOOM

Our Instagram activity generated an impressive 6,049 interactions and 147.6k video views, while our paid campaign achieved over 3,000 click-throughs to the Smeg website. This resulted in an average cost-per-click of £0.14 and an exceptional click-through rate of 1.87% - well above the Meta-recommended 0.9%.

26 influencer partnerships were established, creating 42 posts overall, a total reach of 397.7k and estimated media value of £325.4k - all for the cost of the product. Finally, our supporting PR campaign resulted in 66 pieces of launch coverage; highlights included multiple hits across high-traffic driving websites such as The Times, Evening Standard, the Independent, the Telegraph, GQ, Grazia, Good Housekeeping and T3, further reinforcing our digital-first approach.



LITTLE RED

