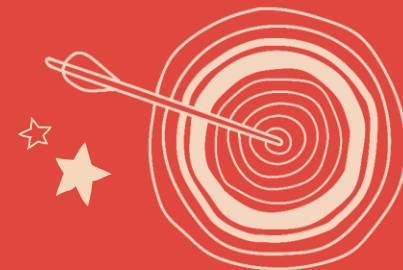


KING LIVING

Launching King Living's brand-new
Delta Coast sofa collection



Mission

Establish King Living's authority in the UK luxury homewares market; a brand that has been a staple among Australian homes for over 50 years. We were tasked with previewing its modular furniture collections, including the new Delta Coast, to UK media at its TCR showroom. Hosting a launch event at a brand's flagship store is something we're all too familiar with - when brands invest heavily in a central London postcode, we want to ensure they're getting as much bang for their buck in terms of press coming through the door. King Living's first-ever UK press event had to be one to remember.

Method

We partnered with renowned interior podcaster and journalist, Kate Watson-Smyth, to design three stunning room sets based around the new Delta Coast, plus several other best-selling sofas.

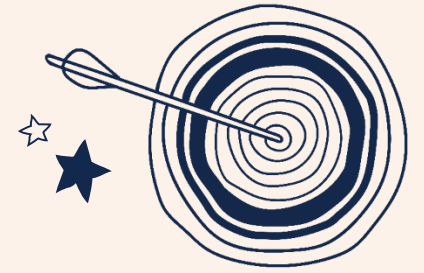
Guests were kept fed and watered by Australian cafe Lantana and were served Hej coffee for a morning pick-me-up - both hand-selected to reinforce the brand's Australian heritage.

With the King Living team on hand to offer product demonstrations, attendees quickly understood how truly modular King Living sofas are. From integrated smart technology to charge your phone or listen to your favourite tunes, a 25-year steel frame warranty, removable covers and interchangeable modules, King's sofas are designed to last a lifetime.

To add an interactive element to the event, we offered one lucky attendee the chance to win £2,000 to spend in store.

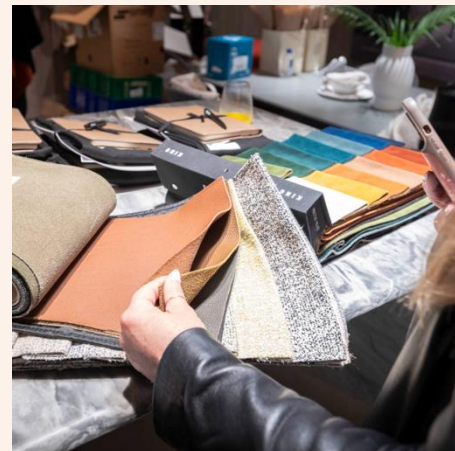
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BOOM

Throughout the morning event, we welcomed 16 press and influencers from top tier titles including House & Garden, The Times, The Telegraph, Homes & Gardens and Livingetc. While many press had featured King products in the past, they lacked a detailed understanding of the brand's last-a-lifetime ethos and its unique modular design philosophy. As well as driving press and social media coverage, the event established stronger relationships with target journalists to leverage greater media relations in the months to follow.



LITTLE RED

