



LRR brings Italy to London with Casa Smeg event



Mission

It's no secret that Italian kitchen brand, Smeg, provides beautiful kitchen appliances delivering on style and function, but how do you make noise for a category without a new product launch? We're pros when it comes to storytelling, but often seeing is believing.

Tasked with creating a killer moment for Smeg's built-in & cooking products - watch us go!

Method

Benvenuto, you've arrived at Casa Smeg.

For two days only, we brought Italy to London by hosting a series of impactful, interactive and engaging events for press, influencers and retailers (plus a photoshoot!) as we flung open the doors to the beating heart of two open-plan apartments revolving around their kitchen appliances and the importance of good food.

We hired a blank canvas in central London - the imitable Carousel and built our apartments from scratch under the watchful gaze of stylist supremo Kate Watson-Smyth.

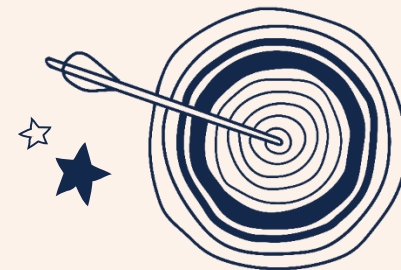
To sprinkle the stardust, we partnered with Smeg superfan and TV chef extraordinaire, Clodagh McKenna, to bring a mix of culinary expertise and brand knowledge to the kitchen table. Clodagh whipped up a storm through cooking demonstrations alongside Smeg's epic team.

We invited critical press alongside cherry-picking KOLs to ensure the Smeg message would be spread far and wide. A selection of well-respected retailers attended their very own event to allow Smeg to bolster relationships with key players to boot!

Nearly there, bear with us... finally we maximised the investment by organising a photoshoot to capture new lifestyle imagery for Smeg's built-in product range.



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BOOM

Our sessions were packed, securing over 100 epic guests across the two days walking away with coverage already secured in **TechRadar**, **the Financial Times**, **Ideal Home**, **Expert Reviews**, **Homes & Garden** and **Kitchen and Bathroom News**, plus many more!

A flurry of social coverage from our guests with over **70** posts going live gave us incredible visibility bolstered by Smeg's Instagram Story impressions increasing by **84%**, with reach seeing a similar **85%** uplift.

Our photoshoot saw us secure **12** new shots for marketing use. More than that we shone a big, bright light on one of our favourite client's ensuring its message was received loud and clear!

