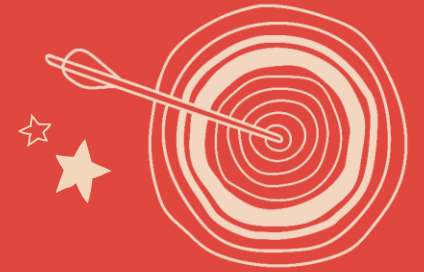


MARSHALL

Hailing a new dawn for the iconic music brand



Mission

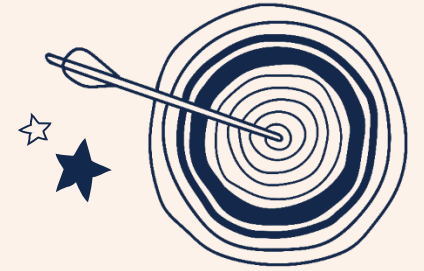
Iconic rock n' roll brand, Marshall, tasked LRR with supporting the launch of its debut soundbar, Heston 120. Our core brief formed part of a wider focus on establishing the brand's credibility amongst technology publications and key reviewers in the TV sound and consumer audio space. A monumental launch for Marshall, Heston 120 was designed to offer an unmistakable edge and musical credentials to the soundbar market. We worked closely with the Marshall team to ensure the product launch was executed to deliver top-tier product reviews and widespread coverage on launch.

Method

A project spanning 12-months, alongside Marshall we decided the most effective way of launching in the TV sound space was to ensure cohesion between Heston 120 and the rest of the brand's killer line-up of headphones and speakers. And what did that mean for a music brand specialising in audio, amps and acoustics? Making Heston 120 the definitive soundbar of choice for music lovers. With reviews and tech credibility a core focus, we meticulously planned out a strategic plan for targeting the UK's most important publications. Benchmarking the product was crucial; to this process, ensuring Heston 120 would stand up against the fierce competition of the soundbar market. To immerse key journalists in the new product and the journey, LRR and Marshall hosted a press trip to Stockholm, the brand's HQ, to offer a preview of Heston 120, teeing up reviews under embargo ahead of the official unveiling of the product. To secure widespread news coverage on launch day and epic headlines, Marshall hosted briefings with key UK press at Chateau Denmark - a venue enriched in music history and perfect for Marshall. The set-up of these briefings offered journalists fantastic hands-on time, as well as the opportunity for press to experience the capabilities of Heston 120 from Marshall's team of experts.

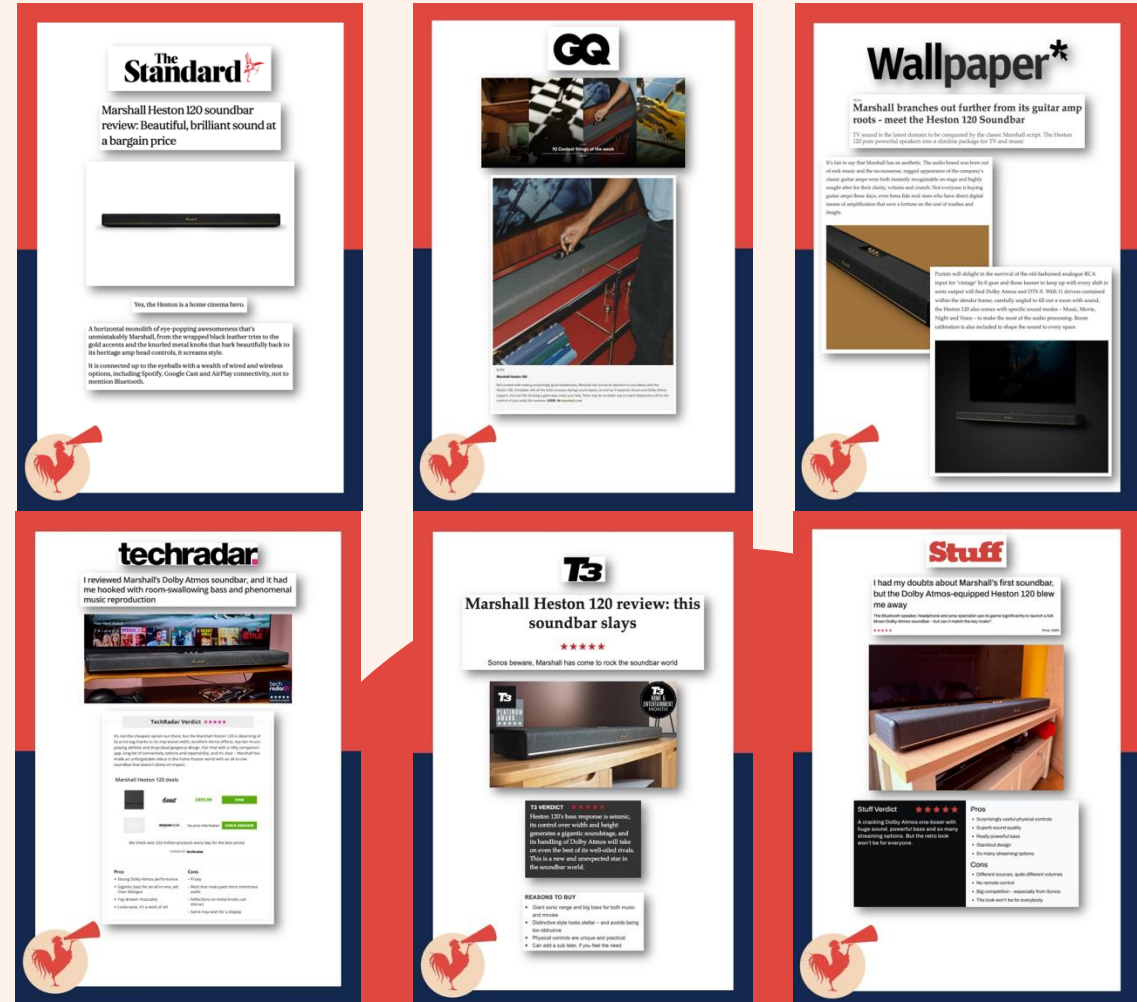
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BOOM

Starting with a global exclusive on WIRED, which saw Heston 120 feature alongside an interview with Marshall's chief product and innovation officer, Gustaf Rossell, the first wave of news headlines saw serious hype build around the launch. Key lifestyle and tech verticals featured Heston 120 in dedicated news articles, including Wallpaper*, Guitar.com, ShortList, LOUDER, MusicTech, T3, TechRadar, Stuff, Tom's Guide, What Hi-Fi?, Trusted, Reviews and many more. Shortly after the first wave of news headlines, the review embargo lifted, which saw a slew of 4- and 5-star reviews on Expert Reviews, Tom's Guide, Stuff, T3 and TechRadar appear, affirming the ambitious step Marshall had taken to becoming serious players in the TV sound space.



LITTLE RED

