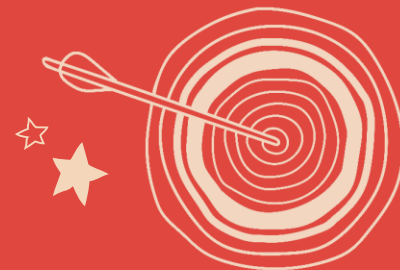




A campaign designed to boost visibility for its latest category-first innovation



Mission

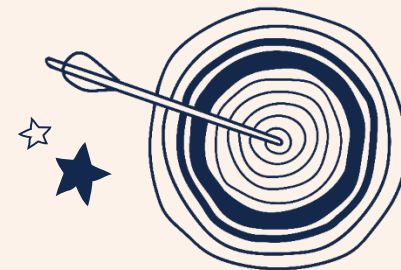
To support the launch of Smeg's new SodaMaker, Little Red Rooster developed a high-impact influencer campaign designed to drive buzz and visibility for this category-first innovation from the iconic Italian appliance brand.

Method

We developed a strategy incorporating a multi-audience approach, tactically hand-picking talent across key lifestyle sectors such as wellness, hosting and family. We also recognised this product would appeal to audiences across both TikTok and Instagram, adapting our approach accordingly to include creators across both key platforms. Each creator was provided with their own bespoke brief, ensuring we accumulated a diverse mix of content: these included a 'glow-up'-inspired brief designed to promote the importance of hydration for skincare and wellness; a hosting masterclass, incorporating the Soda Maker within a unique cocktail recipe; and a family-friendly brief to show how the Soda Maker can help keep little ones hydrated – and make water more engaging.

SMEG

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BOOM

Across the campaign, we generated an impressive post reach of 284,139; over 397,000 views and over 13,000 total post engagements. Our hosting-inspired partnership with Matilda Bea was particularly impressive, generating over 12,000 engagements alone, plus a solid engagement rate of 5.6% and an exceedingly low cost-per-result of just £0.02!

Overall, the campaign successfully reached a diverse mix of audiences, generated a wealth of positive sentiment for the new design and supported healthy sales figures – successfully delivering on our core objectives.



LITTLE RED

