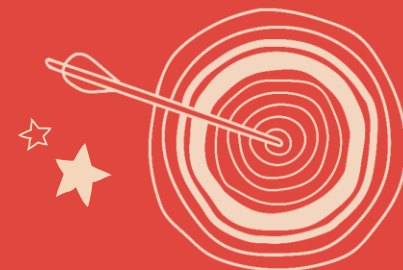


SMEG SODA MAKER LAUNCH

Launching a category-first innovation



Mission

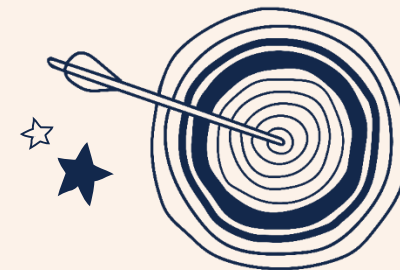
As part of our continued communications partnership with Smeg, LRR was tasked with launching its Soda Maker – the brand’s first-ever product in the sparkling water space – through a combined social, influencer and PR campaign. A fresh addition to its small appliance line-up, the Soda Maker brought together iconic Italian design with everyday sustainability. Our challenge was to introduce the product to media and influencers in a way that felt exciting and unmistakably Smeg, while also generating a buzz across print, digital and social channels.

Method

To drive early momentum, LRR launched a three-pronged approach: targeted media outreach, curated influencer activity, and immersive live events. We positioned the Soda Maker as both a bold design piece and a smart alternative to single-use plastic, pitching tailored angles to home, lifestyle, and eco-conscious outlets. Strategic influencer seeding, supported by a strong social campaign and hands-on product sampling, generated coverage and conversation across channels. Launch day opened with a rooftop yoga session at The Nest, followed by sparkling drinks and relaxed product demos. A dedicated influencer session provided authentic content opportunities, while the evening wrapped with a high-energy cocktail party at Sael, where guests created their own sparkling drinks. Alongside PR, select food, lifestyle, and wellness creators showcased the Soda Maker through cocktails, family fizz moments, and everyday routines. The campaign delivered strong buzz, including a standout “Pickle Fix Margarita” Reel with over 500k views, boosting brand awareness and consumer interest.

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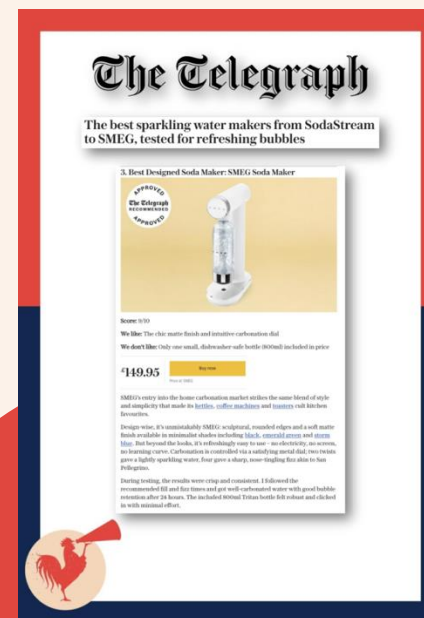
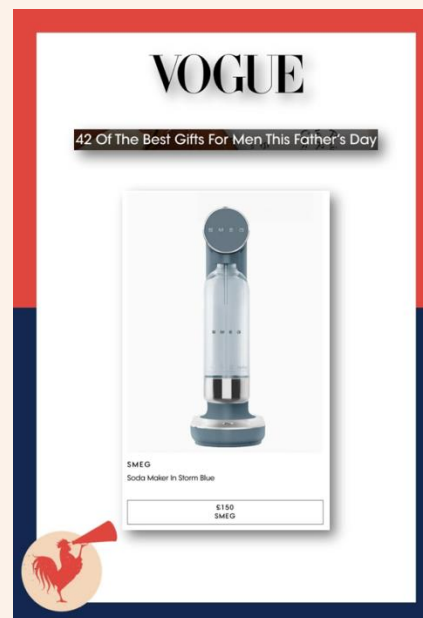


BOOM

Together, the campaign delivered strong, scroll-stopping content. With over 72 guests across three events and a wave of influencer content rolling out across Instagram and TikTok, the Soda Maker made a bold entrance into a new category. Our paid influencer content reached over 180,000 people with nearly 400,000 views and 13,000 engagements, while social media from the three events generated more than 3.7 million impressions.

Press coverage spanned top tier titles from Vogue to House & Garden, and The Telegraph, while social content brought the launch to life in homes across the UK.

More than just a product launch, the campaign reinforced Smeg's place as a premium, design-first brand that knows how to evolve - and made sparkling water feel exciting and elevated.



LITTLE RED

