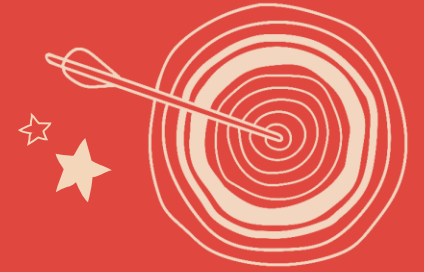


PORSCHE X SMEG



Mission

Born from a shared appreciation for timeless design, precision engineering, and unmistakable curves, two powerhouses - Smeg and Porsche - came together to create an epic collaboration. Roaring into the media, the brands' marketing teams came together to host an unforgettable launch. For the first time in Smeg's history, all territories went to market simultaneously, and a turbocharged press and influencer presence was a must.

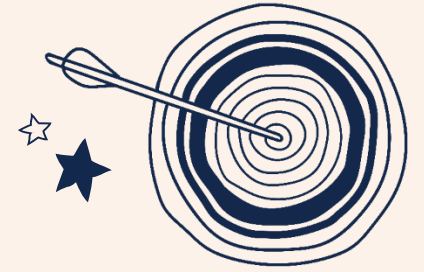
Method

Smeg and Porsche worked in collaboration to pull together an event oozing with design heritage and product innovation, introducing media to the latest line of appliances.

Little Red Rooster was brought in to manage the guest list, securing exceptional media across the brands' array of relevant media verticals and influencers - luxury, nationals, technology, lifestyle, automotive and interiors.

The twist? Just two weeks to secure guests to attend. Pedal well and truly had to be put to metal.

PORSCHE X SMEG



BOOM

Despite the lightning speed turnaround, over 80 media raced to Smeg's flagship store. Those attending the unveiling included GQ, Elle Decoration, Vogue and the FT, to name a few - smashing our KPI.

Steering Smeg to success, the coverage results quickly followed. With a specific audience in mind, pitching needed careful management, prioritising quality hits with those likely to engage.

Within eight weeks, 33 impactful pieces had landed, with the collaboration counting the likes of The Times, Metro, GQ, Grazia and Gentleman's Journal among fans. Described as making an "aesthetic dream a reality", it's safe to say the launch was a roaring success.



LITTLE RED

