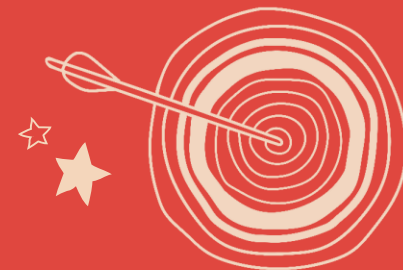




Creating an immersive media dining experience



Mission

Smeg was preparing to launch its two new microwaves into a category often associated with convenience rather than quality.

The challenge was to reposition the microwave as a premium, design-led appliance capable of delivering exceptional cooking results, while generating standout media coverage and strengthening relationships with key consumer and lifestyle journalists.

Method

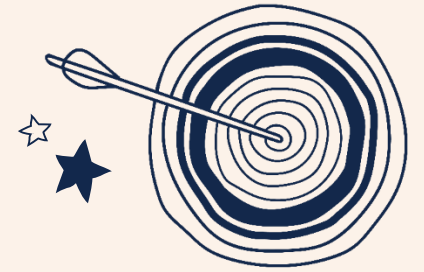
We developed and delivered an intimate launch event designed to challenge perceptions of microwave cooking through experience rather than product demonstration.

Working alongside Italian food creator Francesco Mattana, we transformed The Violin Factory in Waterloo into a relaxed, restaurant-style supper club where journalists experienced a multi-course Italian menu with dishes prepared and finished using the new Smeg microwaves. Every element of the evening was designed to subtly showcase the products' performance while maintaining an elevated, premium atmosphere that reflected the Smeg brand.

Little Red Rooster managed every aspect of the launch, from concept development through to event delivery, creating a seamless experience for guests while ensuring momentum continued beyond the event with a strategic review programme and continuous product placement.

SMEG

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BOOM

The launch welcomed 14 top-tier press from leading interiors, lifestyle and consumer titles, creating an intimate environment that encouraged meaningful conversation and genuine engagement with the product.

Rather than relying on a traditional presentation, the immersive dining experience successfully shifted perceptions of the microwave category, positioning the appliance as a premium kitchen essential capable of producing restaurant-quality results.

The event generated immediate news coverage while also creating a strong pipeline of future reviews and features, with journalists keen to test the products once review samples became available.



LITTLE RED

