



Case Study: Digital Kitchen

Problem:

How do you not only launch a brand, but define the category in which it operates? When advertising veteran Paul Mattheaus built a small 20'x20' work space attached to his agency's kitchen, where his small staff would perform a discipline called "broadcast design," he didn't just open a studio. He kicked off a revolution. The problem is few people understood the cause.

Solution:

The firm worked with the visionary founder to develop messaging that explained how broadcast design would re-shape the advertising landscape — and, more to the point, how it was being used by leading-edge marketers to more powerfully articulate a brand point-of-view.

Eschewing advertising solutions in favor of longer-format communication vehicles needed to tell the more complex Digital Kitchen story, The Shepherd Group designed a public relations program aimed at thought-leading publications and educational forums. Targets included top design magazines, film & video press, business journals, edgy consumer magazines, as well as influential industry conferences.

Editors and program chairs received press kits that included:

- Digital Kitchen Profile
- Bios
- Work Samples
- Photography
- Press Releases

Additionally, the agency developed a series of proposed article topics that addressed emerging issues within the advertising and design fields. These were provided as part of an ongoing dialogue between the firm and a select group of editors looking for progressive editorial contributors.

Outcome

The campaign, which began in 1995 and still continues today, has netted the motion design pioneer numerous story and article mentions, as well as full-length features in magazines, newspapers and television.

Oh, and that small work space off the kitchen in Seattle? It's now part of a 12,000 square foot operation in Seattle — in addition to similar offices in Chicago, Los Angeles, Paris and London.

They're a phenomenally talented group with a great story. We're thrilled they chose us to help them develop and share it.