



## Viking Range Corporation

### Challenge

Utilizing Fleishman-Hillard Atlanta as agency of record for more than 15 years, Viking Range Corporation, sought to secure its place as the leader of the ultra-premium appliance category. As the originator of ultra-premium commercial-type kitchen appliances, Viking Range Corporation has branded itself as a culinary lifestyle company with luxury products for both indoor and outdoor cooking.

### Solution

Through a unique combination of ongoing programming, FH Atlanta expanded the footprint of Viking by focusing on media outreach, strategic alliance development, targeted product placements and marketing partnerships, and designer outreach, all to support the overall status of the luxury brand. By developing a network of strategic alliances with key influencers — culinary opinion leaders, luxury marketers and top celebrities, FH has helped make Viking a household name and sought-after, ultra high-end consumer product.

### Media Relations

An ongoing public relations machine, FH Atlanta has supported media relations for Viking for years, by launching multiple new products, supporting trade show outreach and coordinating deskside briefings. In an effort to differentiate the brand, the company recently worked with the FH Atlanta team to launch its expanded color palette. A recipe for success, the new colors included delicious options such as Apple Red, Plum, Chocolate, Mint Julep, Lemonade and Pumpkin. Viking enlisted FH to launch the new color line-up with support at the Kitchen & Bath Industry show, and through a comprehensive proactive news bureau targeting national shelter publications, as well as regional dailies and online media. The team coordinated outreach of the colors, along with the reintroduction of Viking owned, St. Charles Cabinetry, an iconic American brand of all-metal cabinetry, available in the same colors as Viking appliances.



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### Strategic Alliances, Culinary Influencers and Product Placements

By aligning Viking with luxury brands, celebrities, chefs and iconic programming, FH Atlanta put Viking ranges at the forefront of their category with strategic alliances and influential product placements. From Food Network stars such as Giada DeLaurentiis, Emeril Lagasse, Ina Garten and Tyler Florence, to the Ritz-Carlton and Neiman-Marcus, strategic alliances have given consumers a front-seat view of how Viking products look and perform. Additionally, working with brands including Lexus and Canyon Ranch, FH sought partnerships with like-minded brands that provide expanded sales opportunities, exposure to potential customers with shared customer base, and unique experiences and events in Viking showrooms.

### Designing on Designers

In an effort to raise awareness within the design community and encourage more designers to specify Viking products, Viking Range Corporation enlisted FH to create a platform for targeted outreach. FH developed the “Designers of Distinction” program. Tactics included a quarterly newsletter, electronic communications and partnerships with professional design organizations. The program elevated the brand cache with participation in the annual DIFFA Dining by Design event with a table designed by Barry Rice and hosted by celebrity chef Ted Allen.

## Results

- Achieving on average more than 3,000 print, broadcast and online media clips generating more than 2 billion media impressions with a value of 300 million in media equivalency, per year, for the culinary-lifestyle giant, FH Atlanta has coordinated media features of the Viking Range Corporation in every home and shelter outlet, including *House Beautiful*, *Traditional Home*, *Elle Décor*, *Time Style & Design*, *BHG Kitchen and Bath Ideas Product Guide*, *Domino*, *Style at Home*, *Food & Wine*.
- The company and its products have been featured in major U.S. dailies such as the *Wall Street Journal*, *The New York Times*, *USA Today*, and international papers such as the *Financial Times*.
- Multiple broadcast programs have also featured Viking, including "CBS Sunday Morning," CNBC, Fox Business News, "The Today Show," "Good Morning America," and "ABC's World News Tonight."
- Available in more than 90 million homes, Viking products are seen daily in the kitchens of several Food Network set kitchens such as "Guy's Big Bite," "Worst Cooks," "Week in a Day with Rachael Ray," "Down Home with the Neely's" and "Everyday Italian with Giada DeLaurentiis."
- Targeted strategic alliance partnerships have generated almost 1 million dollars in sales through programming such as Lexus Pebble Beach special edition cars, Neiman Marcus Wish Book and the Ritz Carlton culinary centers.
- FH managed more than 55 chef relations including over 10 chef appearances on behalf of Viking. The agency has placed millions of dollars worth of product with culinary programming, television network shows and movies, as well as in showrooms and high-profile facilities including the Martha Stewart test kitchen, *House Beautiful's* House of the Year, the *Real Simple* test kitchen and "MasterChef" on Fox.
- Throughout the "Designers of Distinction" program, FH built a database of more than 1,000 designers for continuous product and branding outreach. The quarterly Viking Designer program newsletter, *The Edge*, reached more than 50,000 kitchen and design professionals with outreach through American Society of Interior Designers (ASID) and National Kitchen & Bath Association (NKBA).
- The company has been named one of the top "Break-away Brands" by *Fortune Magazine* and most recently was named an icon of design by *Fast Company* in the "Thirty Brands that Get It: A Sampling of Design Strongholds in America."