

# VitrA®

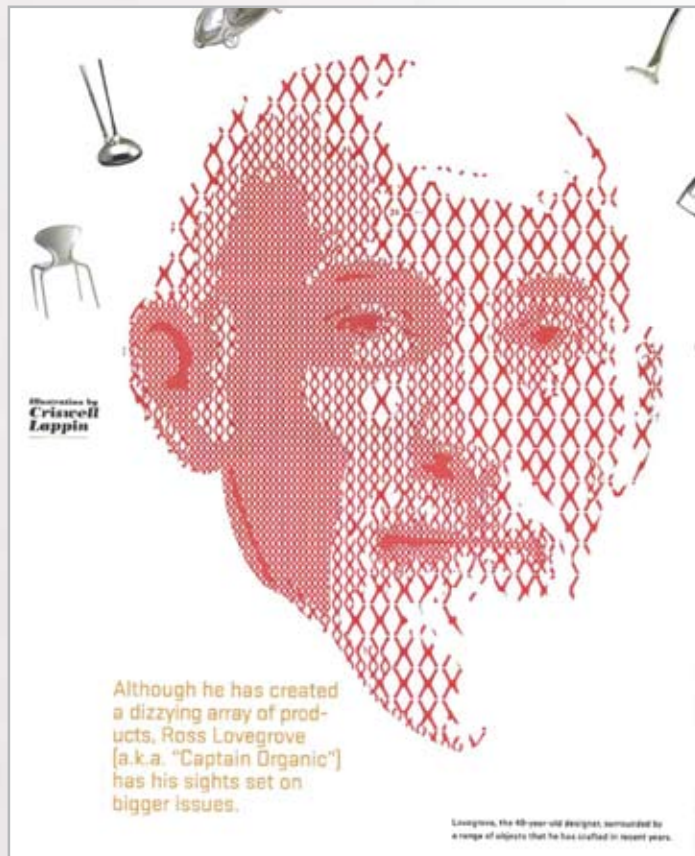
The origin of the Turkish bath continues to redefine modern day design through its unique culture, renowned beauty and therapeutic qualities. VitrA, global leader of contemporary, innovative bathroom products, saw the opportunity to create a modern and functional bathroom collection true to the company's Turkish heritage. To implement this vision, VitrA partnered with Ross Lovegrove, considered among one of the top five industrial designers of our time. Immersed in the culture, Lovegrove was inspired by the beauty of the Turkish bath as he envisioned the new Istanbul Collection.

One year prior to the North American launch of the Istanbul collection, VitrA charged Kleber & Associates with introducing the special suite of over 100 products to the American marketplace. The exquisite design was a perfect candidate for the comprehensive Public Relations campaign K&A created to bring the brand to the U.S.



reddot design award

## METROPOLIS



## Robb Report LUXURY HOME



## Introducing Turkish chic to America

Prior to the unveiling of the Istanbul Collection at K&BIS 2006 in Chicago, K&A successfully created a pre-show and post-show media relations campaign that was impactful and far reaching. The agency leveraged extensive contacts in the home and design media as well as its connection with the kitchen and bath community to propel the collection's U.S. introduction to the forefront. Key to the entire effort was thorough follow-up with all contacts to build a connection with VitrA and the new Istanbul Collection.

## The results were astounding

The campaign received an overwhelming number of the highest quality earned media placements and generated substantial industry buzz. K&A's campaign gained VitrA full page coverage in *Robb Report Luxury Home*, *Interior Design*, *Designer* magazine, and a three-page feature in *Metropolis* magazine. Media placements are still being initiated and executed nearly one year later.

## INTERIOR DESIGN



## dwell



“...We have not only seen a significant rise in attention from the press and media, but we've gained a valuable advocate into the industry's marketing network as well. Our relationship with K&A has resulted in increased attention and recognition in the printed press, online media, and television, as well as other such avenues as home shows, awards competitions and other unique marketing opportunities. Although perhaps the most significant benefit has come not only from their assistance in presenting our own messages and announcements to the media, but in also directing those of the press back to us and providing opportunities that we would not have had otherwise. It has been a joy to work with the team from K&A and we look forward to the opportunities of the future.”

- Dawn Robinson, showroom specialist for VitrA