



The consumer lifestyle _____

PR POWER PLAY



Speed's Director of Consumer, Rebecca Broomfield, uncovers the link between trending topics and the media, showing how to leverage the Power of PR to amplify online conversations and turn brands into household names.



Cast your mind back to 2010. Fashion bloggers were mainstream, and emerging creators were redefining the industry on Instagram. Meanwhile, homes and interiors remained largely confined to the glossy pages of print magazines, with sharing inspiration limited to heavily art-directed styling shoots and aspirational 'reader home' spreads.

Fast forward to today, and the landscape has transformed. Home lovers and the house-proud now share ideas, inspiration, and hacks across social media in real-time, making interiors as much a part of the influencer economy as fashion - and just as fast-moving.

Homes and interiors have been democratised, with real family homes gaining as much attention as the out-of-reach period pads that grace the pages of interiors magazines. Challenges, hacks, and mistakes are as much a part of the conversation as the lauded final reveal.

There is more opportunity for home and lifestyle brands than ever before.



5

ways that PR can POWER up
your marketing mix...

1. PR IS PACEY

With home and interiors trends moving quickly through the feed, PR has the power to move fast, allowing brands to be part of—and even lead—the conversation as trends emerge. In 2024, 'so demure' broke the internet, and the homes world jumped on board. For our client Brabantia, we pulled the trend into the lifestyle space with a roundup of stylish, practical homeware for a demure, understated home.

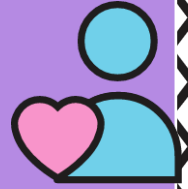
2. PR IS COST-EFFECTIVE

In the world of homes and interiors, product is a big part of the story. The foundation of a strong PR campaign is a dynamic press office that engages media with product while also being responsive to the world around it. Monitoring Google Trends data and social media commentary using tools like Pulsar can identify shifts in buying behaviour, providing a steady stream of cost-effective media content.

3. PR DRIVES EMOTIONAL ENGAGEMENT

Storytelling that builds emotional connections is at the heart of what PR can deliver. When it comes to home and lifestyle, helping families understand how a brand fits into their homes and lives is critical. Our recent campaign for Brabantia celebrated the feeling of home by creating psychological proof that a 'home harmony high' is as satisfying as smashing a gym workout—coining the term 'Indoorphins' and launching a nationwide campaign to spread the word. The campaign generated widespread buzz, including a BBC Radio 2 phone-in with DJ Spooky and major media coverage in The Daily Express, The Mirror, The Sun, Metro, and The Independent.

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4. PR IS MULTICHANNEL

Gone are the days when PR was just about press coverage. Today, PR integrates seamlessly with social, digital, and influencer marketing to create a multichannel impact. A well-placed feature in Living Etc might inspire, but pairing that with influencer collaborations, user-generated content, and reactive social trends can amplify the message and drive engagement. A great PR strategy doesn't just chase column inches—it ensures a brand's story is told across all the right channels, from traditional media to TikTok trends.





5. PR DRIVES IMPACT

PR isn't just about awareness—it drives real-world action. Whether it's getting a product into more homes, shifting consumer perceptions, or influencing purchasing decisions, PR delivers tangible results. Take the rise of sustainability-led interiors: brands that tell an authentic eco-story through PR don't just generate headlines—they change behaviour.



Our Love Your Laundry campaign for Brabantia inspired consumers to dry their clothes outside all year round. Post-campaign metrics showed that 69% of people who engaged with the campaign were more likely to adopt this sustainable habit.

From driving retailer demand to sparking viral trends (think #dupe culture for high-end homeware), PR has the power to influence not just conversations, but conversions too.

At a time when the home and lifestyle industry is more dynamic than ever, PR is an essential part of any brand's marketing mix.

*The question is...
are you making the most of it?*

Let's chat!

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