

## JENN-AIR CAPTURES SPOTLIGHT AT *ARCHITECTURAL DIGEST* HOME DESIGN SHOW

The new Jenn-Air collection of luxury appliances was a major focal point of the *Architectural Digest* Home Design Show, held at Pier 94 in Manhattan March 17-20. Widely recognized as the nation's premiere exhibition of high-end home furnishings, this year's event drew over 41,000 attendees including architects, designers and others representing the design industry as well as highly engaged design-conscious consumers.

Prior to the show's opening, design press and bloggers gathered at the Jenn-Air exhibit for the official launch of a new kitchen design application created by *Architectural Digest* for the iPad, iPhone and iPod Touch. The new "AD: Amazing Kitchens" application, sponsored exclusively by Jenn-Air, provides consumers with inspiration, tools and insider information for creating a luxury dream kitchen.

"This innovative application taps *Architectural Digest's* rich archive of editorial content and combines our editors' expertise and insight to create a truly functional and visually stunning user experience," noted Giulio Capua, the magazine's publisher. "Jenn-Air has been a great partner in this project, infusing the application with their product in a way that anyone planning a kitchen re-design will find invaluable."

Steve Brown, General Manager of Jenn-Air, noted that sponsorship of the application and participation in the show are key examples of the brand's highly experiential marketing approach.

"Jenn-Air is looking for opportunities to engage beyond the page with our consumers," said Brown in an interview featured on *Luxury Daily*, a leading blog devoted to luxury brands and products. "We certainly believe in traditional print media, but we're also finding innovative opportunities to reach beyond that and interact with the consumer in more meaningful ways."

As part of its ongoing outreach to the design community, Jenn-Air also hosted a group of 10 highly influential designers at an evening cocktail party held during the first evening of the show. The event, honoring the new editor of *Architectural Digest*, Margaret Russell, served as a fundraiser for the Design Industry Foundation Fighting Aids (DIFFA).

Steve Brown and Brian Maynard, Director of Marketing for the brand, underscored the importance of designers to Jenn-Air in an interview with *The New York Times* conducted on the first day of the show.

"It's important for Jenn-Air to be influential with the design community," noted Maynard. "This is particularly necessary now that Jenn-Air has been repositioned to hit a much higher demographic."

Follow-up press coverage on the show and the Jenn-Air brand's participation will include a video news release expected to reach tens of millions of consumers via television and online views.

Please follow the links below to view recent Jenn-Air media coverage:

• *New York Times*: <http://mediadecoder.blogs.nytimes.com/2011/03/18/jenn-air-in-ad-deal-with-architectural-digest/?scp=1&sq=jenn-air&st=cse>

- Mobile Marketer: <http://www.mobilemarketer.com/cms/news/media/9425.html>
- Luxury Daily: <http://www.luxurydaily.com/jenn-air-lands-ad-sponsorship-with-architectural-digest/>

Please follow the link below to view the Jenn-Air video news release:

[http://www.consultancymedia.com/CLIENT/stations/bestinhomedesign2011\\_bq.wmv](http://www.consultancymedia.com/CLIENT/stations/bestinhomedesign2011_bq.wmv)