

Alpha - Kilo

Credentials
2023

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2293 *

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TUES TRIS OVER

THE
LIFE
LIFE
LIFE

toys

to thank

CLIENT: EAMES INSTITUTE



About

Alpha Kilo is a full service communications agency with a global footprint. We work strategically with category leaders and cultural game changers in art, design, fashion, hospitality, lifestyle, luxury, and travel sectors.

Our relationships run deep across industries and sectors. Rather than focus on one silo of media, we work closely with our clients to create compelling narratives that speak to our culture today and resonate globally.

We are connectors, storytellers, strategists, and publicists.

A—K Testimonials

“Throughout my experience working with Alpha Kilo, due to the close nature of our work, I was able to gain deep insight into the team’s creativity, strategic thinking, and success-driven outcomes. Not to mention their ability to display unique grace under pressure. They were collaborative in their approach, considering our goals and desired outcomes at each turn, while actively developing a multitude of story angles for various media silos. We were able to achieve over 100 pieces of international coverage including The New York Times, The Telegraph (London), Wallpaper*, CNN, and Architectural Digest.”

- **PAOLA ANTONELLI, SENIOR CURATOR, MUSEUM OF MODERN ART (MoMA)**

“As a journalist who has dealt with dozens of communications teams, I've learned there are three kinds: fine ones, that can tell you a compelling story about what their client is doing; great ones, that can tell you fifteen; and then there are teams like Alpha Kilo – exceptional ones that actually help you understand their client's motives, and help you understand them as a part of a zoomed out conversation. From that, a million stories can flow.”

- **DAVID MICHON, EDITOR & PRODUCER, ACNE STUDIOS, IKEA, NZZ, MONOCLE**

“Alpha Kilo is a group of talented, dynamic, responsive individuals. I’ve worked with them in various capacities - collaborator, journalist, consultant - and am repeatedly impressed at their approach, which is simultaneously personal and professional. In our rapidly changing world of communications, they understand how to be relevant for a diverse group of clients. They have a knack for finding, bringing out and telling stories, building excellent relationships and developing meaningful communication strategies as a result. I never hesitate to recommend them to anyone I work with who is seeking intelligent guidance in the realm of communications.”

- **HUGO MACDONALD, CONTRIBUTOR - WALLPAPER*, MONOCLE; CURATOR, BRAND SPECIALIST**

The creative team behind Alpha Kilo has hit the bullseye, successfully creating an unusually dynamic PR agency. Their business acumen and industry experience along with their curious desire to look at the future, makes them a harbinger of what’s coming next.

- **TERESA HERRERO, ELLE DECOR SPAIN, EDITOR IN CHIEF**



Who We Are



Inspired by Challenge



Exceptional Storytellers





A—K

Citizens of the World



**Authentic,
Passionate,
Productive**





Idea-driven Collaborators

1970



1970 - I TRIENNALI

Presidente: Alessandro Mendini
 Segretario: Tommaso Barattini
 Commissione di lavoro sul programma: Working Commission on the Programme: Aldo Brandi (presidente), Adriano Panichi, Luigi Colaninno, Giancarlo Piretti, Carlo De Carli, Ignazio Gardella, Giuseppe Piretti, Pierluigi Nicolin, Franco Albini, Pierluigi Nicolin, Franco Albini, Pierluigi Nicolin.

Abbandonata ogni tematica umanistica, la Triennale presenta proposte e idee coinvolgenti nel valutare negli ultimi anni di lavoro alcuni dei suoi confronti: dagli ambienti, al lavoro, alla casa, alla città, all'analisi del tempo libero.

Un'occasione in cui si riflette il rapporto tra l'architettura e la ricerca, l'organizzazione dedicata al rapporto con l'utente, l'analisi di stile, l'analisi del territorio e la città, l'analisi del tempo libero.

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ANNI SETTANTA

Il 15 novembre 1971 Intel lancia sul mercato il 4004, il primo microprocessore al mondo, progettato dal fisico italiano Federico Faggin: un'importante invenzione per l'elettronica moderna. Nel 1972 al MoMA di New York inaugura la mostra Italy. The New Domestic Landscape, curata da Emilio Ambasz. Una rassegna fondamentale per la diffusione e conoscenza del design italiano, che presenta la produzione dell'ultimo decennio e dello "ambiente" commissionati a una serie di progettisti italiani: riflettere sull'ambiente domestico. Si delinea un nuovo passaggio in cui si alternano design e contro design, prodotti e sperimentazione. Tra il 1973 e il 1975 il crescita media del PIL italiano è del 3,6% e le aziende concentrano la loro attenzione sul mercato americano. Tecno, Cassina, B&B aprono loro showrooms a New York, ad esempio Osvaldo e Fulgenzio Borsari aprono il Parigi, Amsterdam e Brussels. Nascono nuovi prodotti editoriali quali "Casa Vogue" 1966 - e "Moda" 1971-2005, e nuove sperimentazioni come "Mumukshu" 1972-75, progettata da Gianni Sassi e finanziata dalla Iri Ceramische. Gli anni settanta vedono inoltre l'avvento della TV commerciale, la liberalizzazione della televisione via cavo e via etere e, dal 1976, le prime trasmissioni a colori della RAI.

Ma sono anche gli anni della guerra del Kippur 1973-1974, con l'embargo delle esportazioni di petrolio e il conseguente periodo di "austerità", della crisi energetica del 1973, in seguito alla rivoluzione in Iran, e del cosiddetto "anno di piombo", un'instabilità politica che porterà violenza di piazza, lotta armata e terrorismo.

Diverse le trasformazioni sociali: il 12 maggio 1974 il Referendum abrogativo sul divorzio viene reso, nel 1976 Tina Anselmi è la prima donna a essere nominata Ministro del Lavoro e della Previdenza Sociale mentre nel 1979 Nicola Pietrangeli è eletto Presidente della Camera. La prima donna a ricoprire una delle cinque cariche dello Stato, il 16 ottobre 1978 è Carolina Corbelli. Il 16 ottobre 1978 è il cardinale Karol Wojtyła il primo Papa non italiano in cinque secoli.

THE 1970S

On 15 November 1971 Intel launched the 4004, the world's first microprocessor, designed by Italian physicist Federico Faggin: an important invention for modern electronics. In 1972, the MoMA in New York inaugurated Italy: The New Domestic Landscape, curated by Emilio Ambasz. This exhibition was crucial for the diffusion and knowledge of Italian design. It presented the production of the last decade and twelve "environments" commissioned to a number of designers invited to reflect on the domestic environment. A new landscape emerged in which design and counter design, product and experimentation existed side by side. Between 1973 and 1975, Italy's GDP grew by an average of 3.6% and companies focused their attention on the U.S. Tecno, Cassina and B&B opened showrooms in New York, and European markets. Osvaldo and Fulgenzio Borsari opened showrooms in Paris, Amsterdam and Brussels. New publications were launched such as "Casa Vogue" 1966 - and "Moda" 1971-2005, and experimental magazines such as "Mumukshu" 1972-75, designed by Gianni Sassi and financed by Iri Ceramische. The 1970s also saw the emergence of commercial TV, the popularisation of cable and free-to-air television and, from 1976, the first colour broadcasts by RAI.

But the Seventies were also the years of the Yom Kippur War 1973-1974 with the embargo on oil exports and the consequent period of "austerity", of the 1979 energy crisis after the Iranian revolution, and of the so-called "anni di piombo" years of lead in Italy, where entrenched political conflict led to street violence, armed confrontations, and terrorism.

The social transformations were diverse: on 12 May 1974 the "no" vote won in the referendum to repeal divorce. In 1976 Tina Anselmi was the first woman to be appointed Minister of Labour and Social Security, and in 1979 Nicola Pietrangeli was elected President of the Chamber of Deputies, the first woman to hold one of the five highest offices in the State. On 16 October 1978, Polish Cardinal Karol Wojtyła became the first non-Italian Pope in five centuries.



CLIENT: TRIENNALE MILANO



Our Superpowers



Global
Viewpoint



Highly
Personalized

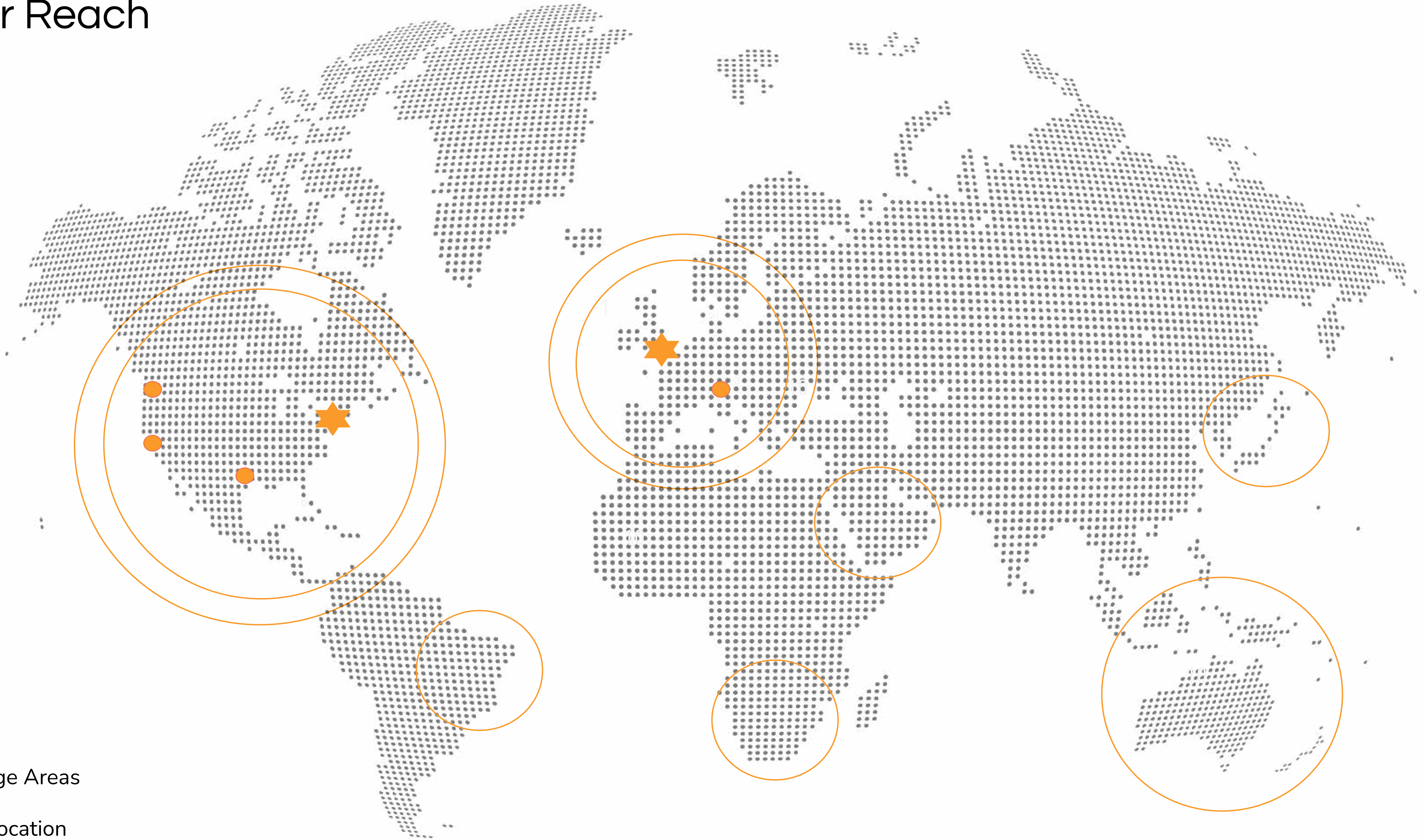



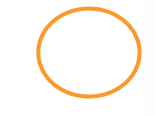
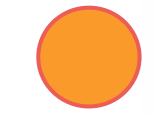
Creative &
Strategic Thinkers



Results
Driven

A—K Our Reach



-  A-K Offices
-  A-K Coverage Areas
-  A-K Team Location



PR Services

Brand & Communications Strategy

Executive Communications

International Media Relations

Messaging Workshops

Global Brand Partnerships

Creative Placemaking

Speech Writing

Social Media Strategy

Visual Content

PR Case Studies



DIAGEO | Mortlach

A—K

BRIEF: To launch a new-to-market single malt Scotch brand, Mortlach, for Diageo North America; drive discovery, build audience, and grow faster in NA than Macallan

WHAT WE DID: Alpha Kilo dug into Mortlach's origins and created a design-forward launch strategy that authentically connected Mortlach's roots with luxury and design-minded HNW audiences. Alpha Kilo conceptualized and launched the **Mortlach By Design** campaign for **DIAGEO** whereby we collaborated with six renowned designers to create a bespoke work that emulates the brand values and defines the spirit. Through a series of thoughtful and elevated experiential events, press trips, and media partnerships, Alpha Kilo re-launched Mortlach to North America to great acclaim - amassing community and media coverage along the way.

A—K

Mortlach Results | 2022



457 MIL

Audience Reached

820

New Consumers
Sampled

1200%

YOY Press Coverage Gain
with 52 media hits



Diageo Luxury Releases Mortlach 30 Year Old in Collaboration with Artists Diorama and Matthew Placek

British Thought - October 21, 2022

New York, NY — Diageo Luxury has announced the launch of Mortlach 30-Year-Old Midnight Malt, a single malt scotch. Intended to be savored slowly, this rich and deep whisky is bound to delight as it's aged 30 years and has an enticing, complex blend of peppery spice, orchard fruits, and chocolate.

Leading their unique luxury portfolio, this acclaimed spirit is a rich, deep whisky intended to be savored slowly as day transcends to night. Known as the "Midnight Malt", this spirit is incredibly complex, with intensity emerging from a three-cask finish. Similar to other whiskies in the Mortlach house, this classic made Scotch is meticulously crafted.



16 Year Single Malt Scotch Whisky, Mortlach (\$120)

All you need to wrap up a good bottle of scotch? A big, floppy bow. Mortlach is a 200-year-old distillery located in Scotland's famed Speyside region. Through its unique 2.81 distillation process, it produces 12-, 16-, and 20-year aged single malts, among other limited editions. We're partial to the 16-year—it's matured in sherry casks and features a noseful of bramble, orchard fruit, and spice. Gift one with a [lowball glass](#) to make it a set.

SURFACE

How Mortlach Is Flipping the Script on the Scotch Whisky Experience

By engaging design talents around the world with one-of-a-kind collaborations, the heritage distiller is continuing to make its name synonymous with craft, process, and impeccable taste.

BY JENNA ADRIAN DIAZ
December 15, 2022



© Lisa Kucharski/Brand Images. Mortlach glass decanter, \$55, which was commissioned by Mortlach and distiller of France, L.A. Photo credit: Brandon Summers/Mortlach.

On a recent night in November, the New York City outpost of swanky London social club the 21st hosted Felicia Ferrone and a crew of well-wishers to celebrate the American glassware designer's latest launch. Ferrone made waves this year with her inaugural showings at both Shoppe Object and Maison & Object, and for good reason: her hand-formed creations



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Chrissa Amuah designs bespoke light fixture for Mortlach as part of the Mortlach By Design programme



THE CUT

STYLE

What Our Editors Are Gifting Their Dads

By Bianca Nieves



New York's Design Week Shows Prove This Millennial Trend Isn't Going Anywhere





EAMES INSTITUTE



BRIEF: To globally launch the **Eames Institute**, a new cultural institution, an entirely digital entity, dedicated to the legacy of Ray and Charles Eames

WHAT WE DID: To strike a balance of utilizing the exciting material of the Institute archives, knowing that the exhibitions would be digital-only for the foreseeable future, we planned various touch points throughout the year where people could experience both the works and the personalities of the Institute in person. In April 2022, we hosted a 95 person dinner at the Eames Ranch, the home of Llisa Demetrios, the Institute's Chief Curator and Ray and Charles Eames' granddaughter. The guest list included founders, entrepreneurs, journalists, and creatives from the technology, media, and fashion industries. In May, during NYCxDesign, we partnered with Herman Miller and took over their showroom windows with an exhibit, organized a talk with Llisa, and hosted an exclusive press breakfast.

A—K

Eames Institute Launch Results | 2022

156 MIL

Audience Reached

271 MIL

Unique Viewers Monthly

66

Global Coverage Hits



FAST COMPANY

03-31-22
What Airbnb's Joe Gebbia owes to Charles and Ray Eames
 EVERYTHING

Joe Gebbia (Photo: courtesy Eames Institute)

BY MARK WILSON • 6 MINUTE READ

When Liisa Demetrios was 12, she told her grandfather that she wanted to be a sculptor. He didn't push back and urge her to pursue a safer, more stable career. Instead, she recalls, he gave her a memorable piece of advice: "You need to be able to use every tool in your studio as well as if not better than the person you hire—or you won't know if they are doing a good job."

MORE LIKE THIS
 4 to 5000 items that drive innovation



HYPEBEAST

Eames Institute of Infinite Curiosity Looks to Inspire the Future Generation of Problem-Solvers

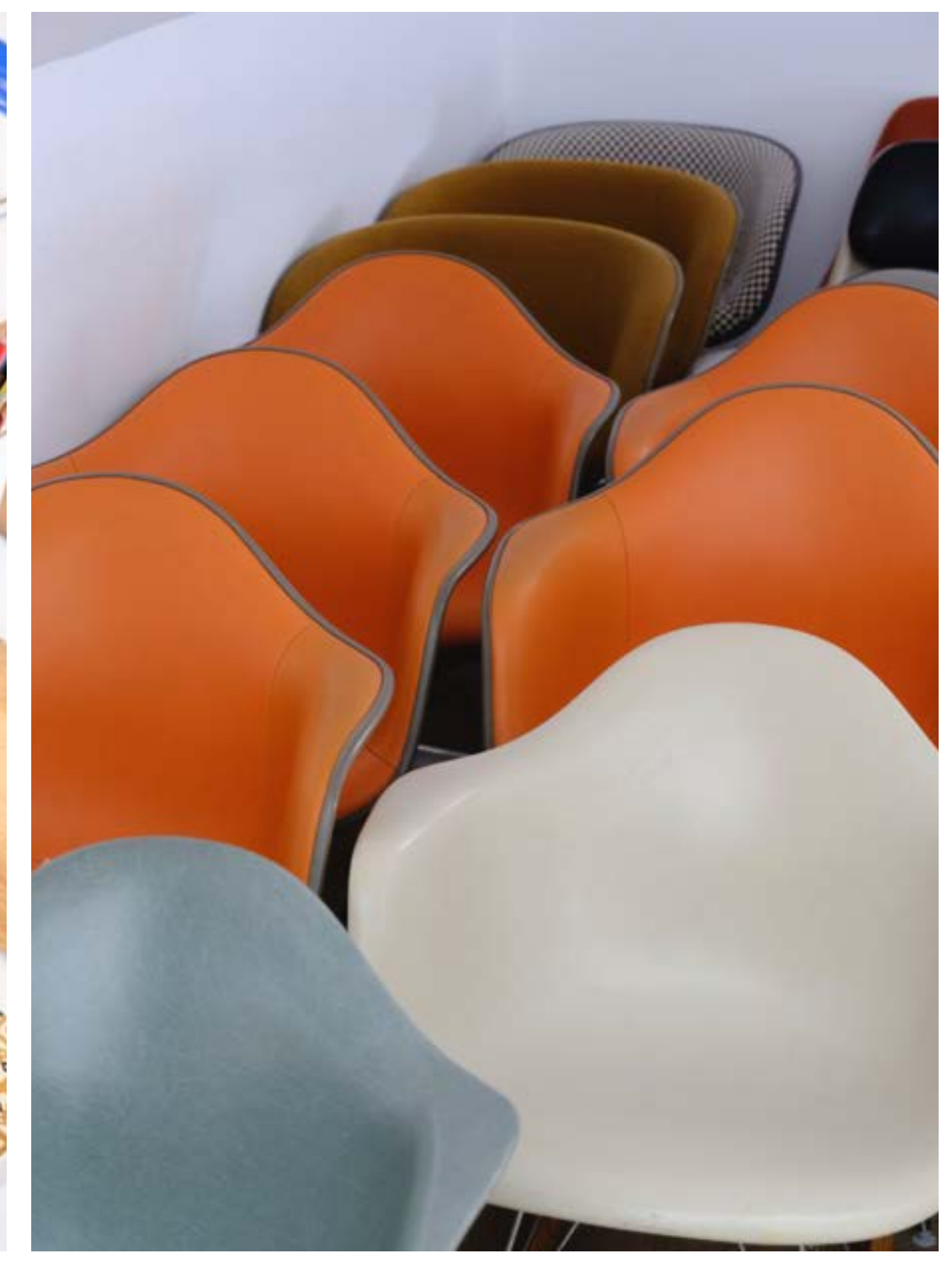
design:milk

DMTV Milkshake: Liisa Demetrios on Staying Curious + Asking Questions

09/07/22 | By Design Milk Staff

ICON

The formation of the Eames Institute of Infinite Curiosity, a new nonprofit organisation, aims to bring the lessons of Ray and Charles Eames to those looking to solve today's most challenging issues





AIRBNB | Yoshino Cedar House



BRIEF: Launch Airbnb's internal design studio without disclosing proprietary information; promote sustainable tourism for Airbnb to counter public policy issues of over-tourism in cities

WHAT WE DID: Alpha Kilo conceptualized an idea to use Kenya Hara's House Vision exhibition as a platform to launch Samara, giving insight on how the future-focused design studio functioned. Furthermore, A-K briefed the team to give the project a life beyond the event itself, maximising the marketing budget invested to give it a sustainable life cycle. Following the exhibition in Tokyo, Yoshino Cedar House was moved to the Nara District, where it became a bookable Airbnb that is maintained by the village, that also functions as a community center. Proceeds earned from guests who visit are used to strengthen the cultural legacy and future of the area, which has struggled with urban migration and aging population.

A—K

Airbnb | Yoshino Cedar House Results

7.38 BIL

Online Audience

248

Media Placements

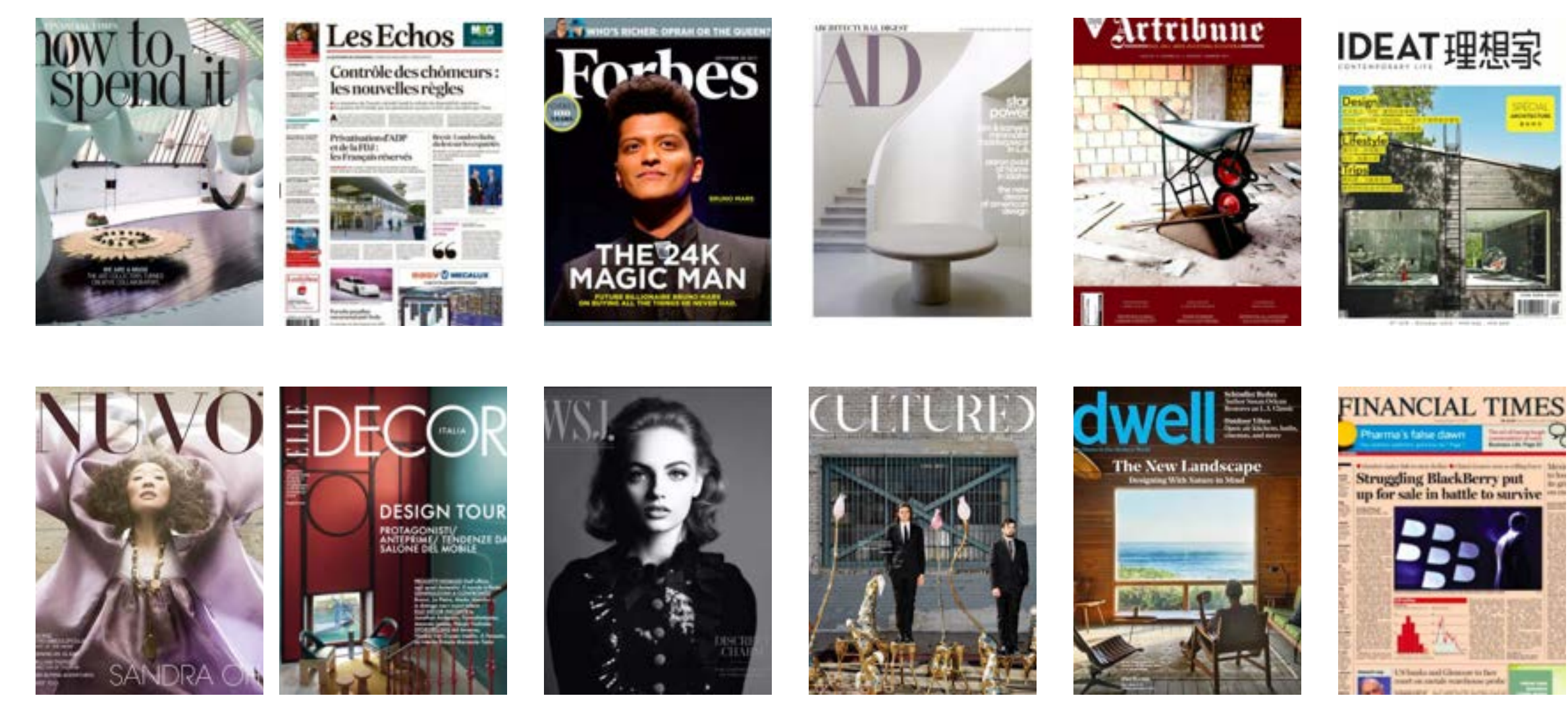
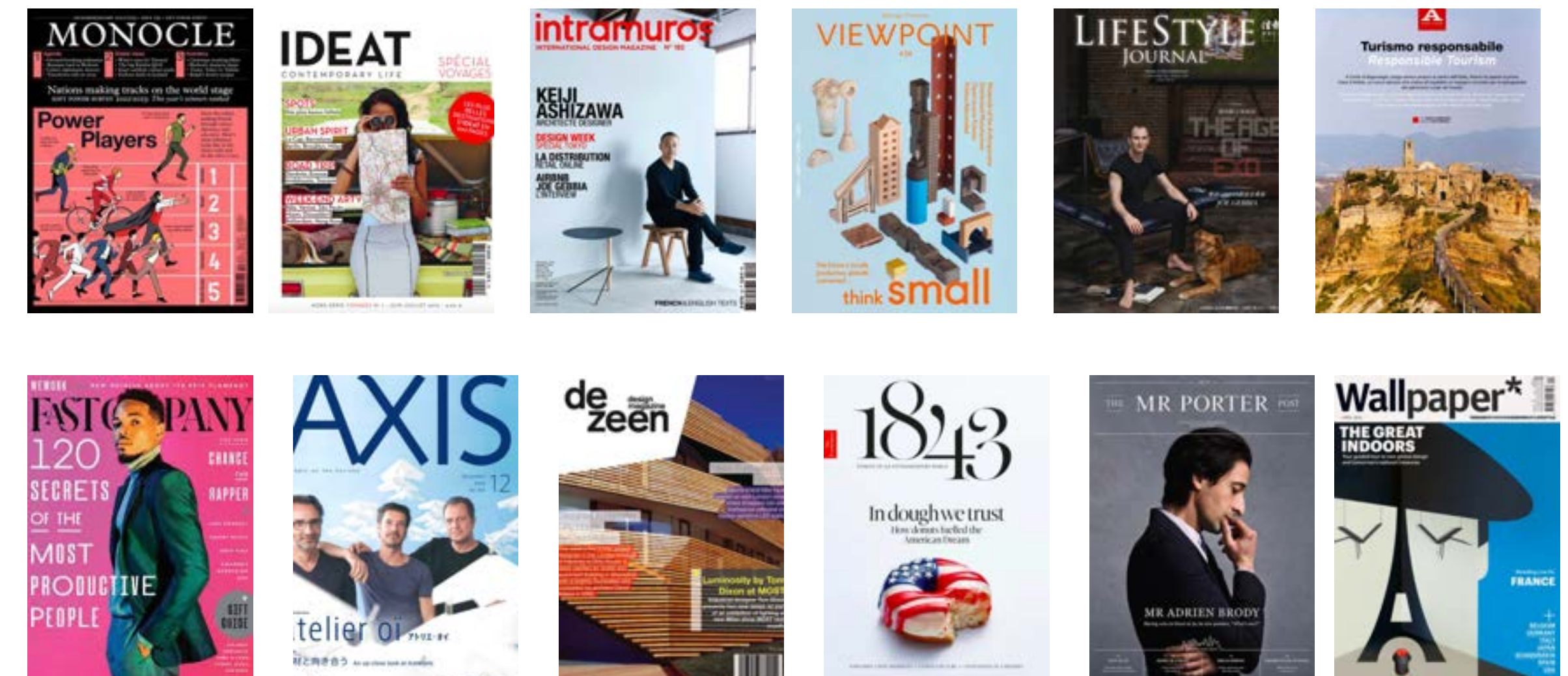
\$750K

Economic Impact for the
city of Yoshino
estimated over 5 years



SOME OF MY FAVORITE MEMORIES DURING THIS ADVENTURE ARE WITH YOU! WE WENT AROUND THE WORLD AND BACK TOGETHER. AND YOU MADE ME KNOWN IN THE WORLD. I HOPE THIS GIFT GROWS WITH YOU OVER THE LONG TERM.

Joe





Events



CLIENT: SAVILE ROW



Experiential Marketing



Public Events





Private Client Dinners



Corporate Experiences





Our Event Services

Experience Consultation

Event Strategy & Concept

Event Production

Budget Planning

Supplier Management

Guest List & Audience

Sponsorships

Event Management

Graphic Design & Collateral

Timeline Coordination



Event Case Studies



Public Event | Savile Row Concours

A—K

BRIEF: Increase footfall on Savile Row; Create public event that offers media opportunities for the Row

WHAT WE DID: Alpha Kilo brought the famed Concours d'Elegance to Savile Row for the first time in history. A-K negotiated a contract between our client and the organisers as well as worked with Westminster Council on the street closure. The two day takeover of the street was opened to the public to view the collection of both collectible and concept cars, with programming and events for VIPs and private guests in the renowned tailoring houses. More than 30 world-class cars were displayed along the street, and the tailors opened late, hosting talks with key figures from the worlds of tailoring and automotive design that highlighted the shared craftsmanship of the two worlds, whilst live music was played on the streets.

A—K

Inaugural Savile Row Concours Results

310 MIL

Online Audience

140%

increase in average footfall
Over the two days

2 Awards

Spectacle of the Year -
2022 Royal Automobile Club Historic Award

Rising Star - Events
Historic Motoring Awards





Robb Report Looking for Robb Report UK? Click here to visit our UK site.



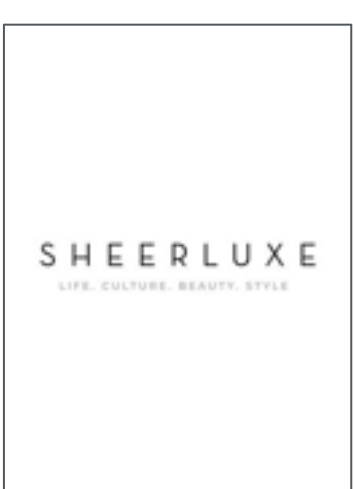
Concours on Savile Row Is Bringing Antique Jaguars, Ferraris and More to the World's Most Stylish Street

A two-day event pairs the Row's tailors with over 40 rare drives from some of the world's finest carmakers.



For centuries, Savile Row has served as the heart of British bespoke tailoring.

"The two worlds of luxury automotive and bespoke tailoring have a long history of parallels and partnerships."



Concours on Savile Row: London's Savile Row to host thirty world class cars



More than 30 world class cars will shut down Savile Row in June as tailoring houses in the famous street join with the automotive world to create the first ever Savile Row Concours.





Experiential Marketing | Mortlach 30YO Global Launch



BRIEF: Global launch of the limited edition release of Mortlach 30YO, driving brand awareness, social media engagement, and gravitas

WHAT WE DID: Alpha Kilo brought together media, VHNWI, designers and influencers to an immersive dinner and after party in New York City. We brought Diorama Studio onboard to create an immersive animation that led guests through a conceptual journey of Mortlach's complex 2.81 distillation, that led to ready-made shareable content to post on social channels. Further social content was generated as artist Matthew Placek was engaged to take polaroids at the event which were digitally scanned and shared with guests the following day. The guests who shared the scan on social media received the signed artist original.

A—K

Mortlach 30YO Global Launch

3.6 MIL

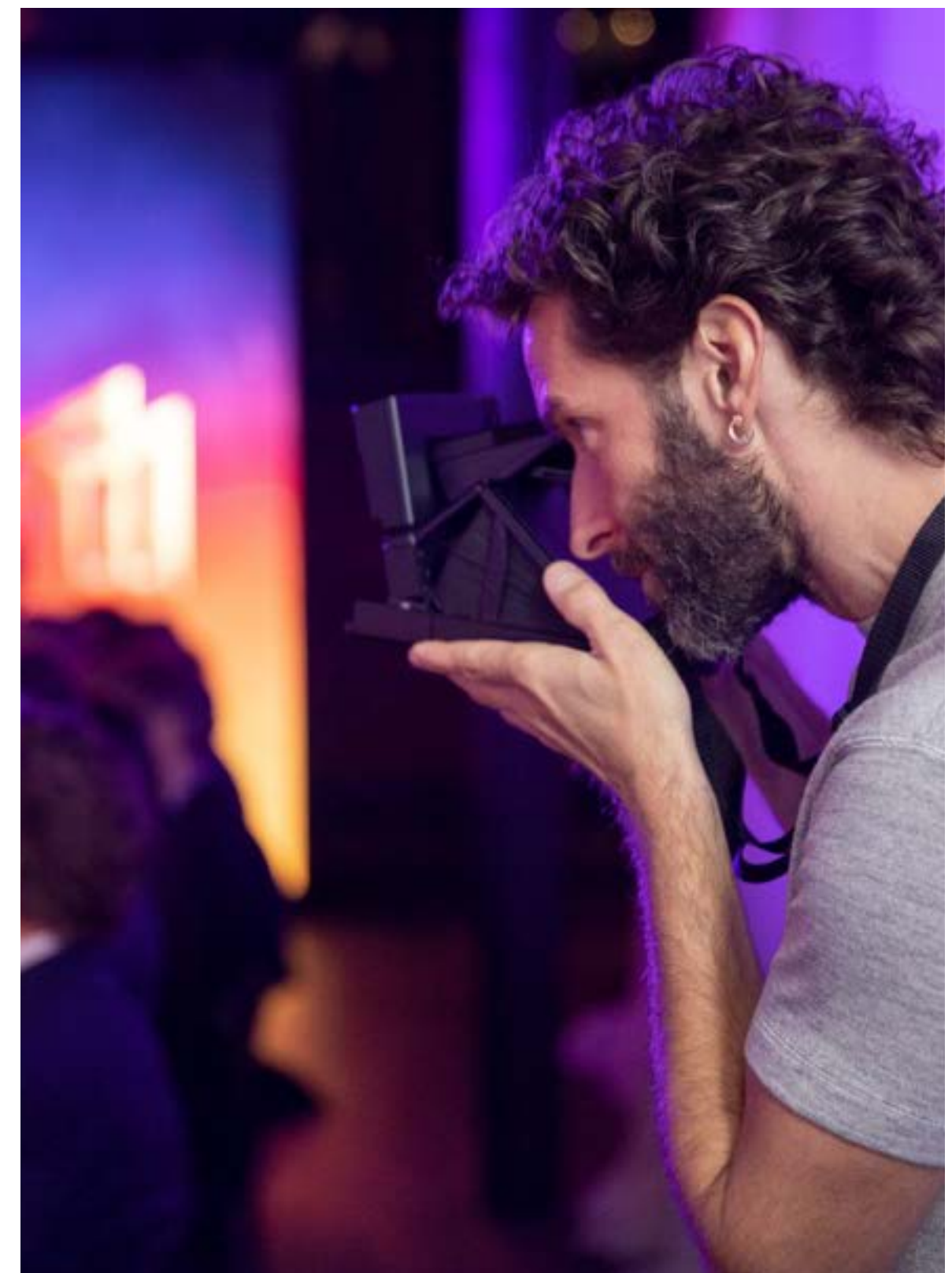
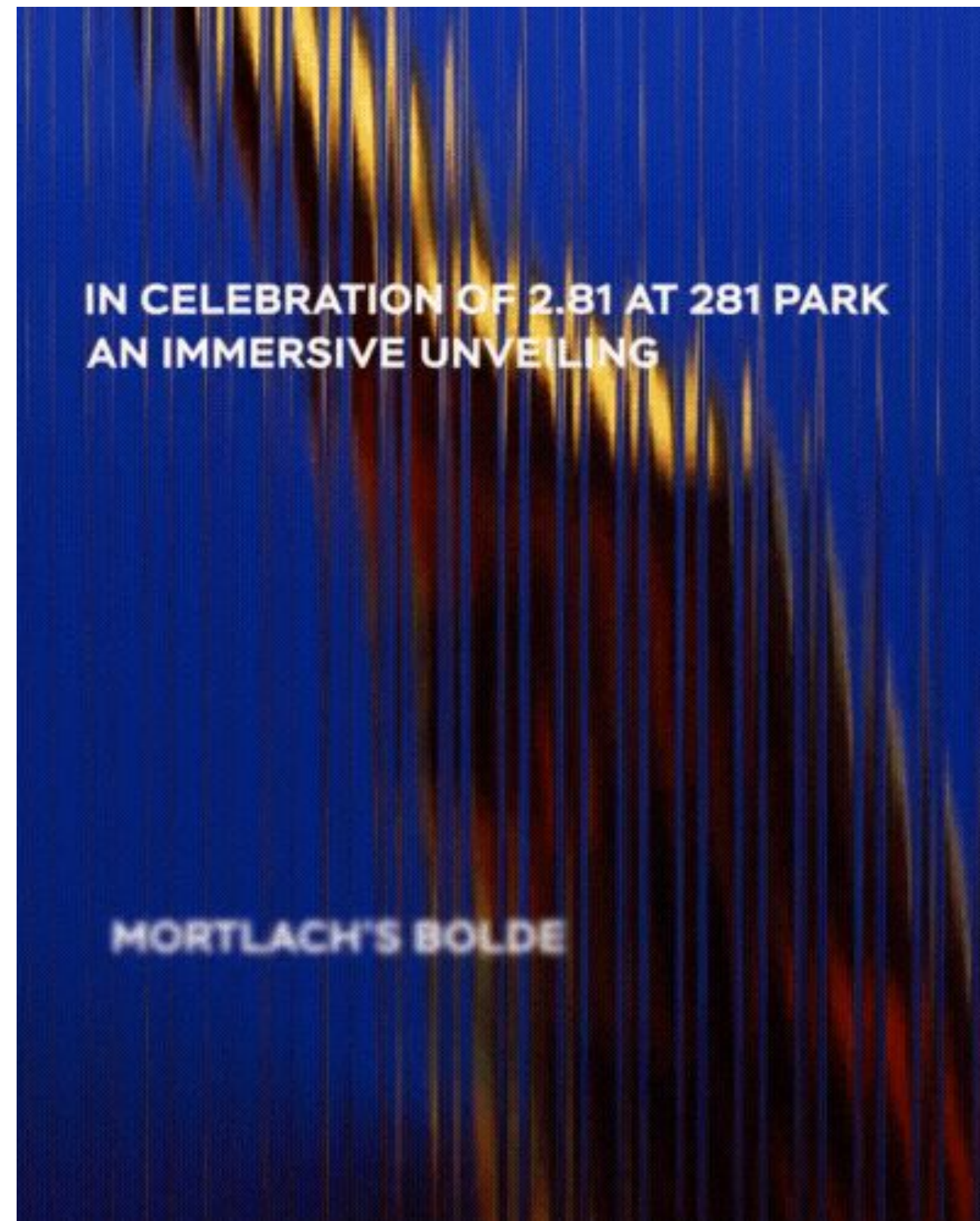
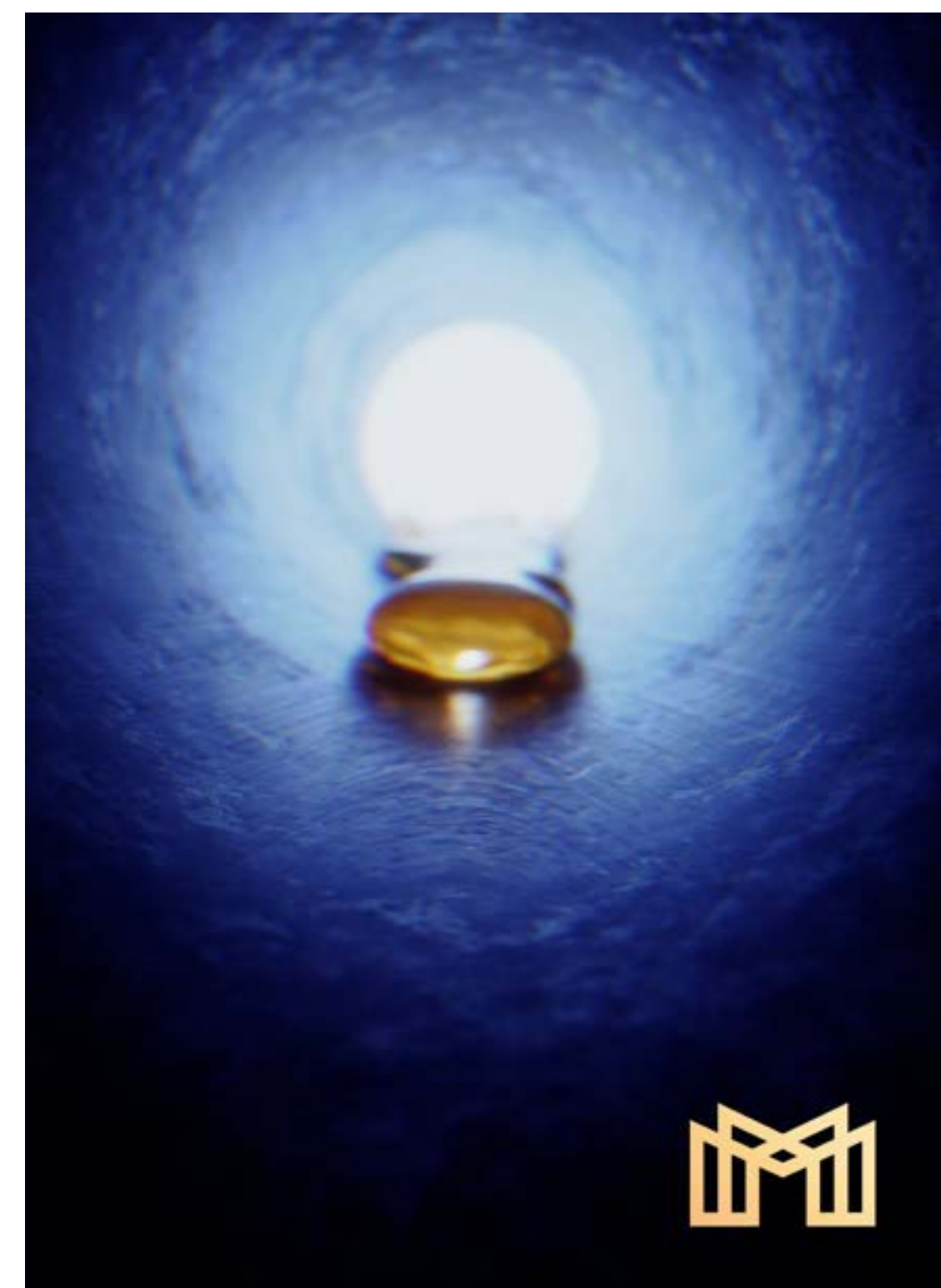
Online Audience

655K

Social Media Impressions

200+

Consumers Sampled



Liked by sp_realty and others
tamir_shemesh Had a great time at the Fotogradiska Museum and the Mortlach 30 year single malt reveal!



210 likes
isiahmagsino Not a single dull day this year. Polaroid by @matthewplacek for @mortlach_whisky. Soundtrack of my summer by @jessejostark. Coat of the fall by @stephenmikhail.
View all 8 comments



SURFACE

A Sundown Celebration of Mortlach's New Midnight Malt

On Oct. 19, Mortlach drew a crowd to Chapel Bar at Fotogradiska, New York, to celebrate the launch of the 30-Year-Old Midnight Malt, the Scottish distillery's latest single malt scotch. The evening kicked off with an intimate dinner where guests observed how one droplet of Mortlach undergoes its meticulous distillation process thanks to visualizations by Diorama. More revelers soon arrived for the cocktail party, where artist and photographer Matthew Placek documented the festivities with Polaroids that guests got to keep. Notable attendees include Trevor Noah, Joe Doucet, Paula Antonelli, Gabriele Chiave, Timo Weiland, Mark Grattan, and more.

BY RIAN WOODRUFF
October 19, 2022



Private Dinners | Diageo Prima & Ultima

A—K

BRIEF: To launch Diageo's private client business in the USA with a goal of building an audience of VHNWI for the Rare & Exceptional program, solely for qualified collectors

WHAT WE DID: To achieve the brief set forth, Alpha Kilo conceptualized the idea of doing a series of intimate dinners with Very High Net Worth Individuals (5MIL+ net worth). In order to engage in a meaningful and elevated way, we partnered with VHNW co-hosts in which they would invite their friends and colleagues for an unforgettable dinner and experience. The inaugural dinner was hosted on Nantucket; for guests without a property on the island, we flew them up via private from New York City. Further co-hosts included former White House Social Secretary Desirée Rogers who invited a group of female business leaders from Chicago and Andy Baraghani who hosted personal friends in the backyard of his Bellport home to celebrate the launch of his new cookbook.

A—K

Prima & Ultima Private Dinners

3.56 BIL

Online Audience

470

VHNWI Introductions Made

82

Verified Collectors
for the Rare & Exceptional
program over 3 months



life • feature • latitude

shorelines

ILLUSTRATED

BE OUR *quest*

BE A VIP GUEST WITH THESE 10 GREAT BEACH WEEKEND HOSTESS GIFTS

NEST NEW YORK & GRAY MALIN OCEAN MIST & SEA SALT SWICK CANDLE, \$26

MORTLACH 20 SPECIAL EDITION SCOTCH WHISKY, \$200

MARK & GRAHAM BEADED SILVER AND WALNUT WOOD CHEESE BOARD, \$79

COOL HUNTING

READ — FOOD + DRINK

DIAGEO'S PRIMA & ULTIMA COLLECTION OF RARE SINGLE MALT SCOTCH WHISKIES

EXTREMELY LIMITED RELEASES OF LAGAVULIN, TALISKER, THE SINGLETON AND ROYAL LOCHNAGAR

David Green | 21 June 2022

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Robb Report

FOOD & DRINK / DINING

JUNE 22, 2022

First Taste: The New Prima & Ultima Is a Rare Line of Single Malts Even Whiskey Nerds Will Covet

A chance to buy bottles of Lagavulin, Talisker, Royal Lochnagar and Singleton you wouldn't normally get.

By JONAH FLICKER

Diageo

There is no shortage of ultra-premium, high-end, collectible, expensive single malt scotch whisky releases these days, and Diageo is certainly no stranger to this practice. The company owns many well-known distilleries, including Lagavulin, Cragganmore, Dalwhinnie and Caol Ila, and is the force behind the world-famous Johnnie Walker blends. The Prima & Ultima Private Collection of Rare Malts, now in its third release, will be available for purchase for the first time in the US this summer.





Brand Partnerships



Harry's x Tom Dixon



BRIEF: Introduce Harry's to a new audience beyond razors on the page; highlight the design-led aspect of the four core pillars of the business

WHAT WE DID: Alpha Kilo conceived a strategy to build awareness of their product lines and processes within the global design community, increasing brand recognition and driving sales for the unique limited edition projects and beyond. As part of this strategy, Alpha Kilo introduced the brand to world renowned designer, Tom Dixon, with whom they developed a limited edition handle collection. Together they conceived The Razor Bar, which featured a co-designed barbershop inspired by the rituals around self-care and brought Harry's design ethos to life in a unique way. The popularity of the build-your-own razor table led Harry's and Tom Dixon Studio to translate this concept into a limited-edition handle collection, which was launched for Holiday and quickly sold out.

A—K

Harry's x Tom Dixon | London Design Festival

78.7 MIL

Online Audience

5K

Razors made and
SOLD OUT in one month

31

Global Coverage Hits





Huntsman x Jo Malone

A—K

BRIEF: Huntsman Savile Row is a heritage luxury brand that specialises in bespoke tailoring. While their clients tend to be from the upper echelons of the luxury market, the brand is keen to maintain modern relevance and attract an aspirational following that will convert into future clients. As they do not keep to the traditional fashion schedules of S/S and A/W, Alpha Kilo's brief is to create a steady drumbeat of press coverage and brand engagement which we achieve through partnerships, competitions, activations, and events.

WHAT WE DID: In one such partnership that achieved the ask, Alpha Kilo conceptualised and brokered the creation and launch of the Jo Malone x Huntsman, Jo Malone London's first collection of scents exclusively for men. The perfect pairing of scents and style, the collaboration brings together four refined fragrances, tailored to the modern man - and at a more accessible price point than a fully bespoke suit. The perfect conversion point for future Huntsman. With press events in NYC, London, and LA, the collaboration proved so successful it has led to further products being developed including a candle which launched last year and further products now in the pipeline.

A—K

Huntsman x Jo Malone

\$1 MIL

In Worldwide Sales
of Huntsman Fragrances

5.5 MIL

Online Audience

40%

Of Global Sales from
Huntsman Whisky & Cedarwood
Most Popular Scent in all Regions



In Worldwide Sales of Huntsman Fragrances



Thank you!

A—K