

Local Works: Miele

Miele



Miele's Combi-Steam Oven...
a true gourmet pairing.

Using steam cooking, convection cooking or a combination of the two, Miele's Combi-Steam Oven ensures genuine flavor, color and texture — no matter your menu choice. And with built-in MasterChef Gourmet programs, achieving the succulent results of authentic slow cooking has never been easier.

Miele

If you're looking for the finest selection of designer appliances look no further than Karl's. Our inventory, presentation, low prices and remarkable service sets us apart from ordinary appliance stores. Karl's...where Expectations Is The Difference!

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A FERGUSON ENTERPRISE

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Paramus- 469 Route 17 South
Madison- 300 Main Street
Orange- 557 Main Street
Spartan- 10 Main Street
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Design for life.

Introducing Miele's new generation of built-in kitchen appliances — products that flawlessly complement one another in terms of form, function and fit.

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Miele

The Client

Since being founded in 1899 Miele has followed its 'Forever Better' brand promise. They are the only manufacturer in their branch of industry to test products such as our washing machines, tumble dryers, dishwashers and ovens to the equivalent of 20 years' use. Once a Miele, always a Miele.

Objective

Promote Miele's high-end ovens via a targeted co-op program that tagged retailers in key markets.

Solution

A geo-targeted print campaign in two key markets and three Condé Nast magazines that promote Miele's high-end ovens and drive awareness of local retailers that carry their products.

Geography

New York and New Jersey

Recommended Media

Architectural Digest, Condé Nast Traveler, and Vanity Fair

