Space Grill Europe has appointed MW-W Consulting to lead on social strategy and content across its Facebook and Instagram channels.

Submitted by: MW-W Consulting

Thursday, 28 March 2019

MW-W Consulting won the account after pitching on expanding the long-term global messaging and marketing strategy for the brand and will be the lead on social strategy, while forging and overseeing partnerships across content production and media planning.

Space Grill is a company founded in Australia with two true passions: a love of outdoor cooking and elegant, highly functional design. They are a challenger brand of the high-end BBQ market. This is a grill that has been developed specifically with small urban spaces in mind that can still cater for the all-important decent sized gathering. Multi design award winning stunning space efficiency with incredibly functional, aesthetic design. Make Space with Space Grill. https://eu.space-grill.com

James Newitt, Managing Director at Space Grill Europe said: "We appreciated the creativity, experience but most of all the honesty and transparency of MW-W's approach. It's great to have Matt onboard to help steer our social output tactically in our local markets and also strategically over the long term.

Matt Webster, CEO at MW-W Consulting, said: "My experience in the food and drink sector meant that I was always going to be drawn towards this challenge. It's been a privilege to get to know the Space Grill team, some of the most down-to-earth and passionate people I've ever worked with. Add to that the huge synergy that's been built quickly with our specialist partners and we have exciting times ahead. Space Grill is not only new on the BBQ scene, it's different. People get it. This will allow us to lead on both product and occasion with our content across social."

Based in Rio de Janeiro & London, MW-W Consulting works with clients including Flint Group, Skin Lyst, Content OD, Hastings Direct and E Studio Productions.

https://mw-w.co
matt@mw-w.co
https://www.linkedin.com/in/mattwwebster/

responsesource