

LOGISTICS

CASE STUDY



WE MAKE YOU
STAND OUT



Client:

BEST INC.

Thailand Launch

Background

Best Inc. was founded in 2007 in Hangzhou, China, and pioneers integrated logistics solutions that combine technology, supply chain services and parcel delivery services.

In late November 2018, the company decided to host a ceremony announcing the launch of their first hub in Thailand, which aimed to be their centre of business in the SEA region. A new project, BEST Express, was announced, starting its operations in Bangkok while planning to expand across Thailand in early 2019.



Our Tasks



The PR goals of BEST Inc.'s opening hub ceremony, which Midas PR helped achieve, consisted of inviting journalists from pertinent media outlets to attend the event and later participate in a media roundtable.

Less than two months later, the official launch event took place which included a press conference and a series of promotional activities. BEST Inc. was looking to formally present its project to the Thai people while providing relevant information about its services to the public. We were in charge of finding the most suitable venue for the event and, once again, we were also tasked with inviting media to the press conference and attaining the desired media coverage of the launch event.

Approach

Midas PR used a series of different PR activities in order to accomplish the company's goals.

- We focused on content creation, doing write-ups and arranging exclusive media interviews.
- We carefully came up with the key messages that better highlighted the benefits of using BEST and what set the company apart.
- We promoted the company in Thailand by disseminating the content to targeted local media outlets.
- At the same time, we were able to engage with and inform the public about the company through social media content development and management.



Results



The initial campaign resulted in **47** different media clippings, amounting to a PR value of almost **THB 12.6M**. Of those 47 clippings, **53%** of those belonged to A-tier media. The total clippings accounted for a **total reach of 65M**.

On the other hand, the official launch campaign obtained **82** media clippings for a PR value of almost **THB 13M**, surpassing the initial target by almost 8M. **52%** of those belonged to A-tier media. The total clippings accounted for a total reach of **114M**.

Event Highlights



[Link](#)