

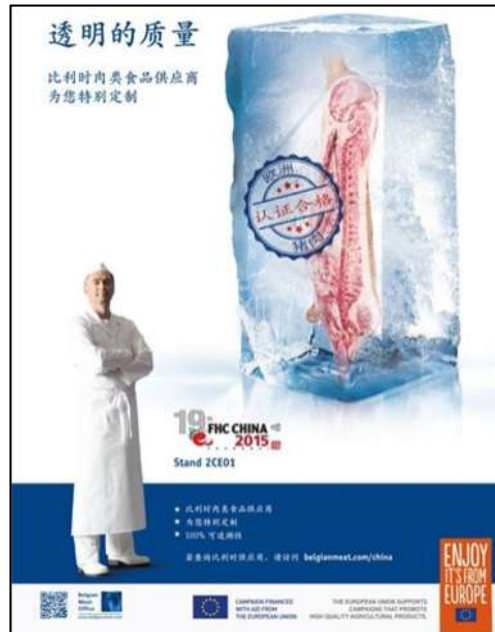


Client:

## BELGIAN FRIES

PR Retainer Services





# Background

VLAM (Flanders' Agricultural Marketing Board) is a non-profit organisation that promotes the sale, the added value, the consumption and the image of the products and services of the Flemish agriculture, horticulture, fishery and agro-alimentary sector in Belgium and abroad.

VLAM hired Midas PR Group to

- Introduce Belgian Fries in Thailand
- Expand the presence of Belgium's frozen potato products in the South-East Asia region.



# Approach

Planning and execution of press conferences and blogger workshops

Invitation of relevant high-profile media, KOLs, influencers and VIP guests to increase the reach of the events

Planning and management of the press conference

Creation of event timeline with all details (including all necessary steps from the first brainstorming session to the final day of the event)

Sourcing and briefing a professional MC (including creating an MC script with all important details)

Event documentation including photography and videography

Ensuring the event fulfilled all expectations while maintaining a budget



# Results

Midas PR organized a press conference which was held at Thaifex 2019. Thaifex is the leading annual international trade exhibition for food & beverages, foodservice technology, retail & franchise in Asia.

The press conference attracted a large number of local media, with 30 representatives from Thailand's leading newspaper such as [Krungthep Turakij](#), Daily News, [Khaosod](#), Bangkok Post and [The Nation](#).

A total of 26 clippings from both online and offline sources generated a PR value of over THB 43 M. Clippings and features appeared in Thailand's leading media outlets including [Bangkok Today](#), [Neawna](#), [Bangkokbiznews](#).

