



British Embassy
Bangkok



British Embassy

Case Study by Midas PR

Background

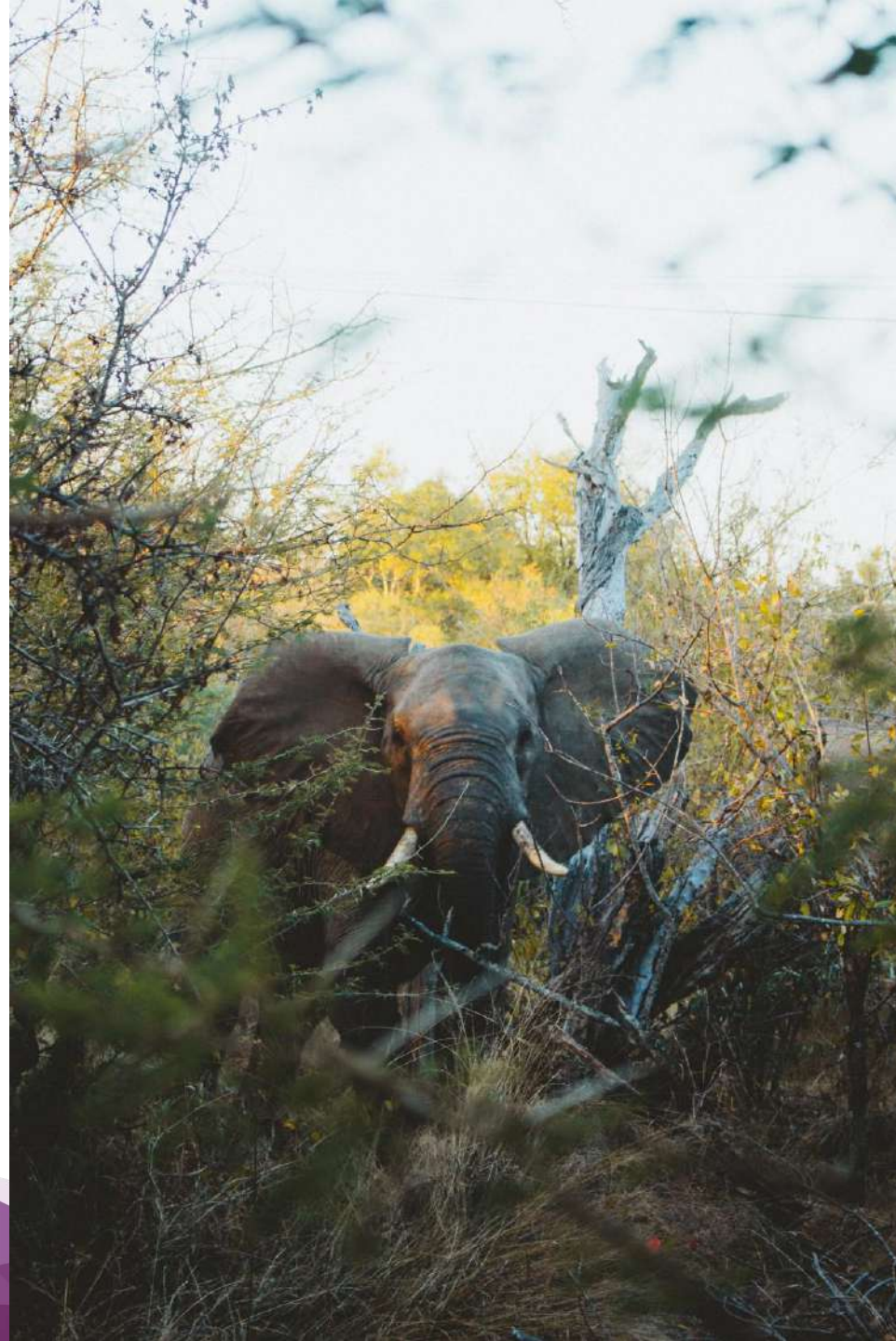
The UK is taking the lead role in the fight against Illegal Wildlife Trade (IWT). It has already set itself as a global leader on this issue, with a domestic ivory ban announced in April 2018. Thailand has been identified as a priority country because it is not only a habitat for animals that are poached for IWT, but it also acts as a hub for transporting IWT products to and from other countries.

In 2018, the British Embassy Bangkok approached Midas PR for the creation and delivery of a creative campaign to raise awareness of the illegal wildlife trade in Thailand and its effect on not only animals, but humans. The result is the “Elephants Are Like Us” campaign.



Project Brief

The “Elephants Are Like Us” campaign aims to raise awareness in Thailand on the illegal wildlife trade, with a specific focus on the illegal ivory trade and what is being done to combat against it.



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Our approach to the “Elephants are like us” campaign centered around “Inclusion Ethics” (the extrapolation of human social norms and moral maxims to elephants). Insights have shown that people are more inclined to be against killing animals that they perceive “close” to humans.



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Strategy

Midas PR’s strategy was to educate the public on the species proximity of elephants and humans. We wanted to portray that elephants were both intellectually and behaviorally close to humans, and therefore killing them was morally wrong.



MIDAS PR
GROUP

Actions

Public Relations

- ✓ Creation of press releases and a media roundtable event to official announce to campaign to relevant media



British Embassy Bangkok

Bangkok Post
 Section: Life/HAPPENING
 Date: Wednesday 8 February 2019
 Volume: - Page: 2(Right)
 Col/Sec: 28.50 Ad Value: 34,687.60 PValue (x3): 104,602.80 Clip: Black/White
 Headline: SAVE THE ELEPHANTS

ประเทศไทย
 วันที่: 8 กุมภาพันธ์ 2562
 หน้า: 41
 Col/Sec: 43.4
 Ad Value: 115,101
 PValue: 346,876

#Elephant
 แคนไบนะจิวาก

The UK has taken a leading role in the fight against the illegal wildlife trade, putting into law a complete ban on the sale of ivory last year. To further highlight the plight of Thai elephants and combat the grim and illegal trade in elephant ivory, the British Embassy has initiated the "Elephants Are Like Us" photo competition, open to Thai social media users.

To enter the contest, participants are required to post pictures of themselves interacting with elephants displaying emotional behaviours that we, as humans, can relate to.

Pictures representing the illegal ivory trade can also be submitted as part of the campaign. Each entrant can post up to three pictures to their Facebook or Instagram pages and tag #elephantsarelikeus and @UKinThailand, until March 31.

ผู้จัดทำโครงการ... (Thai text describing the campaign's goals and rules)

กรุงเทพฯ
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กิจกรรม Young Corner
 ● ● ● กลับมาพบกับกิจกรรม เมื่อคุณมาเที่ยวที่ TK park ชวนผู้สนใจมาร่วมสนุกในกิจกรรม **TK Board Game Club** ประจำเดือน กุมภาพันธ์ ร่วมสนุกและเพลิดเพลินกับบอร์ดเกมดีๆ จากความร่วมมือของทีเคพาร์คและร้านและร้านเอชดีตามสาขาฯ ในงานแข่งขันบอร์ดเกม **"PIZZA MASTER"** บอร์ดเกมฝีมือคนไทย พร้อมรับรางวัลบอร์ดเกมสำหรับผู้ชนะการแข่งขัน จำนวนเพียง 20 รางวัลเท่านั้น

กิจกรรมดังกล่าวจะจัดขึ้นในวันเสาร์ที่ 9 กุมภาพันธ์ 2562 เวลา 11.00 - 17.00 น. (เริ่มแข่งขันเวลา 13.00 น.) ณ ห้องมัลติมีเดียฮอลล์ ณ อุทยานการเรียนรู้ TK park ชั้น 8 ศูนย์การค้าเซ็นทรัลพลาซ่า ภูเก็ต ในเขตเทศบาลนครภูเก็ต โทร. 0 2257 4300 ต่อ 226 (กรุงเทพฯ)

Actions



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Social Media – Influencers Engagement

- ✓ Sourcing and management of influencers to help create a wider awareness for the campaign
- ✓ Creation of a social media photo contest to garner active participation from the public and user-generated contents
- ✓ Concept development and production of a viral video that embodied the key messages of the campaign



Actions

Social Media – Influencers Engagement

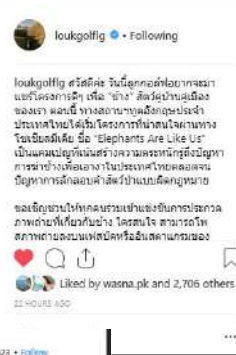


Photo Contest

- 1. Post UP TO 3 pictures (that show elephants in their natural state) on Facebook and Instagram with #ElephantsAreLikeUs and tag @UKFC Thailand in your caption. (1st January to 31st March 2019)
- 2. Selected pictures will be posted on the British Embassy's official Facebook page for public voting. (1st-12 March 2019)
- 3. Shortlisted entries' pictures will be determined using a post-based system. (1 Like = 1 Point, 1 Comment = 2 Points, Tagging a friend = 3 Points)
- 4. Winners announcement will be posted on THE social media account on 13 March 2019 - Thai Elephant Day
- 5. The winner of the grand prize will receive an elephant sticker from Elephant Nature Foundation (ENF) and other amenities supporting the campaign!



Actions



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Activation Events

- ✓ Planning and execution of a university pop-up events at two biggest universities in Bangkok to directly engage with the target audience



CONTACT INFO

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