

HOSPITALITY

CASE STUDY



WE MAKE YOU
STAND OUT



Client:

**Enterprise
Singapore**

Enterprise Singapore

Singatrail Food Festival

Background

Enterprise Singapore is the government agency championing enterprise development founded in 2018.

Midas PR was hired by Enterprise Singapore to organize Singatrail, an event which brought a taste of Singapore to Bangkok for the first time ever through a series of pop-ups of some of Singapore's most beloved food and lifestyle brands.

This event had two main goals:

- To test SG brands in the Thai market for future market expansion or partnership opportunities;
- To promote SG brands in the Thai market with consumers and business.

Thus, the main target of Singatrail were the local Thai people.

Enterprise Singapore



Approach

Midas PR worked around selling Singatrail as a “can’t-miss” event of Singapore’s most popular dishes/food vendors. This was supported by a range of PR tactics:

Creation of a press release to support the event announcement to relevant media

Pushing paid articles to leading magazines within the Bangkok cultural scene

Sourcing and management of macro, micro and nano influencers to create buzz during the days of the event on Instagram.

Free food for the KOLs to try at the event and post on social media, thus giving feedback to their followers.



Bangkok Post

WHAT'S ON: THIS WEEKEND AND BEYOND

MUSIC & DANCE

The Lion King show
Atong Theatrical Theatre
No. 10, Sathuabangk Road
Nov 10, every Tues-Sat at
7.30pm, plus a 2.30pm on Sat and
Sun and 5pm on Sun
Presented by REC-Ten Scenario,
Henry's The Lion King is a one-of-
a-kind majestic production that has
established a new level of artistry
in musical theatre. Lasting for 150
minutes with one intermission, it
features a fusion of Western popular
music and the distinctive sounds and
rhythms of Africa. It is performed in
English with Thai subtitles.
* Ticket prices start at 1,500 baht from
Thai Ticket Major outlets (visit
thaiticketmajor.com or call 02-262-3603).

Exciting street dance
Luk Music Music and Performing
Arts Hall 1, Sinsakulwong

Engelbert will croon in Bangkok
Centara Grand at Central Plaza
Ladprao, Phahon Yothin Road
Nov 10 at 8.30pm
To celebrate its 80th anniversary, the
Foundation for the Blind in Thailand
under the Royal Patronage of HM the
Queen presents a charity gala dinner
concert titled "Engelbert Humper-
dinck: The Angel On My Shoulder
Tour". Expect to see the 83-year-old
legendary pop singer croon crowd
favourites such as the evergreen
hits -- Bolero Me, Quando Quando
Quando, Spanish Eyes and Am I That
Easy To Forget? The English pop
singer, currently touring North Amer-
ica, will play several dates in Asia
with concerts in Singapore, Bangkok,
Manila and Tokyo before heading
back to the US and then on to Europe.
* Tickets cost 25,000 baht (250,000
baht per table of 10) from thairick-
major.com or call 02-264-4805--8 ext
323 and 081-647-4045.

The Mall Thagra from Dec 5-11.
* Call 02-310-3000.
Singapore's modern heritage
Quarter Avenue, EmQuartier
Sukhumvit Road
Nov 10, noon-10pm
Organized by Enterprise Singapore,
"Singatrail 2019" is an exclusive
pop-up of some of Singapore's
leading lifestyle brands in Bangkok.
Visitors can feast on uniquely
Singapore food and shop for exciting
merchandise from 14 participating
brands, most of which are not
currently available in Bangkok. On
display for photo-shooting fun are
upheld iconic kaya butter toast
and kopi (coffee) cup -- a uniquely
Singapore breakfast. Activities include
a cooking demonstration, fun games,
a DIY workshop and a competition.
* Visit facebook.com/
events/70962657968372.



Time Out Bangkok
October 28 at 7:00 PM · 🌐

Your chance to savor the best of the Singapore fare in one go is here, at the **Singatrail 2019 Food Festival** at EmQuartier.

Prep your belly for tasteful bites from Singapore's known food brands: juicy chicken rice from world-famous Boon Tong Kee, savory spring rolls from Mr. Popiah, gold-gilded moon cakes from Golden Moments, and soy milk tea from The Soy Inc, for instance.

The food fest is accompanied by performances and fun activities, so don't miss your chance to join. Singatrail is taking place from Oct 31 to Nov 3 at EmQuartier.

(In association with Enterprise Singapore)

Savor the best of Singapore at Singatrail @ Emquartier

EAT



BK

HOME THINGS TO DO RESTAURANTS NIGHTLIFE TRAVEL VIDEOS BEST OF BANGKOK NEWS/REVIEWS OUR CHANNELS

This festival is bringing 14 of Singapore's best restaurants to The EmQuartier

As with, this for 14/11/2019-11/11/2019

From Oct 31 to Nov 3 some of Singapore's most beloved food and lifestyle brands will open pop-ups in The EmQuartier during an event called "Singatrail". The event offers all kinds of dishes including, but not limited to, Chicken and Shrimp dumplings, bubble and buns, my and signature delights, bubble tea and smoothies, and more dishes. Admission is free (some may charge for the only thing you need to have money on hand, it's like a Singapore food tour--only without stumbling through. Cheap support, beautiful as it may be.

LEAVE A COMMENT

Results

The campaign generated a total PR value of THB 2.5 M, with highlight coverage from The Bangkok Post, BK Magazine and Timeout Bangkok.

The 4-day festival also attracted participation from and posting by 33 influencers who amass 3.8 M followers in total.