

B2B

CASE STUDY



WE MAKE YOU
STAND OUT



Client:

TETRA PAK

PR Retainer Service

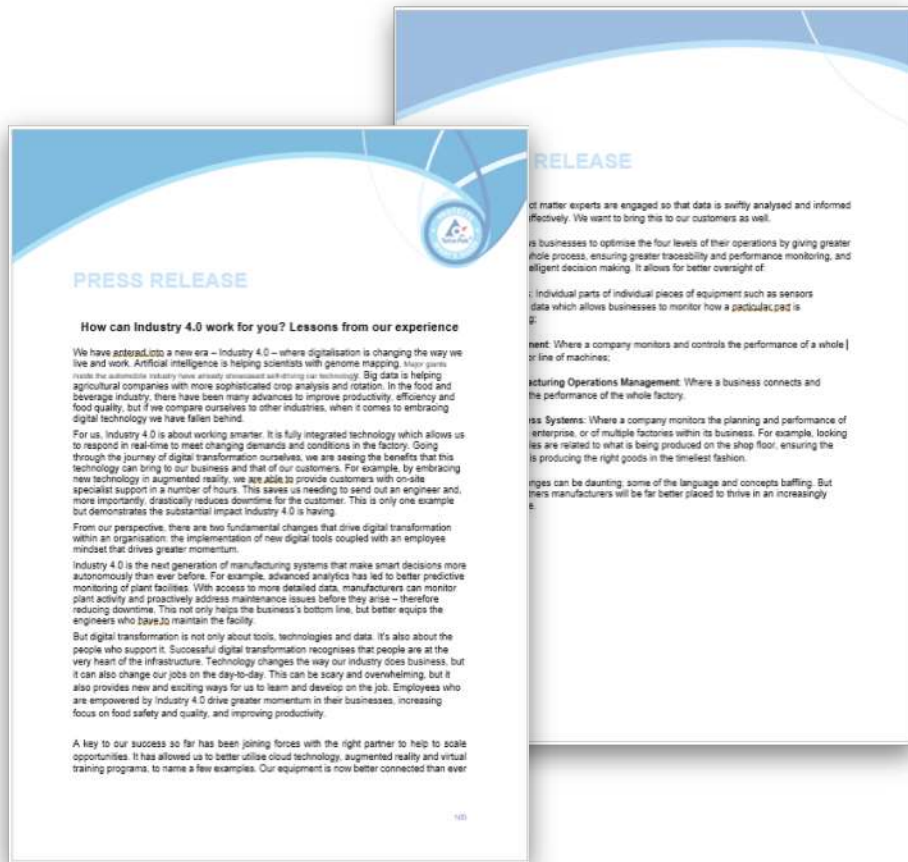
Background

Tetra Pak is the world's leading food processing and packaging solutions company.

Midas PR has been working with Tetra Pak Thailand as a retained PR agency since 2018. The agency is assigned to develop and implement external PR strategies and initiatives in Thailand and the region.



Approach



Since the beginning, the goal has been to increase and maintain Tetra Pak's visibility in the region. Midas PR has been doing so by working closely with Tetra Pak in creating and localizing press releases for various key projects and activities. These are then disseminated to a list of media that the agency has curated and maintained especially for Tetra Pak.

Our work with Tetra Pak is not limited to only Thailand but spans across the region, requiring Midas PR to coordinate with our regional PROI partners. In particular, the agency collaborated with our Myanmar partner to strategize a campaign in Myanmar that involves media relations as well as public and key opinion leader engagement.

Approach

Midas PR was entrusted with organizing important events supporting Tetra Pak's PR goals. The scope ranges from heading the entire production and management of TP's new closure factory opening, to providing media relations support for other major events.

Additionally, Midas PR actively finds various opportunities for Tetra Pak to demonstrate and reinforce the position as a thought leader in its field. This involves constantly being on the lookout for speaking opportunities in seminars, forums, podcasts, as well as recognition opportunities from awards.



Results

Over the last two years, Midas PR has contributed to the planning, execution and/or localization of all external communications initiatives.

To maintain Tetra Pak's visibility in Thailand, Midas PR led 27 different projects. The combined effort has resulted in getting over 263 articles featured and obtaining 180 million THB worth of PR value.

Tetra Pak's news has always been featured in top tier local news outlets and trade publications, including Bangkok Post, The Nation, MCOT TV, Brand Age, Marketeer, and many more.



CONTACT INFO

MIDAS COMMUNICATIONS INTERNATIONAL CO., LTD.

Bangkok Office

2034/71 Italthai Tower, 2034 New Petchaburi Rd.,
Bangkapi, Huay Kwang, Bangkok 10310, Thailand

🌐 **www.midas-pr.com**

✉ **info@midas-pr.com**

☎ **+66 (0) 2 318 3323**

📠 **+66 (0) 2 318 3323**

MS. KARIN LOHITNAVY

Managing Director - Master Connector

Karin@midas-pr.com

+66 (0) 86 044 2145