

GAMING

CASE STUDY



WE MAKE YOU  
**STAND OUT**



Top Live Game Streaming Platform



Client:

**NIMO TV**

Launch in Thailand



# Background

Nimo TV is a leading global platform that allows millions of gamers from all around the world to play and broadcast their games to other like-minded players.

Utilising high-quality interactive technology, audiences can interact with streamers, and gain access to exclusive E-Sports events and tournaments, along with unprecedented access to the top streamers from across the region.

In October 2018, Midas PR started working with Nimo TV on its launching campaign in Thailand.

# Approach

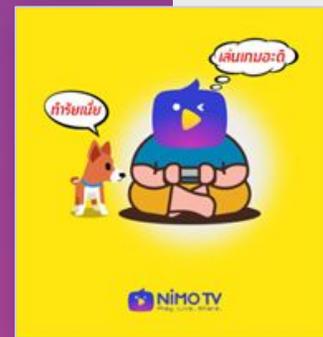
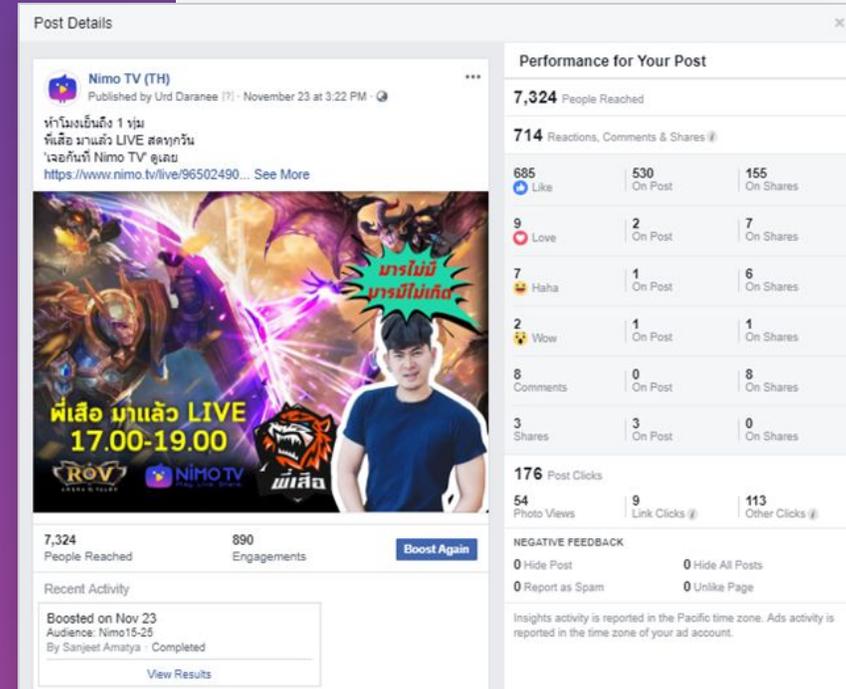
Nimo TV collaborated with Midas PR for a 6 month launching campaign. In terms of public relations plan and activities, this involved crafting and disseminating bilingual press releases to a targeted media list, sourcing and liaising with key opinion leaders and bloggers to promote the brand, making sure the brand's key messages are properly conveyed.



# Approach (cont'd)

Midas PR also managed Nimo TV's official social media pages, designing and creating original contents for the brand's Facebook and Twitter channels in order to garner organic interactions and creating excitement for the launch.

Midas PR proposed monthly plan and on average 1 post was created every day on both channels during the launching phase.





# Results

With Midas' support, the total number of Facebook followers increased by 209% during the first month, all organically.

Total Page Likes as of Today: 3,232



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# Results

Average engagement rate on Facebook is 26.98%, peaked at 72% in February 2019. This is much higher than the target KPI of 2% per month.

The boosted post campaign starting from November achieved a total of 368,000 impressions by the end of Jan 2019, for a duration of 3 months.

## Engagement rate

