

F&B

CASE STUDY



WE MAKE YOU  
**STAND OUT**



# HOUSE OF COFFEE



**UCC**<sup>®</sup>  
COFFEE

Client:

**UCC**

Launch Campaign



# Background

UCC Ueshima Coffee Co., Ltd. is a manufacturer of coffee and tea products from Japan. "UCC" stands for "Ueshima Coffee Company".

Since June 2020, Midas PR worked with UCC in a collaborated project for the revitalization of the UCC brand in Thailand.

# Approach

The launch PR campaign for UCC's new flagship store entails a media launch event where UCC had the chance to introduce its latest facility in details and engage directly with members of the press via group interview.



Following the store opening, Midas PR engages with relevant KOLs and media to review the store, enhancing its recognition while bringing its name closer to the target customers.

# Results

The media launch event gathered more than 20 media presences. By Sep 2020, the launch event alone has generated 63 mentions in the media, 36 of which are relevant tier A media. Combined with other press releases that Midas PR disseminated for UCC during the campaign, a total of 111 press clippings were obtained, estimated at THB 15 Million in PR value as a result.

Highlight coverage includes print publications like Krungthep Turakij, Prachachart, and Siamrath, as well online media such as Khao Sod, True ID, The Nation, Matichon, Marketeer, Mthai, among many others.

