



r3.



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Client:

R3

DLT & Blockchain Software

Background

R3 is an enterprise blockchain software firm working with a global ecosystem of more than 350 participants across multiple industries from both the private and public sectors to develop Corda, its open-source blockchain platform, and Corda Enterprise, a commercial version of Corda for enterprise usage.



Approach

R3's regional PR agency approached Midas PR to raise awareness of R3's operations, build a positive reputation and elevate their spokesperson's profile in the country.

To achieve the aforementioned objectives, Midas PR utilised various tactics such as executive interviews, press releases, feature article and media drop.





Results

As the retained PR agency for R3, Midas PR regularly arranged interviews for Amit, R3's Head of APAC.

In five months, Midas secured exclusive interviews with Tier A publications such as [Forbes Thailand](#), [CEO Magazine](#), [MBA Magazine](#) and an offline interview with Matichon.

The team also sent out two press releases and a piece of calendar news. All the material was shared with business and fintech media. All in all, Midas PR achieved THB 6.5M of PR value.

R3 has been content with the services delivered by Midas PR that the innovative enterprise blockchain technology retained Midas PR again for another six months.