

EVENT

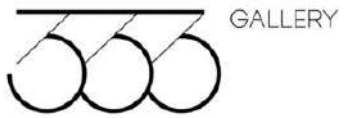
CASE STUDY



WE MAKE YOU
STAND OUT



GALLERY.COM



Client:

333 Gallery

Launch Event

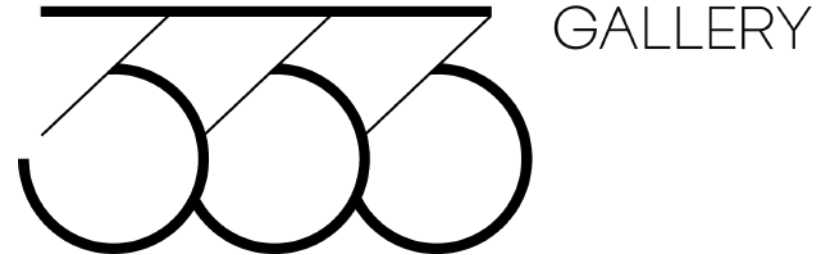
Background

333gallery.com is the online art gallery platform from **333Gallery**, a notable art gallery in Bangkok, Thailand.

The platform presents art exhibitions from well-known and emerging Thai and international contemporary artists with many mediums or types of works, such as painting, print, photography, drawing, sculpture, new media, art toys, etc.

333gallery.com provides a suitable platform for everyone to access Thai contemporary art and the International Art gallery, no matter where they are or live.

The online art gallery enables users to access via virtual reality technology that makes it feel like they are entering a real art gallery in Thailand, allowing them to relish the atmosphere of artwork around them for free.



An online art gallery that curates the most
artists and art in Thailand.
Made by artists, compiled by us, just for you.



Approach

To prepare for 333gallery.com's first ever media event in Thailand, the Midas team worked closely with the 333Gallery team to provide topline consultation on media event setup and ground support on the event day.

The team prepared the media invitation, press kit and briefing book while the speakers' presentations were still being developed to accommodate the tight event schedule.

Following the event's initial success, a press release covering key points and highlights from the launch was disseminated to Midas's curated media list.

Services provided:

- ✓ Briefing book and press kit development
- ✓ Press release content development
- ✓ General consultation on event setup
- ✓ Professional MC and event photographer sourcing and management
- ✓ On-ground team support with presentation and media management on event day



Results

Despite a tight turnaround window of two week to pitch and invite media amidst a national holiday period, the Midas team exceeded the target KPI 3.

With representatives from major newspaper such as Manager Online, Samsee News and Sannok to name a few, a total of **3 x media outlets** were present at 333gally.com event media interview and panel discussion.

The press release disseminated following the event garnered **27 features** from other media.

This brings the **coverage from the entire campaign to 45**, with a **combined reach of 108M**.

The PR value obtained from the campaign was estimated at **6.6M THB**.



Media Confirmation List

Officially launch 333gallery.com

On the 22nd of November 2022, 5 pm till 9 pm at the 333Gallery, Warehouse30

Media

	Media	Category	Type of content [Count from KPIs]
1	ข่าวสารคดี	Entertainment	Interview Session
2	Sanook	Lifestyle	Interview Session
3	MGR Online	Marketing/Lifestyle	Interview Session
4	Soimilk	Lifestyle	Press conference
5	สีล้น	Entertainment	Press conference
6	Oop's Magazine	Lifestyle	Press conference
7	P.R. Newswire	PR News	Press conference
8	BK Magazine	Lifestyle	Press conference
9	Music and Art	Lifestyle	Press conference
10	Season Magazine	Lifestyle	Press conference
11	Thai PBS	Lifestyle/Business	Press conference
12	Bangkok Today	Business/Marketing	Press conference
13	Destination Thailand	Lifestyle	Press conference



Naewna



Siam Rath



Prachachart



Krungthep Turakij



Matichon



Thansettakij



Khaosod

x



Bangkok Post



The Nation



Post Today



Thai Rath



Daily News



Thai Post



Kom Chad Luek

x

x

x



LokWanNee



LINE Today



Forbes Thailand

x

x



Positioning



Marketing Oops



Marketeer



BrandAge



Manager Online



Brand Buffet



Brand Inside