

COMMERCE

CASE STUDY



WE MAKE YOU
STAND OUT



Client:

**Hong Kong Trade
Development Council**

Background

The Hong Kong Trade Development Council (HKTDC) is a statutory body established in 1966 as the international marketing dedicated to creating opportunities for Hong Kong's businesses.

In March 2020, Midas PR was commissioned by HKTDC to launch a creative campaign to promote Hong Kong lifestyle products in the special sales event "Giftland to Wonderland 2020".



Approach

During the campaign, Midas PR's scope of work entails:

- ✓ Creation and management of a creative pop-up event to promote the sales of Hong Kong lifestyle products under the brand DG Studio
- ✓ Planning and execution of PR and KOL campaigns to promote the popup event and drive online sales for DG Studio
- ✓ Working closely with HKTDC's Bangkok office to prepare materials/contents pre-event, including event artwork designs, press releases, KOL briefs, etc. as well as managing on-site logistics



Results

Midas PR sent out **5** press releases, generating a total of **91** media clippings around the Giftland to Wonderland event in the course of one month. A PR value total of **THB 11.9 M** is estimated by the end of the campaign.

Coverage highlights include:

ไทยโพสต์ ข่าวสด มติชน

Bangkok Post ดม.ชัด.ลึก

In addition, a total of 77 KOL posts promoting the various event activities were circulating the social media, including 2 macro-influencers with a combined audience of nearly 1.5 Million followers.

