

GOV'T AGENCY

CASE STUDY



WE MAKE YOU
STAND OUT



Client:

**WONDERFUL
INDONESIA**

Brief

Indonesia Tourism Board

Midas PR was mandated by the Indonesia Ministry of Tourism to host its Wonderful Indonesia Festival in Bangkok from 24-26 November to build awareness for Indonesia as a travel destination among the Thai public and media, giving us less than a month to organize the event. The festival was to attractively display Indonesian culture, art, and food, as well as internationally acclaimed carnival costumes the country is known for, to generate a buzz among the festival's visitors and encourage them to consider Indonesia as a future travel destination.

This event was planned as part of the ITB's initiative to promote Indonesia among travelers in neighboring countries around Asia.





Brief

More specifically, The ITB hired Midas PR to:

- Publicize the Wonderful Indonesia Festival among the Thai public and media.
- Build strong relationships with leading media outlets and secure features about the event.
- Plan and organize the press conference before the event.
- Assist with planning the festival and secure artists, MCs, KOLs, blogger collaboration, advertising, and OOH, as well as the attendance of top tier media outlets and industry representatives.
- Manage production and distribution of communications materials.

Strategy

Build awareness of the Wonderful Indonesia Festival by attracting the attention of the public and the media by hosting an interesting event full of shareworthy, inspiring moments.

- Objectives:**
- ✓ Create a buzz around the festival in print, online, and social media to attract attendees.
 - ✓ Secure the attendance of leading media outlets to generate clippings and build awareness among the public.
 - ✓ Build Indonesia's image as a top travel destination for Thai travelers by hosting an engaging, unforgettable event.
 - ✓ Drive bookings for future trips to Indonesia among Thai travelers.

Actions

- Sourcing and managing the agreement with Pinky Savika, a local singer that was selected because of her popularity among the desired demographic, who performed live and promoted the event through her channels and was featured on all collaterals.
- Collaborating with top social media pages and securing high-ranked influencers, managing their posts to attract the public to the event.
- Creating advertising online and offline and negotiating the best pricing and timing.
- Organizing and managing the pre-event press conference.



Actions



- Selecting a male and female MC and entertainers for the PC and event, making sure all messages were kept consistent throughout in their scripts and briefings.
- Cooperating with Central World for the festival location, creation, and placement of the pre-event promotion on very short notice.
- Securing the best promotional space in the BTS walkway within less than one week (normally 1-2 months' lead time required).
- Distributing flyers around the event area over several days.
- Inviting relevant high-profile media representatives to feature news about the Wonderful Indonesia Festival.
- Closely working with the ITB team to ensure everything was done according to their ideas and standards.

Results



- The press conference organized by Midas PR attracted over 40 representatives from leading media outlets, including the Bangkok Post, Krungthep Turakij, and Now26 TV.
- 53 clippings were obtained from the press conference, the press release, and post-event release, achieving a total PR value of over THB 8.3M and reaching 63 million impressions.
- These clippings included features in the Bangkok Post, the Nation, Destination Thailand, and Bangkok Biz News, as well as other top media outlets in Thailand and Indonesia.
- Pinky Savila's post promoting the event and her performance there received over 10,000 likes.
- Over 300,000 visitors attended the 3-day Wonderful Indonesia Festival 2017 held at Central World in downtown Bangkok.