

ALCOHOL

CASE STUDY



WE MAKE YOU
STAND OUT



Client:

BALVENIE

The Balvenie Presents: The Makers
Project Media Event

SINGLE MALT SCOTCH WHISKY
THE BALVENIE

Background

Balvenie distillery is a Speyside single malt Scotch whisky distillery in Dufftown, Scotland, owned by William Grant & Sons.

In August 2022, Midas PR in partnership with AKA Asia launched **The Balvenie Presents: The Makers Project** campaign in Thailand. We partnered with world-renowned Thai illustrator Phannapast (Yoon) Taychamaythakool to design a limited-edition gift set featuring her illustrations.



Approach

Due to the restrictions in promoting alcoholic products in Thailand, we know we had to think out of the box. We hosted an intimate dinner for media and KOL partners at a high-scale restaurant to celebrate the launch. Guests were treated to a curated whisky-paired menu and heard from the artist herself. The press and KOLs were impressed with the food paired with The Balvenie whisky, which was outstanding and instagrammable. At the night's end, guests were each given a limited-edition gift set to take home.

Actions:

- ✓ Event planning, execution and overall management
- ✓ Media and KOL invitations and onsite management
- ✓ Press kit and press release development
- ✓ Professional MC and event photo/videographer
- ✓ On-ground team support



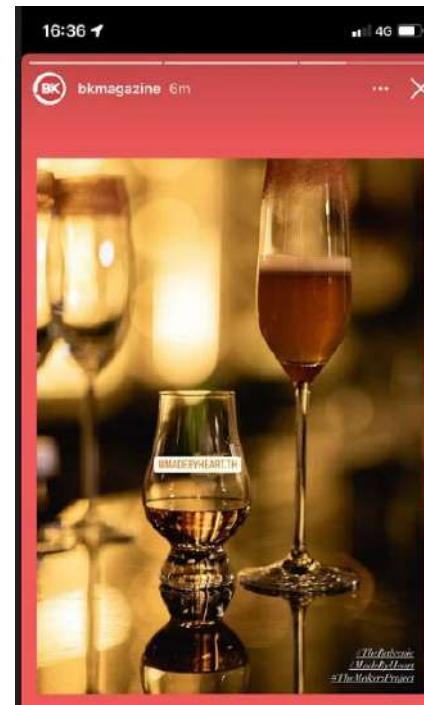
Results

42 pieces of coverage (11 online and 31 social media) with PR value of USD 219K and reach of 15 M.

Overall, we met and exceeded the benchmarks for this campaign, including:

- Over 80% of coverage was from Tier 1 media (exceeding the set benchmark of 40%)
- Nearly 80% of coverage included all three key messages (exceeding the set benchmark of 60%)
- Nearly 80% of coverage was a standalone feature (exceeding the set benchmark of 75%)

On top of this, we had strong interest from media to attend the event - filling 11 slots instead of the 10 allocated for them.



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