CASE STUDY

TELECOM-MUNICATIONS

CLIENT:

Telenor Asia

telenor asia

Background & Approach

Telenor Asia, a leading regional connectivity and digital services provider, aimed to host a media roundtable to present the Thai market-specific findings from its second annual Digital Lives Decoded report.

This event also served as an opportunity to introduce Petter-Børre Furberg, EVP and Head of Telenor Asia, to key media representatives in Thailand.

Engaged by Telenor Asia in October 2023, Midas PR successfully organised the roundtable by targeting major business, marketing, and technology media outlets. This ensured that Telenor Asia's latest statistics reached its digital consumer base effectively.

Midas PR localised and disseminated a press release after the roundtable to sustain momentum and maximise reach, highlighting the key findings from the Digital Lives Decoded report.

Actions

- Media list curation
- Press release creation and post-event distribution
- Venue scouting and management
- Executive and MC briefing document creation
- On-ground team support and coordination
- On-site media and MC management

MIDAS PR GROUP

Results

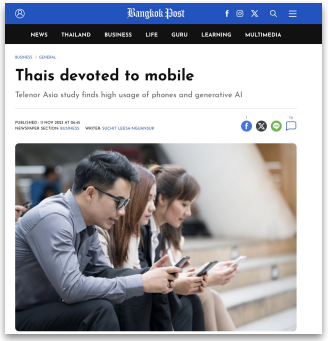
69%
Tier-A clippings

111M+
Combined reach

61
Clippings secured

13
Media in attendance

The Midas team secured 13 roundtable attendants on the day, achieving a total of 61 pieces of coverage resulting from the event and subsequent press release dissemination.

Our efforts nearly reached almost **112 million** people across online and social media channels.

Our media relations team has secured pick-ups from major Thai news outlets such as **Bangkok Post, WorkpointTODAY, Bangkokbiz News, Marketeer** and more.