CASE STUDY
MANUFACTURING

CLIENT:
UPM Raflatac

UPM

UPM RAFLATAC

Background & Approach

UPM Raflatac, a leader in innovative food packaging, aimed to enhance its brand visibility and showcase its commitment to sustainability by highlighting advanced technologies that improve packaging quality and eco-friendliness.

In early 2022, UPM Raflatac enlisted Midas to spearhead a PR strategy focused on elevating food packaging standards in Southeast Asia, specifically targeting Vietnam, Thailand, Indonesia, and Malaysia.

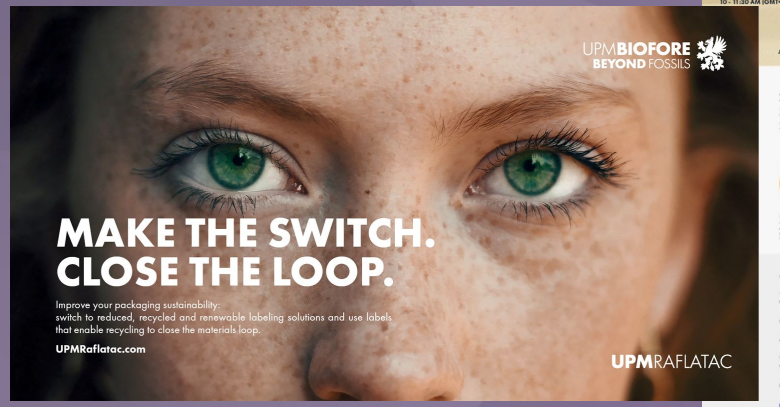
Midas PR crafted a byline article and a series of four press releases for these markets, emphasising UPM Raflatac's dedication to high-quality, sustainable packaging.

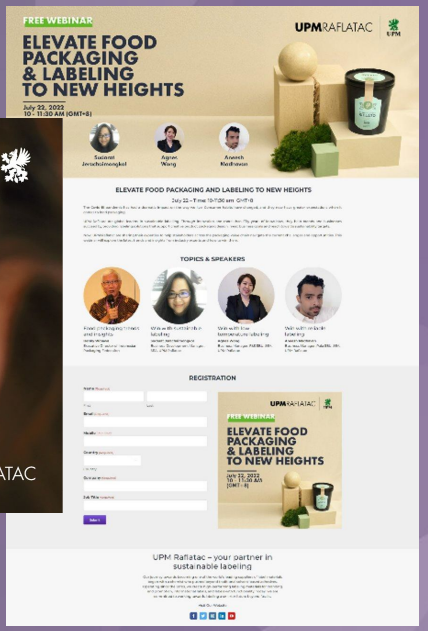
A central element of our approach was the webinar "Elevating Food Packaging & Labelling to New Heights."

We managed every aspect of this event, from pre-event engagement to post-event follow-up, ensuring a thorough and impactful execution that will leave our audience feeling confident and reassured.

Actions

- PR write up development and dissemination
- Concept and key visuals development
- Pre-event promotions
- RSVP and registration management
- Registration landing page creation
- Event rundown and rehearsal
- Webinar streaming and technical support
- Post-event follow-ups





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Results

198
Clippings secured

2.2B
Est. reach

138
Webinar guests

The campaign yielded significant results, highlighted by the **198 press clippings** generated with a total reach of over **2.2 billion,** effectively amplifying UPM Raflatac's brand presence in the region. Notably, **38.38%** of these clippings were from Tier A media outlets.

The webinar titled "Elevating Food Packaging & Labeling to New Heights" also saw robust engagement, with **232** registrations and **138** attendees, translating to a strong **63% attendance** rate.

The event was a key platform for UPM Raflatac to showcase sustainable packaging innovations, engaging the audience with a dynamic Q&A session and receiving positive feedback in post-event surveys.

Highlight coverage from Thailand, Vietnam, Indonesia and Malaysia:

MGR ONLINE

แนวหน้า

Bangkok Post

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