



Client:

**Bilibili**

Bilibili UP NEXT Animator Award  
2021 Campaign Thailand



# Background

Bilibili is a video sharing website themed around animation, comics, and games. The objective of the “Bilibili UP NEXT Animator Award” campaign was to open the Bilibili space to Thai animators to showcase their original work, and help them embark on the path of becoming professional animators at an international level. Participating entrants competed for a chance to win the coveted title of Thailand’s best UP NEXT Animator of 2021, as well as chances to win prize money from a total pool of over 840,000 Baht.



# Approach

Besides the contest, Midas PR also hosted a series of activities and workshops with the aim of inspiring animators, helping them to further develop their skills, and share valuable industry experiences with all participants:

1. The Online Workshop of the Bilibili UP NEXT Animator Award 2021, which provided some guidance to Thai animators on how to create outstanding, recognized animation works. Mr. Nat Yoswatananont from Igloo Studio, Mr. Chawalit Kaewmanee from The Monk Studios, and Mr. Tul Weerapat from RiFF Animation Studio, joined as honored speakers, sharing industry experience and best practices in animated design and motion graphics to enable contestants to be inspired in their own creative efforts.





หน้าหลัก วีรออนไลน์ ทีวีออนไลน์ กิจกรรมและประชาสัมพันธ์ OHLALA ติดต่อเรา

TV5HD1 Live

TGN Live



ศูนย์ข่าววิศวะภาพพูน

TV5HD1 Live Streaming



# Approach

2. Online Animator Talk and Announcement of the Bilibili UP NEXT Animator Award 2021. At the Online Animator Talk, animation experts shared useful knowledge on how to become professional animators and helped the contestants to develop themselves professionally in order to access international placement opportunities. At the end of the event, the 24 finalists were announced.

# Results



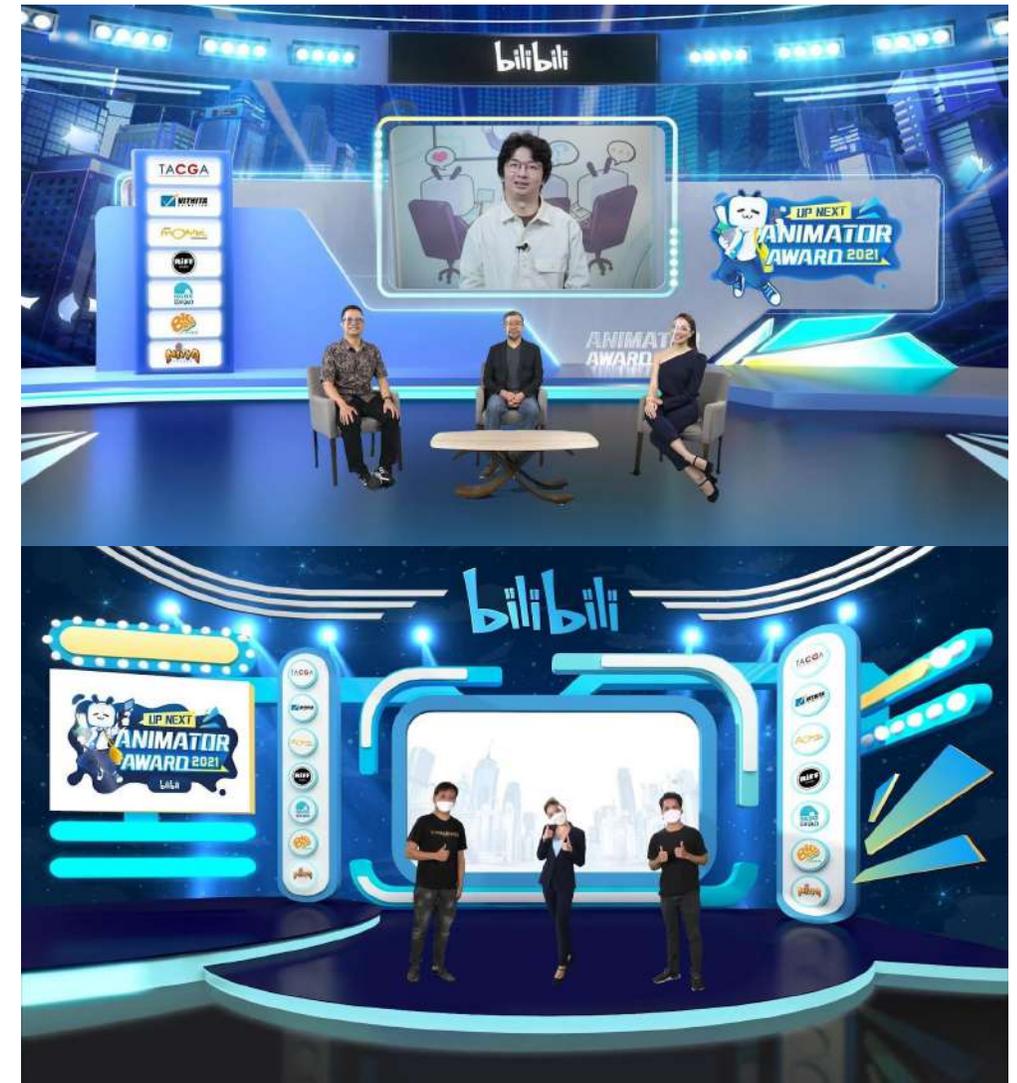
The Inaugural year of the “Bilibili UP NEXT Animator Award” launched with great success empowering a new generation of talented Thai animators. It attracted submissions from over 330 animators as well as participation from 22 universities that feature an animation program (10 universities in Bangkok and 12 more universities nationwide). To achieve this Midas PR worked with associations and approached universities that teach anime creation and are also part of the association.

Midas PR provided end-to-end public relations solutions for all of the campaign activities – from ideation to implementation and generating publicity. It involved identifying and pitching to relevant media to ensure that the stories about the Bilibili University campaign obtained an optimal pickup rate in the media in order to create credibility and introduce the initiative to relevant universities. The team also created and localized press releases and disseminated them to a media list which was specifically curated for the Bilibili UP NEXT Animator Award 2021.

# Results

This in turn generated more than 190+ earned clippings for the Bilibili UP NEXT Animator Award 2021 across online and offline media outlets and social media shares and TV Channels (Media tier A of over 44 %). The combined potential number of impressions for these mentions, which included print media circulation, online media monthly visitors, and social media following, were measured at over 256 million impressions.

To help bring the brand closer to the target audience, Midas PR engaged relevant influencers/ KOLs whose persona or expertise aligned with the campaign objectives. In total, the campaign involved 3 KOLs, 5 Macro social pages, and 3 Nano social pages, generating in total 1,041,977 Impressions and 27,275 Engagements. The agency also facilitated the conversations in online community groups, engaging more than 100 groups to discuss the campaign and reaching 3,476,148 online users.



# Results

The campaign's impact, goes beyond what the numbers show. It has **increased public awareness** and helped Thai animators to showcase their original work, and also helped them to embark on the path of becoming professional animators at an international level.

The campaign resulted in very high participant satisfaction rates, with all the participants expressing their hope that Bilibili would continue hosting this campaign in the future, with the contest becoming an annual event. The youngest participant in this campaign was only 15 years old. He said it took him four months in total to prepare the animation, starting the work on the project from the very first day he learned about the campaign, and he continued working on it tirelessly until the last day before the submission deadline. He expressed his gratitude to Bilibili for creating a supportive and enthusiastic community for those who are interested in animation.



# Results

The campaign also supported the Bilibili brand and established it as the industry leader. With all the activities run on the Bilibili online platform, the campaign attracted new users and raised the awareness and engagement in the international market.

The client is also extremely satisfied with the outcomes and impacts of the campaign and confirmed the commitment to further supporting the work of talented young Thai animators, creating events and contests for them.

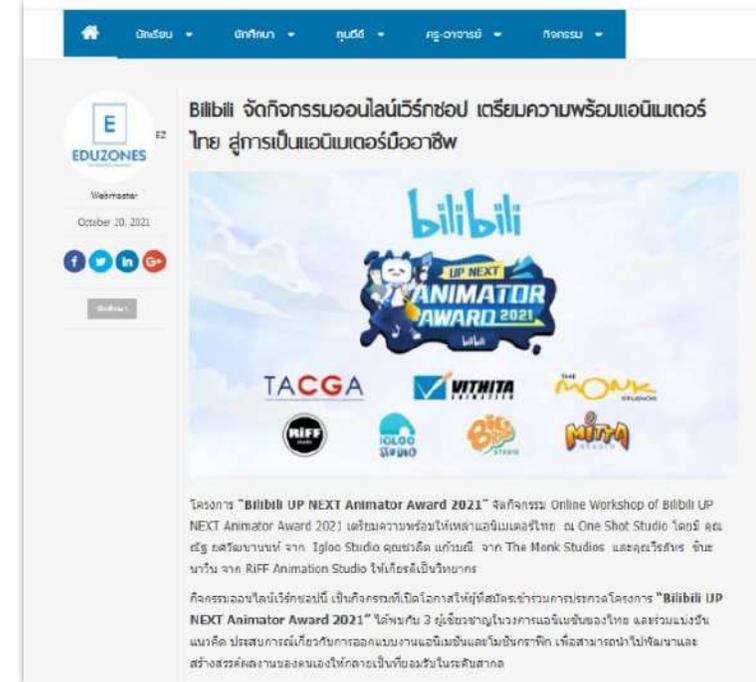
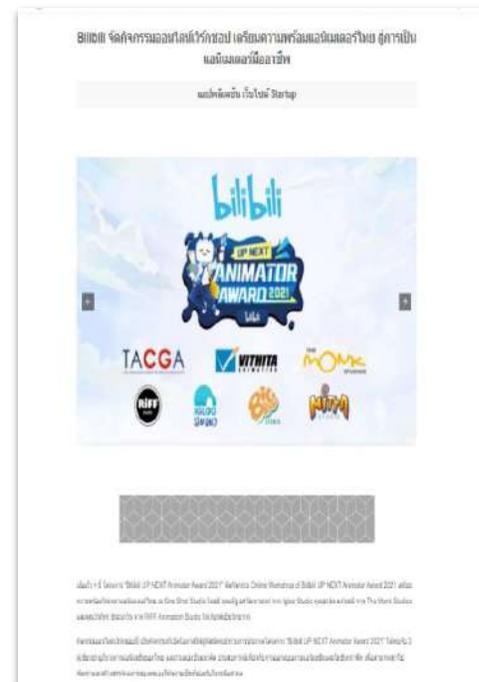
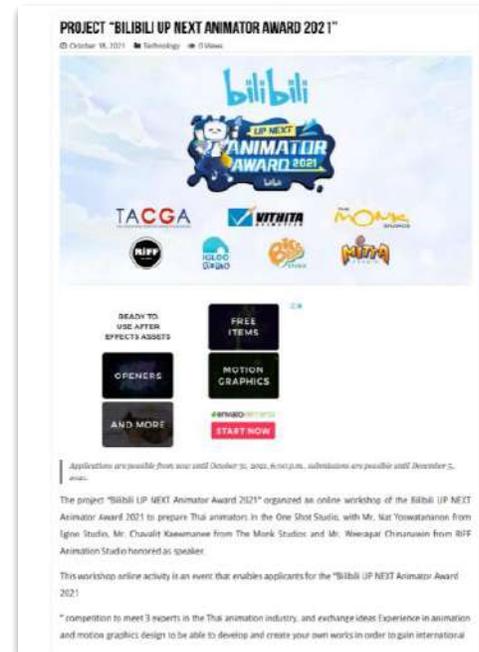
The success of Thailand launch campaign created a precedent which Bilibili turned into a template case study, with the plan to replicate this strategy in other countries.



# Results

Midas PR was able to generate an impressive result for the client with exceeding the campaign's KPIs, with 45 clippings from local media obtained. The agency secured features in top-tier publications like Newsbreezer, EDUzones, Addnine, Thaipr and many more acquiring 21 Million impressions and a PR value total of THB 38 Million was achieved.

What is more, our Social Media strategy efforts were able to acquire a reach of over 730,000 people, with our content being viewed over 1 Million times and actively engaging over 27,000 people.



# Results

**45**

Total clippings

**38M**

Total PR Value in THB

**21M**

UMV in THB

**730K**

Social Media Reach

**1M**

Social Media Impressions

**27.6K**

Social Media Engagement