

B2B

CASE STUDY



WE MAKE YOU
STAND OUT



Client:

JOTUN

Majestic Sense & The Global Colour
Of 2023 Launch Media Event



Background

Jotun is one of the world's leading paints and coatings manufacturers, combining the best quality with constant innovation and creativity. Jotun develops products and solutions that solve customers' needs for protection in a changing environment.

On 12 November 2022, in an effort to showcase Jotun's new colour global collection 2023 and build awareness among key publics and media alike, Jotun Thailand with the help of Midas PR successfully organized the "The Launch of Majestic Sense And The Global Colour Of 2023 By Jotun Thailand"

This press event and panel discussion will enable Jotun spokespersons and leaders to:

- Reveal to media the new Majestic Sense and its Clean Air Technology feature
- Share with media the inspiration and stories of the Jotun Global Colour Collection 2023
- Discuss the role and impact of colours in work, design, and everyday life
- Allow media to experience the colours in the exhibition



Approach

To prepare for Jotun press event, the Midas team worked closely with the Jotun Thailand team to provide topline consultation on media event setup and ground support on event day. The team prepared the media invitation, press kit and briefing book while the speakers' presentations were still being developed to accommodate the tight event schedule.

Following up on the media event's success, a press release covering key messages for the launch of the new global colour 2023 was disseminated to Midas's curated media list.

Actions:

- ✓ Briefing book and press kit development
- ✓ Press release content development
- ✓ General consultation on event setup
- ✓ Professional MC and event photographer
- ✓ KOLs sourcing and management
- ✓ On-ground team support, media management, and MC briefing on event day



Results

With a tight turnaround window of 1 week to pitch and invite media, the Midas team managed to reach the target KPI. With representatives from major newspaper such as Naewna, Matichon, Krungthep Turakij, Prachachart, and Khaosod to name a few, a total of **26 media outlets** were present at Jotun's press event and panel discussion.

The press release disseminated following the event garnered **50** coverages with a combined reach of **783M**. The PR value obtained from the campaign was estimated at **8.1M THB**.



” Jotun เปิดตัว 3 ชุดเจดสีใหม่ ปี 66 ตอบโจทย์นวัตกรรม ตกแต่งบ้าน ตั้งแต่ปี 66 เผยส่วนแบ่งการตลาดปี 65 และ 17 หมื่นล้าน ขึ้น แก่กันอันดับ 3 ผู้การตลาดสีในไทย



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