



Client:

EXNESS

Football Clinic Press Conference





Background

Exness provides trading solutions to trade on the forex market. The Exness Group was founded by a group of like-minded professionals in the area of finance and information technology in 2008.

In 2018, Exness collaborated with Real Madrid to organize a football clinic for underprivileged children in Thailand and Midas PR was chosen as the official PR partner for this project.





Actions

On December 14, 42 children from three different homes gathered at SCG Muang Thong Stadium for a once in a lifetime chance to practice football with representatives from the Real Madrid FC.


The children were given football uniforms and equipments to practice football on the field.



Actions

The press conference kicked off the event with 38 representatives from 25 media outlets.

All event writeups were created by Midas PR, including executive's speech, MC scripts, and other press materials for the press kit.

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Actions



The football session was joined by the Real Madrid FC Thailand fanclub. 26 out of 50 RM fans registering on Facebook attended the event.

A minigame was created to engage with this audience while boosting social media activities for the event.

Results

81

Total clippings

10.5 M

Total PR Value in THB

25

Media outlet reps joining
the press conference

63%

Pickup rate from targeted
relevant media outlets

237 M

Estimated reach resulted
from clippings