

LAUNCH

CASE STUDY



WE MAKE YOU  
**STAND OUT**



**MOSCLEAN**

Client:

**MOSCLEAN**

Product Launch

# Background

MOSCLEAN is the result of a 4-year development and uses very special LED technology with violeds technology that has been targeted and scientifically proven to attract more mosquitoes than the competition.

In 2017, MOSCLEAN was launching a new mosquito trap product. Midas PR was commissioned to support the commercialization in the Thai market.



**Protection & comfort  
for your family**



# Approach

The campaign spanned 3 months with a variety of PR, social media and advertising activities, all working in conjunction to create the maximum impressions for the brand and product launch.

To build credibility and relevance with the Thai audience and gain more traction for the launch, Midas PR approached and secured Bo Wanda, who was recovering from her husband's passing due to dengue, to join the launch as the brand's ambassador. A 2-day trip was held shortly after to demonstrate the product's effectiveness to selected influencers who fit the brand's target customers and in turn, advocating it to their like-minded audience.

To generate an even wider awareness, several high traffic ad spots and TV tie-ins were secured by Midas PR to bring the brand closer to the consumers. Social media posts were up on a daily basis to ride on the publicity hype train following the launch event, engaging with and responding to customers.



# Results

Over the 3 months working with Mosclean Thailand, the campaign successfully put the mosquito trap brand from Korea on the Thailand map.

## 136

Total clippings

Coverage highlights included: GM Magazine, Post Today, The Nation

## 19.3 M

Total PR Value in THB

## 20

Total TV tie-ins and ad spaces secured across Bangkok Post, Manager Online, Post Today, BK Magazine, and NOW26 TV.

## x18

Return on investment in relation to PR value

## 46

Media outlet reps joining the press conference

## 54

Posts created on social media, with a total reach of 200,000

# CONTACT INFO

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