



Client:



Radisson BLU

PR Retainer Service

Background

Radisson BLU Plaza Bangkok

As part of the Radisson BLU Plaza Bangkok, Venues BKK encompasses the hotel's seven bars and restaurants, which was treated as a separate entity in terms of marketing and PR activities. Located in the heart of Bangkok's Sukhumvit area, Venues BKK features both casual and refined dining outlets with local and international food options.

Radisson BLU Plaza Bangkok hired Midas PR to publicize Venues BKK's seven outlets by highlighting new menu items, promotions, and special events.



Brief

Build strong relationships with leading media outlets and secure frequent features

Create and plan promotional events and secure sponsorship for them

Create featured videos to promote individual outlets

Produce creative content and distribute marketing and promotional materials

Strategy

Raise brand awareness and elevate the brand perception of Radisson BLU Plaza Bangkok and Venues BKK among the target market in Bangkok and with international visitors by promoting the brand on traditional media, blogs, influencers, and various social media channels.

Objectives:

Develop Venues BKK's image as the go-to location for unique and high-quality food, beverage, and entertainment experiences.

Build a strong following on social media and generate organic traffic

Drive bookings to restaurants

Actions

- Creating PR campaign details (promotions, press releases, media events, EDM schedules, event dates, and promotions, etc.).
- Creating all marketing and promotional content to attract the desired demographics and to stand out from their competition.
- Creating a network of popular bloggers and media representatives to feature Venues BKK on a regular basis and spread the word on ongoing and upcoming promotions, new menu items, and events.





Actions

- Suggesting, planning, and executing themed events regularly around Venues BKK's unique features to build a base of repeat customers and to attract new guests.
- Sourcing suitable partners and sponsors for events, full coordinating all details with them, and disseminating information about them among Midas's large network to increase event reach.
- Collaborating with Radisson BLU Plaza's team to ensure everything was done according to brand standards.

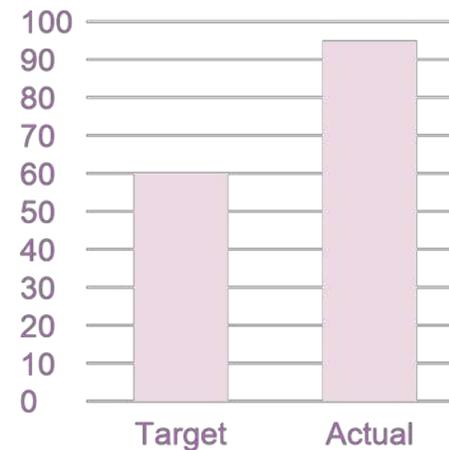
Overachieving KPIs

While working for ten months with Radisson BLU Plaza Bangkok, Midas PR created and sent out **141** press releases. Along with a total of **95** review articles for all Radisson BLU's venues, total coverage generated almost **THB 120 M** in PR value, doubling the agreed target.

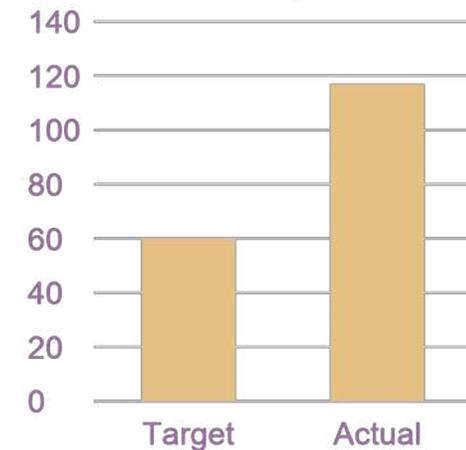
Clippings were featured in leading media outlets such as the Bangkok Post, Krungthep Turakij, Post Today, and Bangkok 101, as well as other top print and online publications.

Results

Total Review Articles



PR Value (million THB)



Key Outcome Highlights

- As per the client's request, a weekly feature of Venue BKK's restaurants in the Nation's and the Bangkok Post's "calendar news" section was obtained, making for an additional 40 clippings.
- Midas PR also organized 32 interactive blogger events and 95 media reviews, which attracted 232 micro-influencers who then promoted Venues BKK on their respective channels.
- Over the course of ten months, 45 eDMs were created and sent out through a MailChimp account that was managed and maintained by Midas PR.
- 878 clippings were obtained from the 141 press releases, 32 blogger events, and 95 media reviews, achieving a total PR value exceeding THB 117M.
- Most importantly, the regular patrons noticed a positive difference in the communication quality and the popularity of all the hotel's outlets.