



Client:

SPARTAN RACE

The First Spartan Race in Thailand



Spartan Race

Midas PR, officiated as the PR partner for the first Spartan Race, the world's most famous obstacle course race, to take place in Thailand. We crafted, in conjunction with the client, all the key messages, implemented the communications strategies, and coordinated with the team and the media to obtain the best PR results to raise awareness of all race activities, starting from the launch day to the race day.

The PR campaign involved brand building, local reputation management, ticket sales announcement, and the details of the race.



Challenge

The brand Spartan Race is very strong in other countries, but as it was the first race in Thailand, the need to establish the brand was a key factor to obtain the desired success.

Strategy

Our PR goals were to establish the Spartan Race brand in Thailand and get Thai people to be familiar with the obstacle course race. The campaign started 3 months prior to the event in order to create awareness and keep momentum going until the event date.

Actions

1. Creating write-ups, including pre-event press releases, bilingual post release, and the MC script.
2. Compiling all media kit documents and FAQs, including translations.
3. Organizing a press conference.
4. Arranging media interviews.
5. Selecting, organizing, and tracking exclusive media invitations, accreditations, and RSVPs.
6. Managing media on the race day
7. Monitoring media for compilation into a report.





Results

- The clippings obtained covered both online and offline media, including websites, television, and print.
- 150 clips valued at over THB 15M of AVE, or THB 35M PR value, were obtained for the Spartan Race, surpassing the agreed upon target with the client.