

GAMING

CASE STUDY



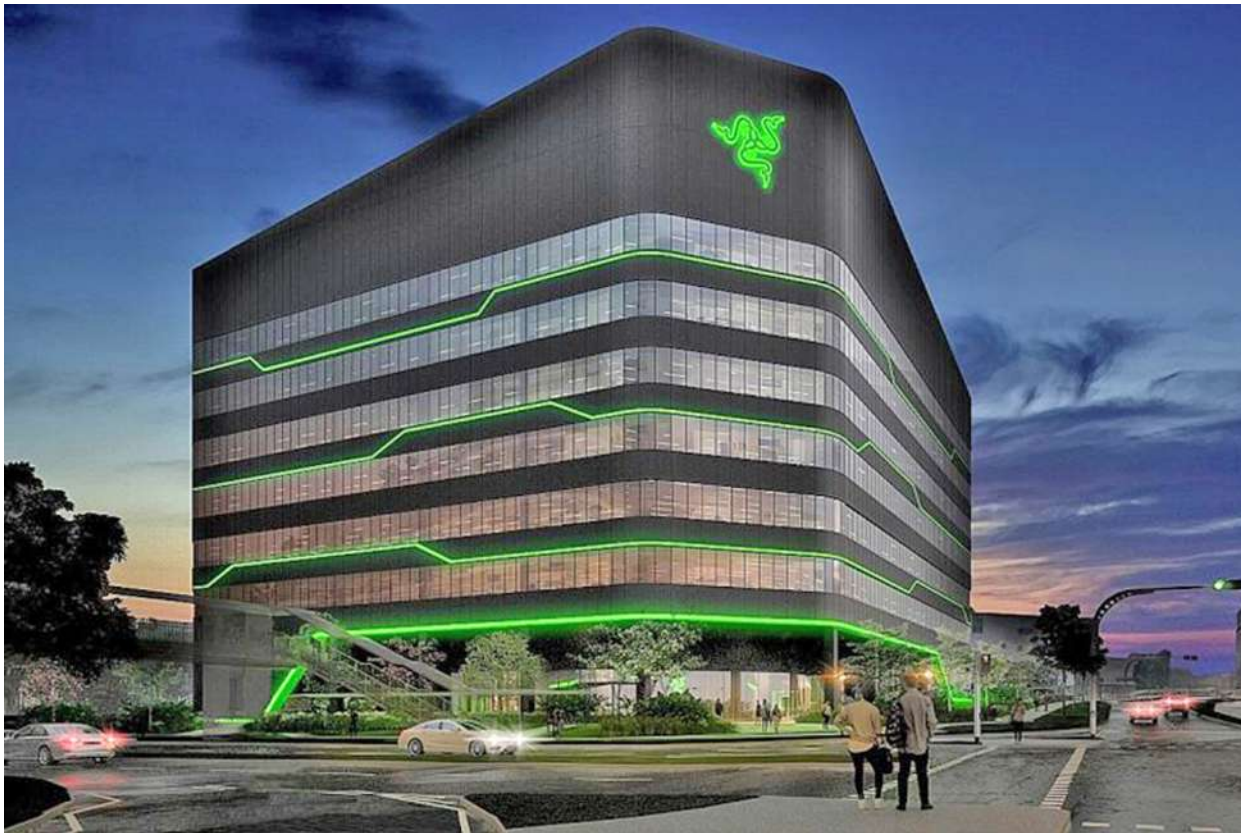
WE MAKE YOU
STAND OUT



Client:

RAZER

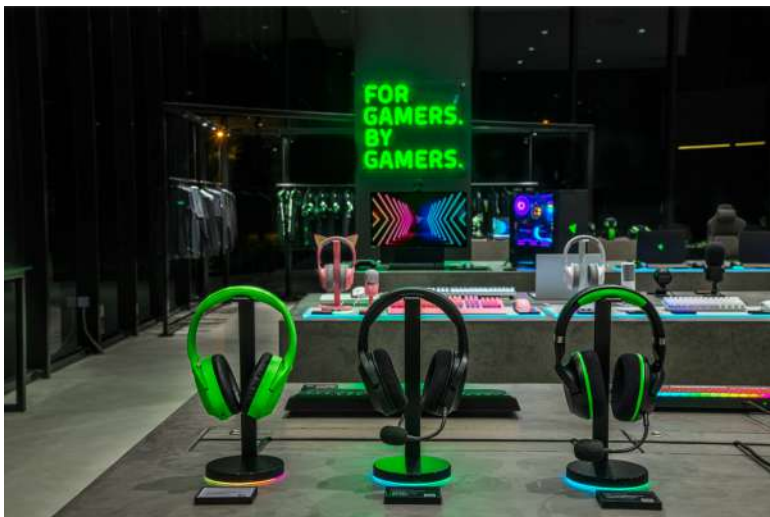
Retainer Service



Background

Razer™ is the world's leading lifestyle brand for gamers. The triple-headed snake trademark of Razer is one of the most recognized logos in the global gaming and esports communities. With a fan base that spans every continent, the company has designed and built the world's largest gamer-focused ecosystem of hardware, software and services.

Since 2020, Midas PR has been working with Razer on a retainer basis, handling the brand's public relations activities, social media management and KOL outreach efforts in Thailand.



Approach

To add Razer's PR efforts in Thailand, Midas has been localizing and disseminating press releases and media alerts for all of Razer's diverse range of offerings and key events/announcements.

Our target media lists are gaming, tech and lifestyle media, notably This Is Game Thailand, Siamphone, Notebookspec, Techoffisde, Beartai and Gaming Dose. These key media partners are regularly engaged to review Razer's constant stream of new products and updates.

We are also proactively on the lookout and pitching for interview opportunities, further building awareness for Razer's different initiatives as well as strengthening the brand's relationship with key media.



Approach

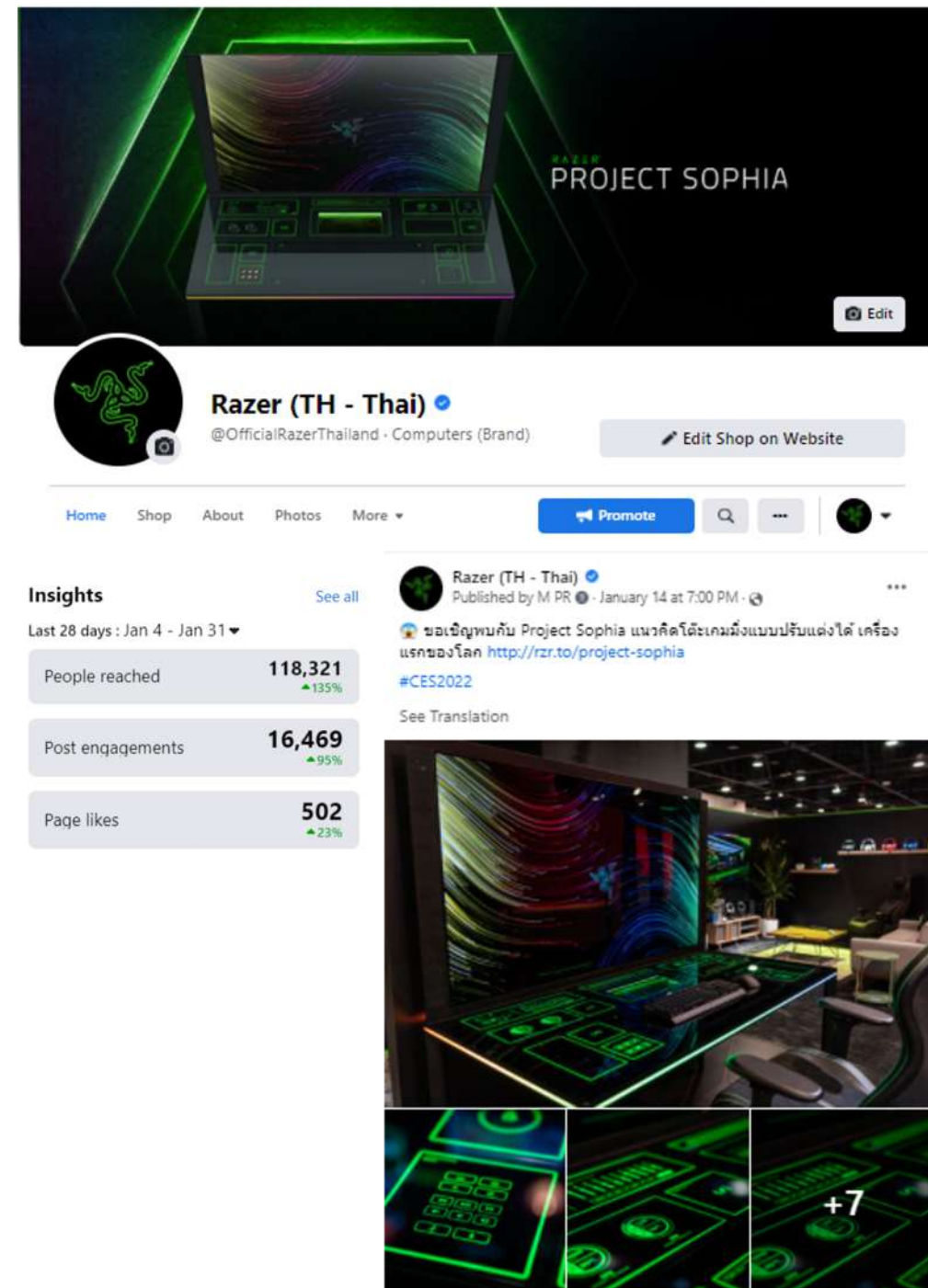
One of the key always-on communications pillars for Razer is influencer and reviewer relations where Midas helps facilitating reviews Razer's dynamic spectrum of offerings for gamers. This is done by identifying, negotiating, and briefing influencers based on each individual product's target audiences. Through means of product bartering or monetary payments, these KOLs have been promoting and educating their audiences about Razer products as well as driving awareness and engagement for the brand.



Approach

Since June 2021, the team's fast and responsive approach has earned Midas the opportunity to work with Razer in a more expanded capacity in the form of managing Razer Thailand's official Facebook page.

We have been entrusted with content and scheduling, planning and managing media budget spending as well as taking care of community management duties for Razer. Our goal is to ensure the overall health of the Facebook page, including engagement and growth of the channel, is maintained at the highest level throughout the year.



The image shows a screenshot of the Razer (TH - Thai) Facebook page. At the top, there is a cover photo of a Razer laptop with the text "PROJECT SOPHIA" and an "Edit" button. Below the cover photo is the profile picture of Razer (TH - Thai) and the page name "Razer (TH - Thai)" with a verified badge. The page is categorized as "Computers (Brand)". There is a button to "Edit Shop on Website".

The main content area shows a post from Razer (TH - Thai) published by M PR on January 14 at 7:00 PM. The post text in Thai says: "ขอเชิญพบกับ Project Sophia แนวคิดโต๊ะเกมมิ่งแบบปรับแต่งได้ เครื่องแรกของโลก <http://rzt.to/project-sophia> #CES2022". There is a "See Translation" link below the post.

Below the post is an "Insights" section for the last 28 days (Jan 4 - Jan 31). The insights table shows the following data:

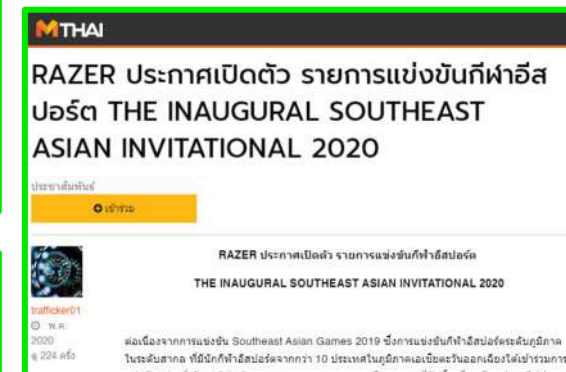
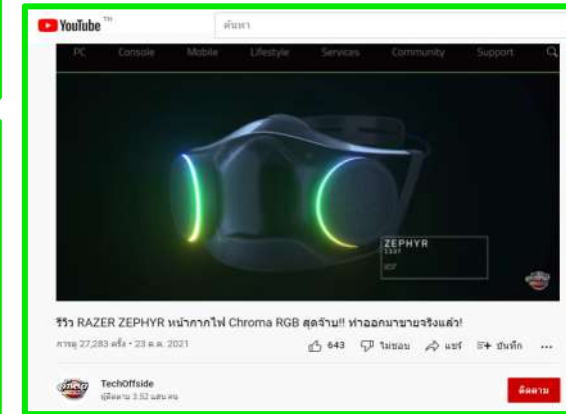
Metric	Value	Change
People reached	118,321	▲135%
Post engagements	16,469	▲95%
Page likes	502	▲23%

At the bottom of the page, there is a gallery of images showing the Project Sophia gaming desk setup, including a large monitor, a keyboard, and a mouse, all illuminated with green and blue lights. A "+7" icon indicates more images in the gallery.

Results

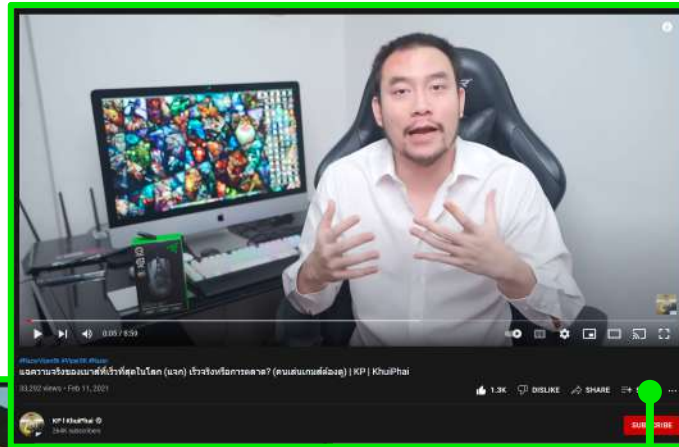
In our 2 years of retainer services, Midas PR has localized and distributed a total of **65+ Razer press releases and media alerts** to target media in the tech, gaming media as well as general online newspapers. This in turn achieves more than **2,100+ earned clippings** for Razer across all online and offline publications and social media platforms.

The **combined reach** of these features, including print media's circulation, online media's monthly visitors, and social media's following, are measured at over **3.5 Billion** people.



Results

In terms of influencer engagement, **230+ product review pieces** have been generated for Razer's various products. These reviews come from tech and gaming media like Beartai and Gaming Dose, and influencers including tech reviewers like ADBIG, Review Khong, or Khui Phai or popular streamers like oporcony and DJ.DreamerTH. The total estimated reach from these reviews are estimated at **more than 150 Million** people.



KhuiPhai



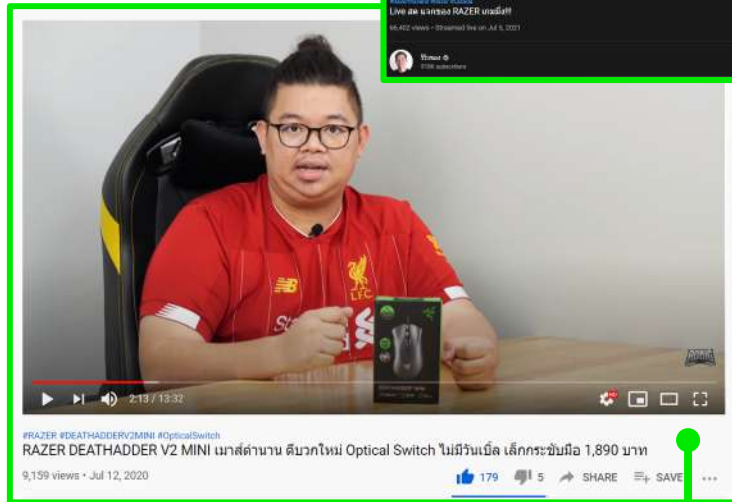
oporcony



Review Khong



DJ.DreamerTH



ADBIG

Results

By the end of 2021, we've localized and published a total of **130+** pieces of content on Razer Thailand Facebook page, reaching **3.8 Million** people along with the impression of **10.2 Million**. Page likes have been increased by **2%** and average engagement rate stood at **10.3%**. These results are achieved via a consistent stream of social media contents and a combination of organic and paid media strategies.

Total page likes:
313.5K

Total reach:
3.8M

Total impressions:
10.2M

Total Engagements*:
391K
(Average 10.3% ER)

Razer (TH - Thai)
Published by M PR · June 15, 2021 ·

เหล่าน้องเป่าในกองทัพท่านโปรดทราบ ขลุ่ยฟ้าสำหรับ Rainbow Six Siege พร้อมออกใช้ได้อีกแล้ว

ไอเดียบรรเจิดและสร้างสรรค์ด้วยไอโฟน Razer TriForce Titanium ขนาด 50 มิลลิเมตร พร้อมในระบบเสียง THX Spatial ช่วยให้คุณรับรู้ความถี่เสียงอย่างแม่นยำในทุกทิศทาง แม้แต่เสียงสัญญาณเสียงเบสที่ชัดเจน

คว้ากันก่อนจะไปถึงขลุ่ยฟ้าสาย Razer BlackShark V2 Pro - Six Siege Special Edition

สามารถดูรายละเอียดเพิ่มเติมได้ที่ <https://rzt.to/bsv2pro-sixsiege>

See Translation

171 Love 13 Comments 104 Shares

Performance for your post		
35419	People reached	
676	Likes, comments & shares	
2225	Post clicks	
293	617	1315
Photo views	Link clicks	Other clicks
Distribution summary		
+1.3x higher than your other posts within 21+ days of publishing.		
↑1.3x more	↑1.1x more	↑1.8x more
Post impressions	Post clicks	Reactions
View more details		
Negative feedback		
1	Hide all posts	
0	Report as spam	
0	Unlike Page	
676	Likes, comments & shares	
Branded content distribution		
View breakdown		
35419	35419	0
Total reach	Organic reach	Paid reach
36513	36513	0
Total impressions	Organic impressions	Paid impressions

Razer (TH - Thai)
Published by M PR · December 11, 2021 ·

เริ่มแล้ว 12.12 Birthday Sale!! 🎉
ไปช้อปปิ้งแล้ว <https://bit.ly/3FCw9pC>

ลดจากรุ่นสูงสุด 65% + โบนัสเพิ่มสูงสุด 1,212-
ส่งฟรีทั้งงาน ชิ้นทำ 0 บาท
พร้อมของแถมอีกมากมาย เมื่อสั่งซื้อสินค้าในวันที่ 12 ธ.ค. เท่านั้น!

- 1,000 ลดจากรุ่น Razer Blade Stealth 13.3 นิ้ว 13.6 นิ้ว Razer Blade Stealth 15.6 นิ้ว Razer Blade Stealth 17.3 นิ้ว
- 100 ลดจากรุ่น Razer Blade Stealth 13.3 นิ้ว Razer Blade Stealth 15.6 นิ้ว Razer Blade Stealth 17.3 นิ้ว
- 100 ลดจากรุ่น Razer Blade Stealth 13.3 นิ้ว Razer Blade Stealth 15.6 นิ้ว Razer Blade Stealth 17.3 นิ้ว
- 100 ลดจากรุ่น Razer Blade Stealth 13.3 นิ้ว Razer Blade Stealth 15.6 นิ้ว Razer Blade Stealth 17.3 นิ้ว

พร้อมไปรับของแถมพิเศษ! Razer x Seagate bundle pack

ไปรับของแถมพิเศษ! Razer x Seagate bundle pack

ไปรับของแถมพิเศษ! Razer x Seagate bundle pack

ไปรับของแถมพิเศษ! Razer x Seagate bundle pack

24,900

Performance for your post		
18825	People reached	
114	Likes, comments & shares	
956	Post clicks	
154	308	273
Photo views	Link clicks	Other clicks
Distribution summary		
-1.4x lower than your other posts within 21+ days of publishing.		
↓1.4x less	↑1.6x more	↓2.4x less
Post impressions	Post clicks	Reactions
View more details		
Negative feedback		
0	Hide all posts	
0	Report as spam	
0	Unlike Page	
114	Likes, comments & shares	
Branded content distribution		
View breakdown		
18825	18825	0
Total reach	Organic reach	Paid reach
20511	20511	0
Total impressions	Organic impressions	Paid impressions

Razer (TH - Thai)
Published by M PR · June 15, 2021 ·

เลือกมาเล่น FPS, MOBA หรือ MMO? ไม่ว่าจะเล่นเกมประเภทใด FPS, MOBA หรือ MMO ก็เป็นเกมยอดนิยมที่เราอยากให้คุณได้สัมผัสกับประสบการณ์ที่ดีที่สุด

มาพร้อม Razer™ HyperSpeed Wireless เร็วกว่าเทคโนโลยีไร้สายถึง 25 เท่า

อุปกรณ์ดีเซลเซเซอร์ Razer™ Focus+ 20K DPI ให้ความแม่นยำที่สูงสุด

สมัครรับข่าวสารดีดีของเราที่ 2 ของ Razer มอความฝันไปให้ทุกคนที่กดคลิก

320470

Performance for your post		
320470	People reached	
28344	Likes, comments & shares	
34460	Post clicks	
4518	3745	26197
Photo views	Link clicks	Other clicks
Distribution summary		
Average performance as your other posts within 21+ days of publishing.		