



Rnews
BEYOND



TARGET AUDIENCE



Partner

Community

Investor

Shareholder

Analyst

Fund



People

Client

Foreigner

Prospect



Media

Money Market

Capital Market

Cryptocurrency

IT Technology

Life Style

PR ACTIVITIES

“Positive Image for Good Understanding”

PR CONFERENCE

Presented

Executives

Management's vision

Press Conference with
Interesting issues

Create awareness of
company's business

EXCLUSIVE INTERVIEW

Talking
Point

Year planning, growth trend, revenue opportunity of business

Strategic, tactic and expertise of competitiveness

Trend and overall of domestic and international industrial

Vision and mission of professional board and management

Leadership and performance in competition of market's registration

Strength of Innovation and production procedure which push the growth

Social Activities

Fundraising Plan

Media: Newspaper, Television, Radio, Magazine, Online Media

GROUP INTERVIEW

Follow up progressive of business planning continually through small group interview of finance / marketing / industrial / IT reporters

Interview Points

- Market Segmentation in the present
- Increase of production capacity in the future
 - Emphasize business planning
- Interesting Business Relationship
- Opportunity International Business

Media: Newspaper, Television, Radio, Magazine, Online Media

COMPANY VISIT

Invite Investor, stock holder, fund analyst and reporter in order to visit business owner for building brand awareness, brand image and ensure business capacity which growing up continually.



CSR CAMPAIGN

- Brainstorming and come up with CSR (Corporate Social Responsibility) and SE (Social Enterprise) project or activity which useful for both internal;

Objective

- To promote social responsibility and sustainable development.
- To repay the society by giving chance and opportunity to deficient organization.
 - To support corporate governance or NGO efficiently.
- To create staff participation and conscience in order to join every project and activity.

PRESS LUNCHEON

Executive board have a dining with media, editor and project manager in order to build good relationship including update company information / movement

Media: Newspaper, Television, Radio, Magazine, Online Media

PRESS VISIT

- To thank the media by giving the souvenir in other occasions known as newspaper, TV, website, magazine in order to congratulate and meet up board and editor directly.



INFORGRAPHIC / INFLUENCER

Advertise main point, strength through Infographic for friendly reachable and understanding by online media, Social Media and Line Application

Brainstorm with well known Influencer of stock such as Deknaew Zecret, Mr. Messenger, FINNOMENA, Mao Investor and STOCK Tomorrow



PRESS/PHOTO/GOSSIP RELEASE

Writing PR news, prepare photo in order to advertise company activity to mass media for brand awareness and image continually and professionally.

POINT

- Press conference
- Award conference
- Marketing activity
- Partnership corporation
- Study visit
- Business opportunity

Media: Newspaper, Television, Radio, Magazine, Online Media

MONITORING

Daily news:

Summary news (Industrial News) and others including conclusion of interesting and follow up point which benefits to company, board and business in the future interview.

Monthly report:

Summary overall business and company including analyze good and bad news, target audience's feedback and others beneficial.

Monthly meeting:

To propose PR plan to board and operation team of project and activity including interview preparation, crisis issue, talking point with media in order to cover every main parts.

SUMMARY ACTIVITIES

- Group interview
- Opportunity Day
- Press Release
- Gossip News
- Monthly Meeting
- Monitoring News (company and industrial)
- Exclusive Interview (Newspaper / Radio / Magazine / TV)
- Monthly report and PR Planning (Hard and Soft file)



SUMMARY ACTIVITIES



- Press Conference
(Current Situation and talk of the town)
- Company Visit / Press Visit
- Roadshow
- Press Luncheon

EXPECTED RESULT

- Target audience understands what business is operating clearly.
- To create brand awareness and image.
- To create recognizable and creditable brand for board and company.
- To communicate vision and mission of board to the public.
- To build the investor's assurance by professional board and management.
- To communicate with the analyst in terms of business progressive after talking with boards in order to write the article completely.
- To educate media of business policy truly.
- To build relationship management between board and media
- To provide accurate information which implies rules and regulations of Stock Exchange of Thailand and Investment Service in Bangkok

Our Events



PRESS CONFERENCE



PRESS CONFERENCE



PRESS CONFERENCE



EXCLUSIVE & GROUP INTERVIEW



EXCLUSIVE INTERVIEW



COMPANY VISITED



DINNER TALK & SEMINAR



OPPORTUNITY DAY



PM Award 2017



Prime Minister Award 2017



NEWS CLIPPING REPORT



MEDIA SAMPLE

The collage displays a variety of media outlets:

- Newspapers:** Bangkok Post, 人民日报 (People's Daily), and THE NATION. THE NATION's headline reads "BT150M RAID".
- Magazine:** Marketeer with the headline "Power of Branch".
- Logos and Websites:**
 - ข่าวสด ผู้จัดการ (Khaosod Manager)
 - ประชาชาติ เศรษฐินews (Prachachat)
 - มติชน (Maitchin)
 - ไทยรัฐ TV (Thairath TV)
 - checkraka.com
 - ไทยโพสต์ เดลินิวส์ (Thaipost Daily News)
 - เดลินิวส์ (Daily News)
 - คม ชัด ลึก (Kham Chad Luk)
 - กรุงเทพธุรกิจ (Krungthep Business)
 - 3 (Logo)
 - S! NEWS (Logo)
 - Xinhua (Logo)



MANAGEMENT FEE

Working and management scope

- Media coordination and documentation PR media
- PR progress and coordination of activities
- Summary of News Clipping every weekday
- Miscellaneous cost
- Activities Venue, food, beverage and souvenir for guests and media
- Media activity
- Media advertising

*We will propose budget and planning then waiting customer's approval
before implementation in case of additional expense.

THANK YOU