



Client – Bebelac

By SKPR Asia

Issue

Socializing about how balanced nutrition needed by children not only applies for physical health but also mental health, and how parents play a big role in it.



Service

Event planning and coordination
Media relations
Doorstop Interview
Develop possible Q&A
Press release write-up



Brief

The aim is, through the Everyone's a Star program, Bebelac can take part alongside the families to sharpen children's intelligence by providing interactive media as the tool.

Strategy

SKPR Asia started by showing a video of the backstage Bebestar to show the excitement. The press conferences then proceed with a talkshow with a child psychologist to talk about the importance of happy growing up. The peak of the press con is a touching testimonial from one of the contestants who came a long way from home just to join Bebestar, many media cried.

Result

A series of Q&As took place and several exclusive interviews as well.

Over 40 media attended the press conference which 50% of them were tier 1 media.