

# Media Relations Solar Plaza

## EXECUTION

- Solar Plaza came to Vietnam to host a networking and trade event to raise awareness on using solar energy as a source of renewable energy.
- EloQ worked with Solar Plaza to develop a PR campaign to raise awareness and create lead for the event registration. Traditional and digital PR method was combined, using press release and social media banners & ads.

## RESULTS

- We successfully pitched for 2 media partnership with Nhip Cau Dau Tu (a famous business magazine) & Vietnam Energy Association to place banner, editorial and send invitations to their database.

**27**

Media coverage

**54,000**

Facebook Impression

