



HELP YOU, HELP ME 2025

“WE DID IT” - CAMPAIGN PROPOSAL



The “We DID It” campaign is designed to boost visibility among Thai audiences for DID – Dine in the Dark.



Presenter

Varin Traisnakom

- Part of the first cohort of Guides when DID launched in Bangkok in 2012
- Full-time Guide, trainer and core recruiter at the restaurant
- Has led over 15,000 guests through the experience



The Concept

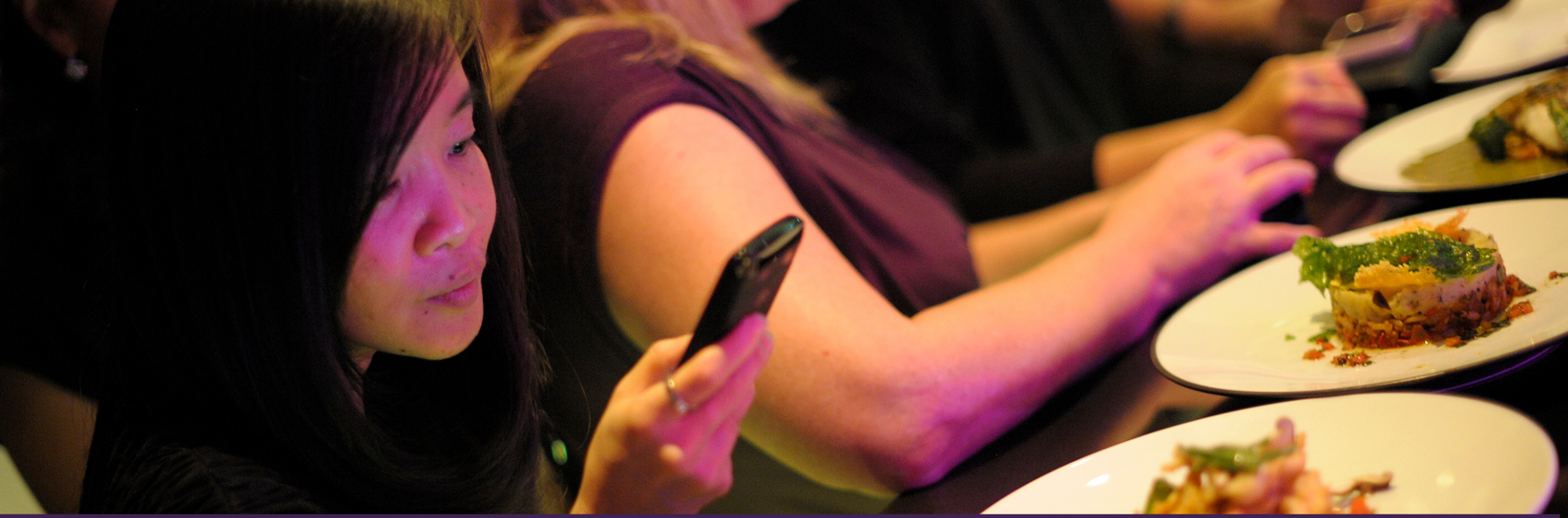
- Upscale, pitch-dark restaurant located at the Sheraton Grande Sukhumvit
- Guests are served a four-course surprise menu
- Entire in-dining experience guided by visually impaired team members
- Enhances taste, smell, and social interactions



Social Purpose

- Offers employment for blind individuals in a high-standard hospitality setting
- Creates role reversal with Guides leading the entire experience and shifting guest perceptions
- Provides an opportunity for guests to engage closely with a person with a disability over a two-hour dinner
- The distinct nature of the concept raises broader public awareness of social inclusion

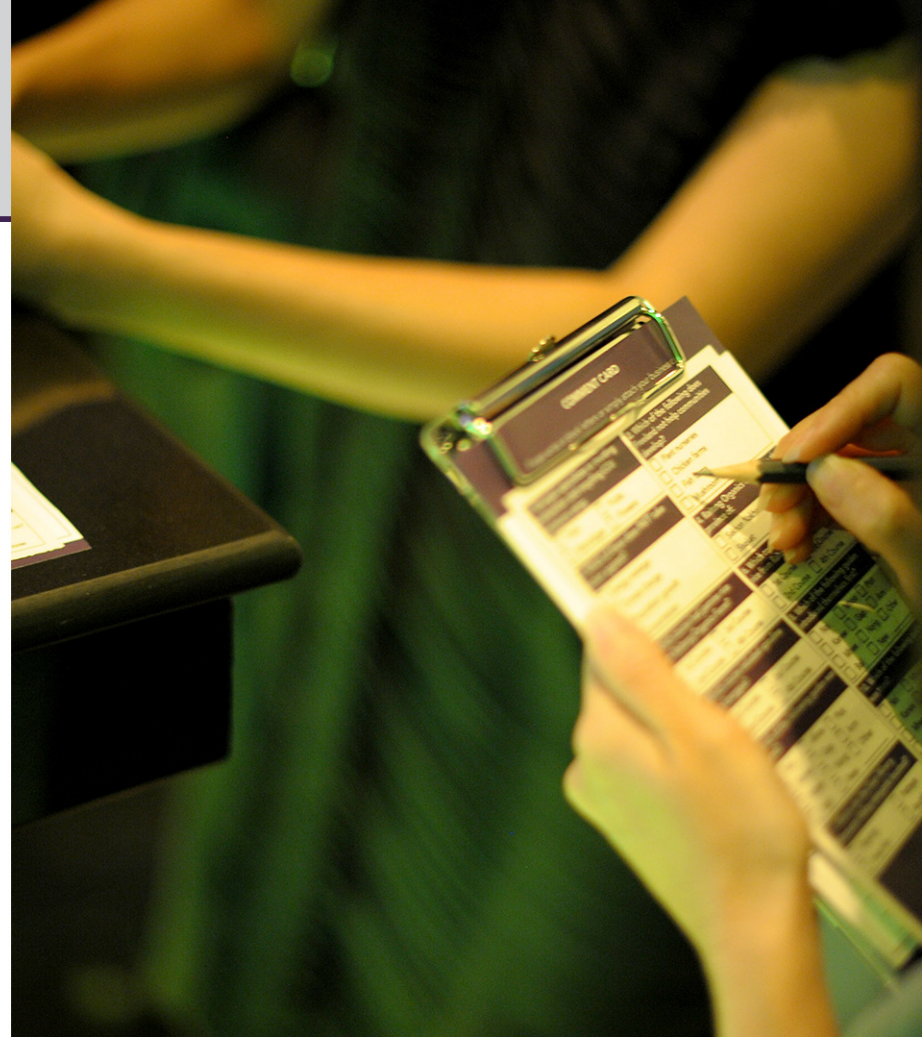




**The existence of DID plays a distinct role
in shaping public perceptions.**

A New Momentum

- Operating since 2012 with consistently high customer satisfaction
- Top-ranked on TripAdvisor for many years
- 2 further branches in Cambodia pre-COVID
- Post-COVID revival now underway, with renewed focus on Thai market
- Strong cross-brand recognition through Dots Coffee, expanding awareness of visual impairment inclusion



The Campaign

“We DID It”

- Influencers are invited to experience DID and produce reaction videos during (with infrared footage) and after the dinner
- Followers receive a unique code for 20% off a dinner for two (limited to the first 20 bookings)
- Guests who post a photo onsite tagging the campaign & influencer receive a goodie bag
- All participants are entered into a lucky draw for a free dinner for two



Campaign Audience

- Thai urban professionals and couples in their late 20s to 40s
- Based in Bangkok and active on social media
- Foodies and experience-seekers drawn to food trends and concept dining
- Comfortable with premium spending (standard dinner at 1,990++ THB per person)
- Responsive to content that blends lifestyle and purpose



Campaign Outcomes

- Reintroduce DID to local Thai audiences and boost visibility beyond its current base
- Increase bookings and direct guest engagement with visually impaired Guides
- Target doubling the current team and returning to pre-pandemic levels of 4 permanent and 10 on-call staff
- Strengthen broader public recall of the concept and promote awareness of inclusion for persons with visual impairment



d i d

dine in the dark

Thank You