

Case study



Launch media exposure

FS*tech*

FINTECH
FUTURES

FINTECH
GLOBAL

Finextra

BAREFOOT INNOVATION GROUP
PODCAST

South Asia media exposure



THE TIMES OF INDIA

THE ECONOMIC TIMES

BusinessLine

VCCIRCLE

moneycontrol

MENA media exposure

THE JORDAN TIMES

UAE Today

MENAFN

ITPnet

بنوك اليوم
اختار بنك

التنمية
المق



The business PR agency

Client brief: Launch Village Capital / PayPal / MetLife's worldwide accelerator series 'Finance Forward' to the UK and US fintech media. Then launch multiple regional programs in the regions in which it rolls out, targeting tech, investment, startup and national business media.

Core program launch activity:

- Advise on messaging
- Release and collateral preparation
- Place stories & interviews in fintech-focused media
- Find opportunities to comment & for speaking opportunities (ongoing)

Regional accelerator launch activity (MENA and South Asia in 2019)

- Local Wide PR teams coordinated from UK develop strategies
- Pre and post accelerator collateral and news releases prepared and issued
- Media attendance & interviews arranged at workshops
- Insight-driven opinion pieces planned, based on forthcoming reports