

## LUXASIA

Leading Beauty Omnichannel Brand-builder of Asia Pacific

Boost in Corporate Brand Awareness in Previously Unreached Territories via PR Newswire



## ABOUT



LUXASIA is the leading beauty omnichannel brand-builder of Asia Pacific. Since 1986, it has successfully enabled market entry and brand growth for more than 100 luxury beauty brands, the likes of Albion, Aveda, Bylgari, Calvin Klein, Creed, Diptyque, Hermes, La Prairie, Maison Francis Kurkdjian, Montblanc, Paco Rabanne, Salvatore Ferragamo, and SK-II.

LUXASIA has also established **Joint Ventures** with the likes of LVMH Group, Revion (for Elizabeth Arden), Puig, Shiseido, and Orveon (for Laura Mercier). The Group's integrated brandbuilding capabilities include luxury retail, online commerce, consumer marketing & analytics, and supply chain management.

LUXASIA is powered by a diverse and dynamic #OneTeam of 2700 talents across a growing footprint of 15 markets.









## **OBJECTIVES**







### **ATTRACT**

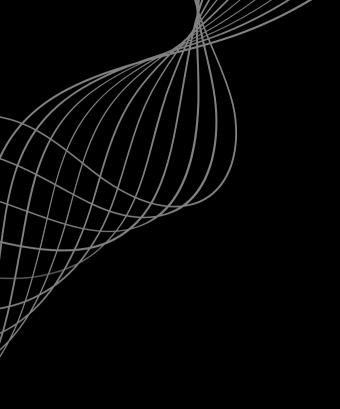
the Attention
of Strategic Partners
and Brands in
More Markets











# How did

the Largest Beauty-Omni Distribution Platform in Asia Pacific

Benefit from our Suite of Services?











**PR Newswire APAC** 









Brynner Jananto
Head of Communications
& CEO Office
LUXASIA

#### THIS GOES TO SHOW THAT OUR NEWS IS GOING PLACES!

Having tried other newswires, PR and communications services before, PR Newswire truly stands out! This is because their account professionals are highly proactive and collaborate closely in shaping outputs.

They've also **overdelivered in terms of their localization services**. We tried outsourcing these before, and they were always lacking in accuracy. However, we were thoroughly impressed by the quality delivered by PR Newswire.

We're also pleasantly surprised by the reach and pickups by certain media outlets, such as KTLA, Yahoo! Finance, Naver, Daum, Nordot, and even reputable Chinese outlets like Baijiahao, UC Media and Sina.











### Making Headway in North America and Europe

While well-respected in Asia-Pacific with its success in the region the last 37 years, LUXASIA is looking into enhancing its recognition and reputation in new territories like North America and Europe; markets which their news do not reach.

With PR Newswire's global distribution network, which covers 170+ countries, 40+ languages, and reach 200K+ journalists & influencers, LUXASIA is able to gain **Unparalleled Reach and Visibility** 

in the targeted regions.

**3.4K Pickups To Date** 9.7M Average Potential Audience





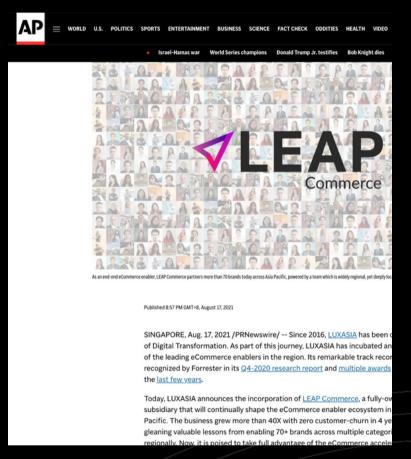






## PROMINENT MEDIA PICKUPS

#### From The United States and European Union:



Total Release Views: 63.2K Total Impressions: 28.2K



Location:

Monthly Potential Audience: 25M



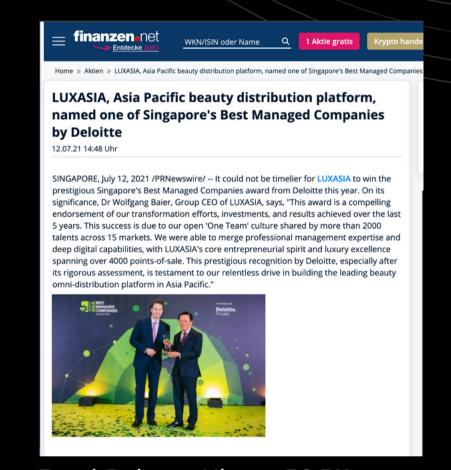
Total Release Views: 41.5K Total Impressions: 9.6K

europa press

Location:



Monthly Potential Audience: 6.1M



Total Release Views: 56.5K Total Impressions: 42K

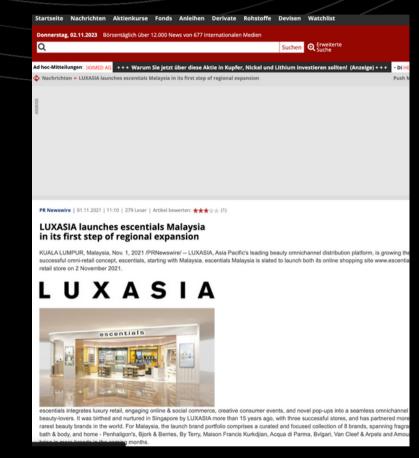


Location:



Monthly Potential Audience:

4.4M



Total Release Views: 3.6K Total Impressions: 14.3K



Location:



**Monthly Potential Audience:** 895K

















# **Enhanced Communications Execution with Multichannel News Release**

LUXASIA is one that strives for progress and excellence.

PR Newswire's MNR can **value-add** to LUXASIA's dissemination experience with these benefits,

- Securing greater visibility with their target audience. More social media engagements from influencers and customers.
- Impressing all stakeholders arising from this new and novel approach.



PR Newswire's Multichannel News Release (MNR) combines press release and up to 6 multimedia asset into a branded landing page for maximum visual and content impact. Fully created and hosted by PR Newswire.









## **Enhanced Communications Execution** with Multichannel News Release

 Guaranteed placement on 200 local broadcast media websites

- Extend promotion of content to international outlets and influencers
- 10K guaranteed landing page views
- Lead generation features that drive traffic to website and social media channels
- Posting of one video to YouTube, Vimeo or the video portal of your choice



PR Newswire's MNR format powerfully elevates LUXASIA's press releases to an impactful, stunning and sharable pitching tool that is befitting of its impressive news.



CONT'D









## **Exceptional Quality in Account Servicing**

LUXASIA's praise is a testament to above.

Read it here -

PR Newswire truly stands out, because their account professionals are highly proactive and collaborates closely in shaping outputs.



**Brynner Jananto Head of Communications & CEO Office LUXASIA** 

Having released 4 press releases in the past, LUXASIA decided to release their latest one with PR Newswire in the MNR format under the strategic advice of their account professionals.



















