

LUXASIA

Leading Beauty Omnichannel
Brand-builder of Asia Pacific

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



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CANVA STORIES

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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, Bvlgari, 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, Revlon (for Elizabeth Arden), Puig, Shiseido, and Orveon (for Laura Mercier). The Group's integrated brand-building 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



ENHANCE

Corporate
Brand Exposure




GAIN

Media Attention



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?



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.**



Brynner Jananto
Head of Communications
& CEO Office
LUXASIA



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.

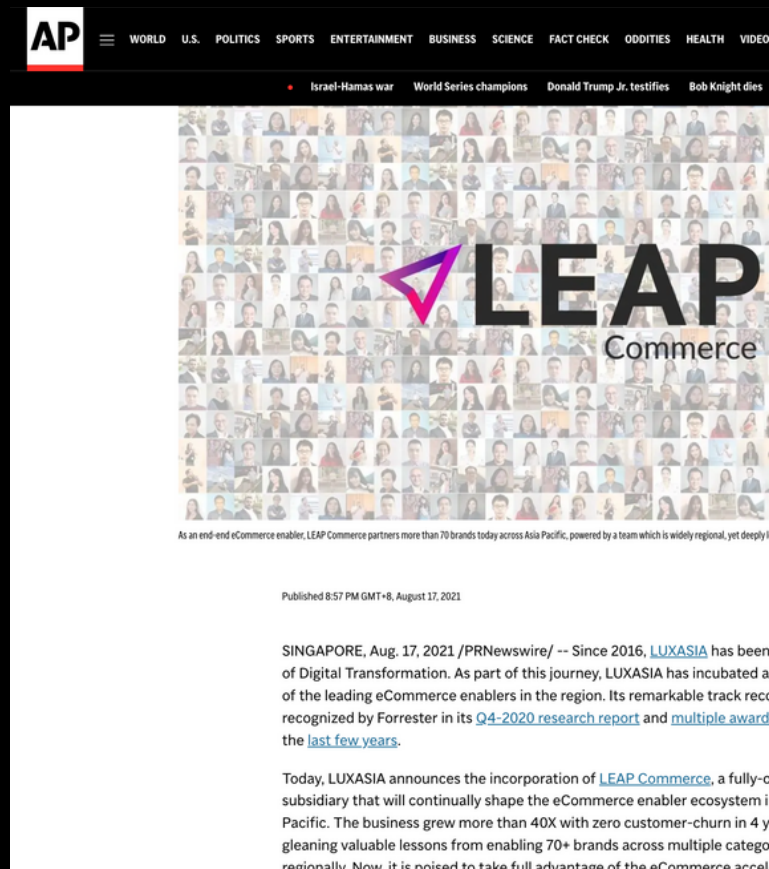
3.4K Pickups To Date

9.7M Average Potential Audience



PROMINENT MEDIA PICKUPS

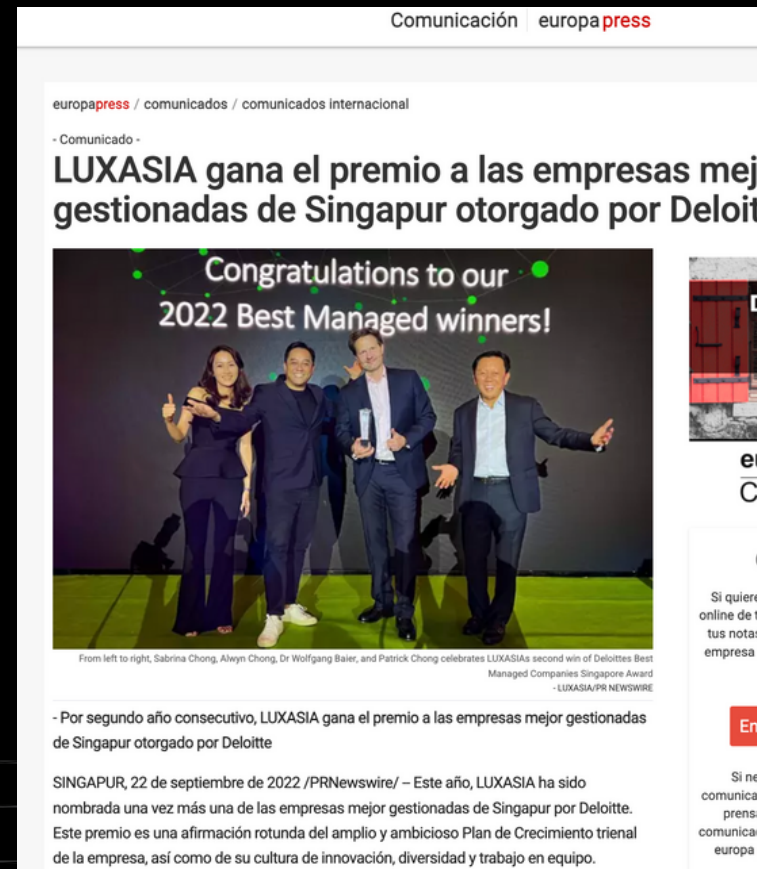
From The United States and European Union:



Total Release Views: **63.2K**
Total Impressions: **28.2K**



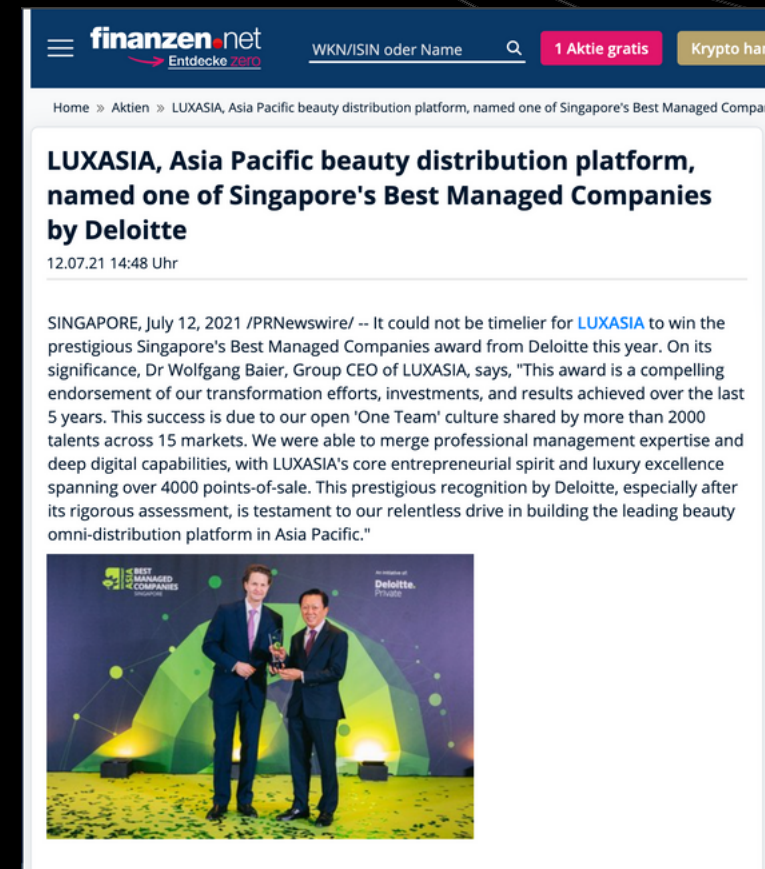
Location: **USA**
Monthly Potential Audience: **25M**



Total Release Views: **41.5K**
Total Impressions: **9.6K**



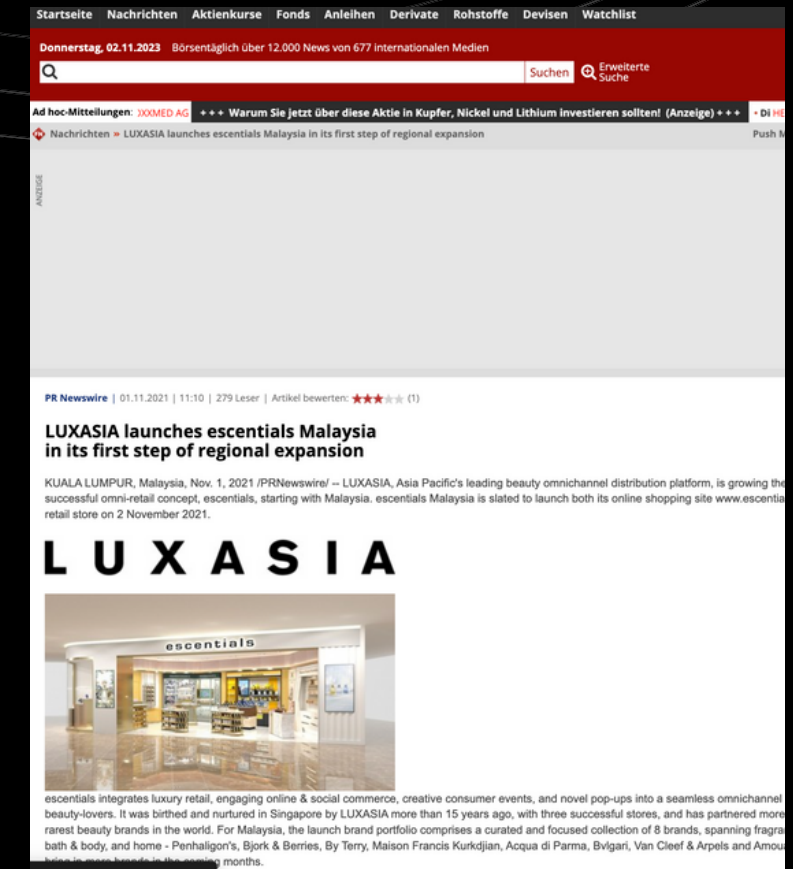
Location: **Spain**
Monthly Potential Audience: **6.1M**



Total Release Views: **56.5K**
Total Impressions: **42K**



Location: **Germany**
Monthly Potential Audience: **4.4M**



Total Release Views: **3.6K**
Total Impressions: **14.3K**



Location: **Germany**
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. ”

Brynnner 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.



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