



Client:

YOU TRIP

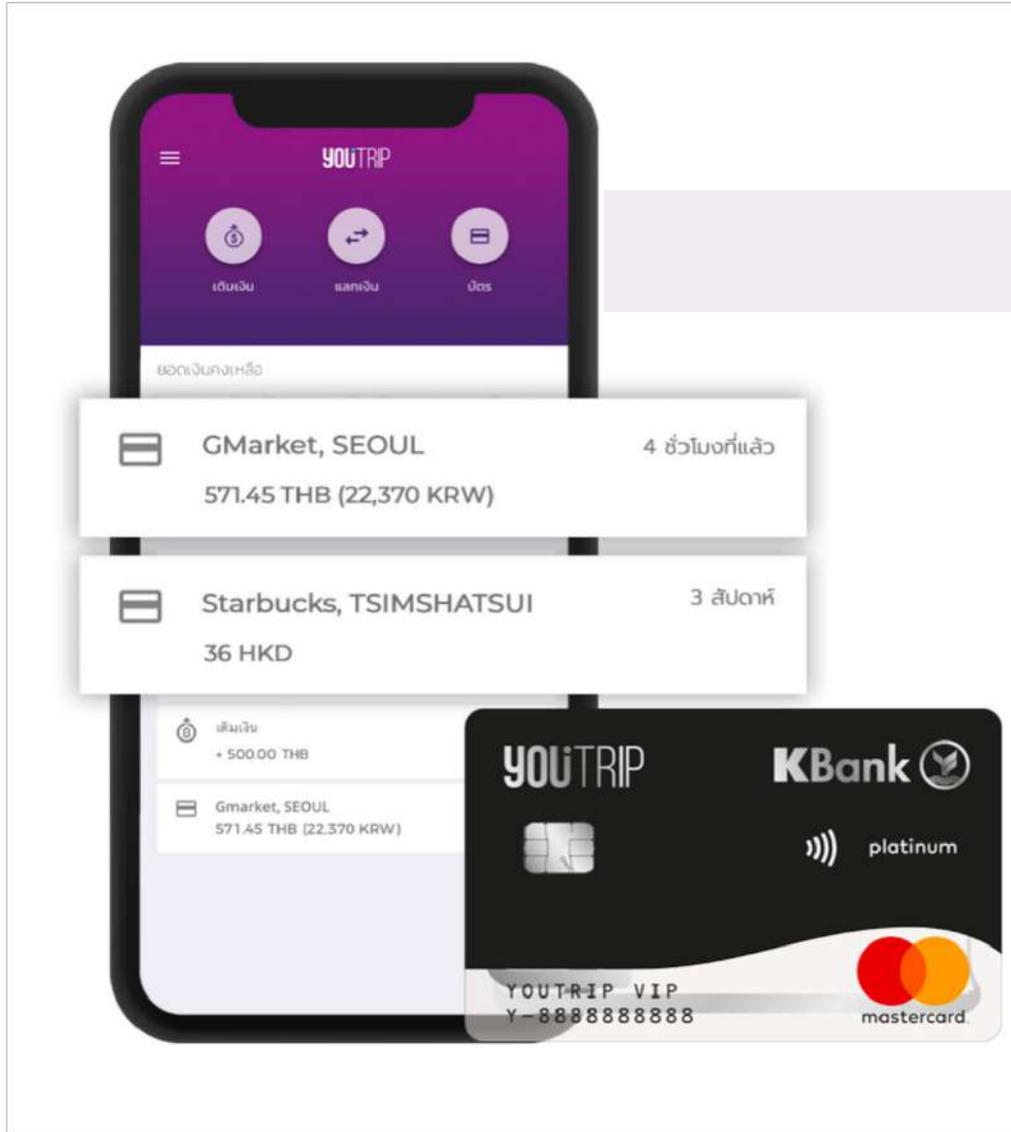
Launch in Thailand

YOU TRIP

Background

YouTrip is a regional financial technology startup from Singapore, dedicated to creating the best mobile financial services for travellers by simplifying overseas spending and creating a fuss-free travel experience.

In Thailand, YouTrip partnered with Kasikornbank to launch the multi-currency travel wallet in the country in November 2019.



Approach

Midas PR made sure to consider the client's target audience, the media landscape, and public interest. Keeping in mind these three key factors, we created a strategy that would reach *all* targets efficiently. Our team drafted bilingual press releases that would be disseminated strategically--with enough time to hype up the product launch, but not too close. This was appealing to the media.



Approach (cont'd)

Our media invitation promised an exclusive opportunity for the media to interview key persons from YouTrip, as well as KBank. To ensure media pickup, Midas PR disseminated a press release at the event, as well as provided a media roundtable. Prior to the roundtable, we briefed YouTrip CEO/Founder Khun Juthasree Kuvnichkul. In order to maintain the momentum, Midas PR disseminated a Photo Release detailing the application's amazing feat of receiving 16,000 downloads in the first day. We also provided detailed monitoring and reporting.



Results

16,000

Application downloads 24
hours after launch

#1

App store ranking 24 hours
after launch

70

Media representatives
attending the launch event

161

Mentions in mainstream
and social media

17M

Total PR value in THB
achieved