

FINTECH

CASE STUDY



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Client:

FUNDING SOCIETIES

Launch in Thailand





**Southeast Asia's Leading
Digital Financing Platform for SMEs**



Officially Launched in Thailand
09.02.2021

Background

Funding Societies is the largest digital financing platform in Southeast Asia. Their mission is to enable fast and effortless access to funds by bringing SMEs and investors together on their platform. Since 2015, they have supported over 65,000 SMEs in Singapore, Malaysia, and Indonesia with over \$1.5 billion (THB 45 billion) in funding. The financial platform is backed by reputable investors such as Sequoia India, Softbank Ventures Asia Corp, Qualgro and LINE Ventures, amongst others.

Early 2021, Funding Societies Thailand approached Midas PR to help them announce their official launch in the Thai market.

Approach

Midas PR developed a PR launch campaign to enhance Funding Societies Thailand's credibility and position them as the leading SME digital financing platform. Rather than simply announcing the news, it was an opportunity to re-articulate their vision and solutions USPs.

This meant Funding Societies Thailand would be positioned as an attractive potential partner that could deliver tangible business benefits to SMEs and startups based in Thailand.



Approach



To achieve that, Midas PR invited selected media members to attend the Funding Societies soft launch event both online and offline. The agency included supporting collaterals with the release so as to increase coverage. This included a factsheet, spokespersons biography, videos from the panel discussion and from the Funding Societies launch event.



By linking the story to more significant themes and issues; such as SMEs' contribution in Thailand, SMEs' domestic growth and that they employ millions of workers in the country, Midas PR was able to look beyond the specialist press for broader traction. Specifically, the agency targeted business and tech publications such as the Bangkok Post, Techsauce, Money & Banking, based on the likelihood of its readerships' key targets.

Results

Midas PR was able to generate an impressive result for the client with over **118** clippings from local and regional media obtained. The agency secured features in top-tier publications like [The Bangkok Post](#), [Positioning Mag](#), [Krungthep Turakij](#), [Money and Bank Mag Online](#) and many more.

Our trophy coverage was an extensive piece in [THANSETTAKIJ Newspaper](#); that went more in-depth than usual investment news pieces, covering the topic of the growth of SMEs and startups in the country. And how Funding Societies is committed to supporting Thai SMEs, startups showcasing how the company aims to fill the funding gap in the market. All in all, a PR value total of THB **20M** was achieved, which is rated as an excellent ROI according to our industry benchmark.

