

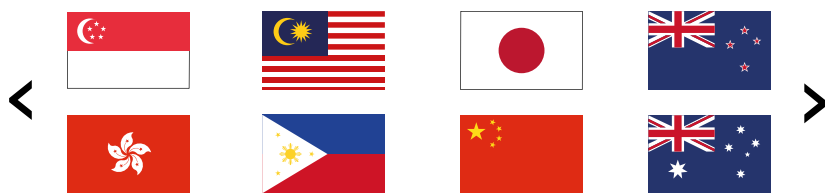
Integrated, impactful and effective PR across APAC and ANZ that aligns with the corporate plan.



A global PR solution

Touchdown is a global PR agency serving some of the world's most exciting and innovative B2B and enterprise technology brands. Our clients sell into most vertical markets and we have particularly strong experience in the retail, finance, government, education and transport sectors.

With 60 per cent of the world's population, the APAC and ANZ region is a strategic growth market for many Touchdown clients. Getting PR and brand awareness delivered right the first time across APAC and ANZ requires extensive experience, motivation and skill from the regional PR teams.



Who and where we are

We have, over the past 15+ years, developed an experienced global PR team that understands the complex logistical, cultural and practical challenges our clients face when rolling out PR, branding and marketing campaigns into new regions - and APAC and ANZ is no exception. Katie's role is to ensure continuity and alignment of the global PR campaign across the many APAC regions covered by the Touchdown team. She works closely with the Touchdown global leadership team in the USA and Europe to drive creativity and service excellence as part of a common global standard for all Touchdown clients.



**Senior VP APAC,
Touchdown PR**

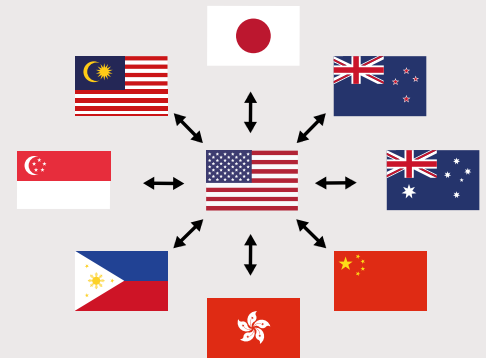


This region can be particularly challenging for Western companies to navigate and having an experienced local partner in each region is an essential part of our global PR strategy to deliver the outstanding experiences and outcomes that our clients have come to expect from us all over the world. What clients love most of all is that we do all of the above as a single unified and aligned team across APAC and ANZ and the rest of the world. All international members of the Touchdown team - whether employees or partners - operate under the Touchdown brand, as Touchdown representatives, under one Touchdown budget to deliver relevant, impactful and valuable PR outcomes that align closely with the client's global and local business goals.

How we do it

Global campaign management is centralised and led by the Touchdown team from the USA (Austin, TX). Campaigns are then rolled out continent by continent, region by region, where each regional PR team knows how to keep to the corporate global script while telling the client's local story.

Such an approach is key to ensuring that a clear, accurate and unified message is communicated to all markets at the same time while avoiding unnecessary layers of management bottlenecks. One message, one team, one voice operating together with a common goal of mutual team success.



Everything we do in APAC and ANZ is carefully nuanced and adapted to the relevant market.

- Depending on each country in APAC and ANZ, content may be localised or remain in English, or both.
- All local APAC and ANZ teams have extensive in-country experience and media expertise providing specialised service or specific countries when required. For example, cost-effective, multi-region newswire services are used more extensively in APAC and ANZ than in the US or EMEA since these are regarded as a key platform for providing wider, faster news coverage.
- In some regions we will budget for media transportation costs and in some vertical sectors, such as retail and e-commerce, we may be required to allocate budget to sponsored content.

All members of the senior team play a hands-on role as well as providing local strategic communications counsel when needed.

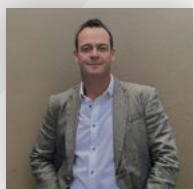


Our APAC and ANZ team footprint for Imply

The Touchdown team in APAC and ANZ covers all the key markets where our clients need PR and brand support. Where possible, we maintain up to two PR partners in each country to ensure resilience, reduce client conflict, and give clients the very best available PR team we can offer.

Our in-country APAC and ANZ PR colleagues and partners, who as a collective team number around 25 PRs across the region, are:

< > **Australia and New Zealand:**



PR Deadlines is based in Sydney and has been a Touchdown partner and country representative since 2019.

The team of four is led by Luke Frost, VP, and includes a former reporter for the Australian Financial Review.

Client experience is extensive and includes Globalization Partners, Hyland Software, Exabeam, Uniphore, HID Global, OutSystems, Syniti and a whole lot more.

< > **China:**

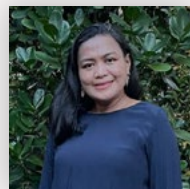


Media Plus is based in Shanghai and Taipei and led by founder Constance Chao. She has 25 years of experience supporting clients in Greater China

and was a former board director of the British Chamber of Commerce in Taiwan.

Her agency is also a member of PerfectPitch Asia. Her team works with business and technology clients such as Github, OpenInfra Foundation, Magura, SAP hybris and Computop.

< > **Singapore:**



PerfectPitch Asia in Singapore is led by Melinda Ilagan, VP, who has been a Touchdown partner since 2020.

She provides local Singapore PR for B2B brands as well as wider APAC hub management services, as needed, to clients including Globalization Partners, KnowBe4, Puppet, International Compliance Association, and a Singapore think tank.

Previously, Melinda handled Southeast Asia remits for cybersecurity companies including McAfee, CrowdStrike, AccessData, CyberInt and TippingPoint.

< > **Japan:**



TokyoPR is based in Tokyo and led by founder and President Mitsu Sugino.

His team of five PRs works on many business and technology brands throughout the region's extensive technology sector.

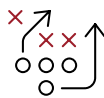
Our team can also support PR campaigns in India, South Korea and further afield. Extending PR into APAC and ANZ is an affordable, effective and viable option for Touchdown clients.





Content marketing

Strategies for delivering content across paid and owned, traditional and digital, media platforms



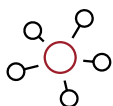
Strategy & Insights

Research that identifies valuable market and brand opportunities



Financial & investor relations

Supporting M&A, IPO and funding rounds



Channel comms

Connecting you with your partner, MSP ecosystem



Digital marketing

Search marketing, content optimization, websites, SEO, SEM, PPC

What we do.

Our services and capabilities.



Social media

Engaging and conversing with influencers via organic and paid digital platforms



Public relations

Community engagement and relationships, crisis management



Design, digital & branding

Creating brand identities alongside effective designs, UX and marcom



Media relations

Messaging that defines your narrative and tells your story across earned print, broadcast and digital media



Analyst relations

Engaging with, and educating, those who define, measure and evaluate the market

Who we do PR for – our clients.

