

LIGHTNET

Lightnet Case Study

Challenge:

Lightnet is a fintech company headquartered in Singapore with the purpose of promoting financial mobility and inclusivity for the unbanked and underbanked Asians with blockchain technology. By connecting existing financial systems with its vast network of non-bank agents and fiat-transaction network, the startup aims to improve the efficiency, convenience and affordability of legacy remittance and payment systems. Co-founded by a family member of the Charoen Pokphand Group, a leading conglomerate in Asia, and Interstellar, utilizing the leading Stellar blockchain network aimed at developing the future of financial services, Lightnet seeks to be a global leader in next-gen financial services.

Objectives:

1. To build regional and global awareness and reputation through deploying PR, public affairs, content marketing tactics
2. To position and shape the perception of Lightnet as a leading fintech firm in Asia
3. To support fund raising and build trust with regional investors

Solution:

An integrated approach that included brand communication, digital marketing, public affairs and content creation to position Lightnet as a leading Fintech authority and the next-generation remittance provider in Asia. We tapped the announcement of raising US\$31.2 million Series A Funding round to build buzz and noteworthy coverage on Tier1 media titles. Generated a steady drumbeat of media coverage that ties up with organise business growth and strategic partnerships with various bank institutions such as SEBA Bank and SCB in Bangkok.

We placed Tridbodi, CEO of Lightnet Group CEO as keynote speaker at FutureChina Forum, organised by Business China Singapore.

We developed a coherent brand communication strategy focusing on the following messages and deployed a three-pronged approach to communicate them on suitable channels to targeted audience:

- Its cutting edge blockchain technology that disrupts a decades-old costly and inefficient global remittances network;
- The level of support it received from six major conglomerates in Asia, such as United Overseas Bank (UOB) and Hanwha Investment, unprecedented for a fintech company
- Its noble mission of financial inclusion for millions of unbanked migrant workers in ASEAN

Our efforts generated strong media coverage in Tier1 business, technology and finance titles including but not limited to Bloomberg, TechInAsia, Business Insider, Nikkei Japan, Coindesk Japan, The Straits Times, SCMP, A Magazine, Portfolio Magazine, Cointelegraph etc. This progressive campaign to market Lightnet's promises ultimately produced a total EAV (equivalent advertising value) of US\$150,000 with a total of 131 articles, reaching 8 million unique monthly visitors.

LIGHTNET



Money FM, Portfolio magazine, Strait Times Me&My Money, Kr Asia to come out soon



Blockchain

Blockchain Firm Lightnet Group Partners SCB to Ease Remittance Access in Thailand

Blockchain firm Lightnet Group has announced a partnership with SCB to ease remittance access in Thailand.

Lightnet Group is a blockchain-based remittance company that aims to provide faster and more secure remittance services. The company has recently announced a partnership with SCB, a leading Thai bank, to provide remittance services to its customers.

The partnership will allow Lightnet Group to use SCB's infrastructure to provide remittance services to its customers. This will enable Lightnet Group to provide faster and more secure remittance services to its customers.

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Previous News:

- Blockchain-based remittance company Lightnet Group partners with SCB to ease remittance access in Thailand.
- Lightnet Group partners with SCB to ease remittance access in Thailand.
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Mobile Media Coverage:

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How a Fintech Company Aims to Alleviate Financial Inclusion in Southeast Asia

Lightnet Group aims to alleviate financial inclusion in Southeast Asia through its blockchain-based remittance services.

The company's services are designed to provide faster and more secure remittance services to its customers. This will enable Lightnet Group to provide faster and more secure remittance services to its customers.

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NEWSLETTER

Corporate News
Lightnet Group Announces Joint Venture Partnership with SEBA Bank

Partnership Announcement

LIGHTNET X SEBA

Lightnet Group has announced a joint venture partnership with SEBA Bank, a leading Thai bank, to provide remittance services to its customers.

The partnership will allow Lightnet Group to use SEBA Bank's infrastructure to provide remittance services to its customers. This will enable Lightnet Group to provide faster and more secure remittance services to its customers.

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Partnership Announcement

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