



# PERFECT | PITCH

Communications For Asia

## Independent Agencies Band Together to Form PerfectPitch Asia PR Network

**SINGAPORE, December 3, 2021**— A group of independent public relations agencies representing Mainland China/Taiwan, Hong Kong, Japan, Singapore/Southeast Asia and South Korea have come together to form [PerfectPitch](#) PR Network in the world’s fastest-growing region. PerfectPitch aims to support global companies strategize and implement their business communications programmes as they venture into Asian markets.

The group is comprised of female founders who are experts in brand strategy, public relations, integrated marketing, and social media. PerfectPitch founders are Constance Chao of MediaPlus (Mainland China and Taiwan); Maggie Chen, Independent (Hong Kong); Yukiko Harada of TrainTracks (Japan); Melinda Ilagan of I.M. SEA Communications (Singapore/Southeast Asia); and June Cha of TwinTracks (South Korea).

*“Over the years, we have supported clients from around the world unlock the power and possibility in our individual markets. We have come together combining the depth and breadth of our experiences in various industries, practices, and our respective geographies to provide global clients good counsel and strong execution to help them succeed in Asia’s mega-economy,”* said Harada.

Asia represents more than 50% of the global GDP and it is expected to contribute 60% of global growth by 2030, according to ADB.

PerfectPitch anticipates a fresh burst of business opportunities coming into the region with free trade agreements becoming ratified and as borders start to re-open as COVID-19 becomes endemic.

*“Southeast Asia continues to experience brisk growth as global enterprises and disruptive innovators set their eyes on the region’s young, tech savvy talent and consumers. Our experience is that global companies and our counterpart agencies in the in the western hemisphere seek expert advisors in the most economically vibrant countries like Singapore, Mainland China/Taiwan, Hong Kong, Japan, and South Korea. They come to us because of our intimate understanding of this diverse region,”* said Ilagan.

*“Greater China which includes Mainland China, Hong Kong, Macau, and Taiwan is the largest economy in Asia. Each territory in the Greater China has a unique media environment and uses different social media platforms. With over 20 decades of media experience in Mainland China, Hong Kong and Taiwan via Media Plus and Maggie Cheng, PerfectPitch can provide the total solution for the companies who want to enter into these comprehensive markets,”* said Chao

## **Client Testimonials**

### **Natasha Woods, Director of Corporate Communication, Gitlab**

*"June, Yukiko, and Constance have been wonderful Comms partners as we launched PR in the APAC region. As a global company, having in-country expertise on the media landscape and long-standing reporter relationships have been key to our local brand awareness strategy."*

### **Ann Lee, Senior Public Relations Manager, APAC, Wood Mackenzie**

*“Both June and Yukiko have been instrumental to Wood Mackenzie's localised PR campaigns in South Korea and Japan, respectively. They are professional, have excellent understanding of the local media landscapes and are flexible. I've enjoyed working with them and highly recommend their services.”*

## **Media Contact**

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