



Start-ups are growing in numbers in Malaysia and the region. The business model works on a limited investment and are often the ground for amazing innovation. Key players in the start-up sphere gain earned media through their dynamic spokespersons or large investment backing. The same may not be available to all other start-ups with equally dynamic products or services to introduce to the market.

As a home grown communications agency with over 18 years of experience in the field, Citrine One Sdn Bhd has over the years worked with several start-ups to build their presence through earned media coverage that has positively impacted their reach. In the course of this, we have also had a chance to learn of the many challenges that start-ups face when planning their budgets especially in balancing R&D, marketing and PR. In an effort to address this, we are now offering specialized Start-Up Packages for PR services.

These package options will offer valuable PR services at a lean budget.

Check out our packages and give us a call to chat so we can share more on our interesting new journey to serve Start-Ups communication needs in Malaysia.

PACKAGE A SERVICES (EDITING)

PACKAGE A SERVICES (EDITING)	START UP (RM)
Press Release Editing, dissemination, follow up calls, media monitoring and media coverage report	1950
Photo Release Editing, dissemination, follow up calls, media monitoring and media coverage report	1200
Small Group Media (4-8 titles) Develop story angle, drafting media invite, press release editing, media liaison, RSVP & follow up, media kit compilation & printing (client to do), prep up spokesperson, on-site management & media registration, media monitoring and media coverage report	2300
Byline Article (per article) Editing, coverage and compilation of report	1000
Dissemination (Press Release & Byline Article) Follow up calls, media monitoring and media coverage report	1800
Media tour (per title) Identify target media, media invitation & press release editing, media liaison, media monitoring and media coverage report	900
Media Review (per media)	500

PACKAGE B SERVICES (DRAFTING)

PACKAGE B SERVICES (DRAFTING)	START UP (RM)
Press Release Research & drafting, dissemination, follow up calls, media monitoring and media coverage report	2300
Media Interview (per title) Research & drafting interview proposal, media liaison, pitching & follow up on coverage, coverage & compilation of report, briefing document, and prep up spokesperson	1050
Small Group Media (4-8 titles) Develop story angle, drafting media invite & press release, media liaison, RSVP & follow up, compilation of docs for media kit & printing (client to do), prep up spokesperson, on-site management & media registration, media coverage report and media monitoring	2800
Byline Article (per article) Develop story angle, drafting the article, coverage & compilation of report	1500
Media tour (per title) Identify target media, drafting media invitation & press release, media liaison, media monitoring and coverage report	1200
Email Blasting (per draft)	350

PACKAGE C SERVICES (SOCIAL MEDIA)

PACKAGE C SOCIAL MEDIA	START UP (RM)
Social Media Calendar (per month)	760
Social Media Analysis (quarterly)	500

Note : Broadcast TV clipping will be charged at RM200, Radio clipping at RM100. All print news clips will be given in soft copies. Request for hardcopies will be charged at RM15 per copy

For more information on Citrine One, please go to www.citrineone.com.

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