



**FOR IMMEDIATE RELEASE**

**Ninja Van Singapore levels up with new PR-as-a-Service for shippers**

*Free public relations services from media release dissemination to event support are now offered to businesses shipping with Ninja Van Singapore*



**SINGAPORE, 3 MARCH 2023** – [Ninja Van Singapore](#), a tech-enabled express logistics company providing hassle-free delivery solutions across Southeast Asia (SEA), rolls out PR-as-a-Service (PRaaS) for businesses shipping with Ninja Van in Singapore. PRaaS adds to the delivery company’s suite of value-added services to supercharge their shippers’ business growth.

PR is a key tool to help shippers create brand recognition, build credibility, and manage brand reputation, thereby achieving shippers’ business goals. In a recent survey conducted among Ninja Van shippers across SEA, 44% expressed interest to explore what PR can do for their businesses.

“In a world where businesses are constantly vying for attention, finding ways to make your e-commerce business stand out is crucial,” says Winston Seow, Chief Marketing Officer, Ninja Van Group. “Being there from the start of e-commerce gave Ninja Van a front-row seat to SEA’s e-commerce evolution, and we use this unique position to support our shippers beyond logistics. Understanding their needs has helped us roll out value-added services that will plug the gaps



they face, and PRaaS is one such service. With the launch of PRaaS, we can now provide shippers with the PR support that they need to stand out from the crowd.”

Available on [Ninja Rewards](#) – a loyalty programme where shippers can earn points to redeem attractive rewards and exclusive services — Silver, Gold and Platinum tier shippers can redeem the PRaaS services that they are eligible for.

Some of these PRaaS services include:

- Media release development,
- Influencer management,
- Event support, and more.

Mark Sim, Founder of Moss Fashion says: “Running an e-commerce business is tough, especially for a fashion brand. When we first pivoted to e-commerce and social selling during COVID-19, there were businesses who have been in the online space for a while. There were many trial-and-error moments – learning about social media, live selling and digital marketing to set ourselves apart from the competition.”

“Since I started shipping with Ninja Van Singapore and being a part of the Ninja Rewards programme, I have enjoyed many perks – from redeeming attractive rewards to attending exclusive masterclasses that provide business solutions to supercharge my business. I have learnt that PR is important, but I am unsure how to go about doing it. Now that Ninja Van Singapore is providing PRaaS, I am keen to see how it can bring my business to the next level.”

PRaaS joins the existing suite of value-added services that Ninja Van rolled out in SEA to supercharge shippers’ growth beyond logistics.

Last year, Ninja Van announced the launch of Creative Hub in various cities across Indonesia to provide shippers with creative, digital and social media marketing solutions.

Other services in Thailand, the Philippines, Malaysia, and Singapore include masterclasses with various experts to impart business tips and tricks to shippers, the latest being a session on in-depth insights into online shoppers and useful marketing strategies to target them.

With its dominance in Southeast Asian e-commerce logistics, Ninja Van continues to nurture an ecosystem that provides value-added services and tools to support shippers in scaling their businesses.

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### **About Ninja Van Singapore**

Headquartered in Singapore, Ninja Van is a tech-enabled express logistics company that provides supply chain solutions for businesses of all sizes across Southeast Asia. Building atop its complete network coverage in six countries – Singapore, Malaysia, Philippines, Indonesia, Thailand, and Vietnam – Ninja Van aims to create practical solutions for shippers to scale their businesses quickly. For more information, visit <https://www.ninjavan.co/en-sg>.

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