

The Eleven Blog

This is how we always manage to hit our client's targets.

Marketing and strategic communication can be a challenge for some.
But with our help, we can achieve your objectives together.

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Peter | Eleven International · Nov 9, 2023 · 2 min read

Welcome to Our New Look: Eleven International – Your Trusted Advisor for Cross-Border Communications

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Since its establishment in 2017, Eleven International has been on an incredible journey. Over the years, the company has built strong foundations, scaled new heights, and formed lasting partnerships with inspiring clients worldwide. Today, we are excited to share a significant milestone in our journey with you: the launch of the new Eleven International brand, and the unveiling of our rebranded website at [11.international](https://www.11.international).

The reason behind our rebranding is simple but significant – we recently celebrated our sixth anniversary of helping brands and organizations across the globe tell their story to the world. Our growth and transformation in the communications industry have been nothing short of remarkable. And now, with our new look, we are ready to embark on the next chapter of our journey.

The New Visual Identity

At the heart of our new look is a fresh visual identity that captures the essence of Eleven International. We draw inspiration from mountain guides for their exceptional navigation skills and their ability to guide adventurers and climbers to reach the summit.

Like them, Eleven International embodies a spirit that is energetic, driven with purpose, intuitive, and simple. We serve as a guide for brands seeking to reach the pinnacle of communications success. Our visual identity reflects this spirit, and it's a testament to our commitment to leading our clients to new heights in the world of cross-border communications.

Cross-Border Expertise at Our Core

From the very beginning, Eleven International has been dedicated to cross-border communications. With our roots in the United States and offices in Hong Kong and Beijing, our team members span the globe. We've assembled a diverse team of communications professionals with world-leading expertise and experience in cross-border tech PR and marketing.

Our cross-border expertise sets us apart and empowers us to guide our clients in expanding into new territories. We understand the intricacies of B2B, B2C, big tech, Web 3.0, and consumer tech markets, and we use this knowledge to help our clients succeed on the global stage.

Global Mindset, Global Scale

While many communications agencies claim to be cross-cultural, Eleven International truly lives up to the label. Our roots in APAC-to-USA communications run deep and strong, and they've paved the way for us to expand our expertise further into Southeast Asia, Japan, and India. Our global mindset is not just a buzzword – it's a defining characteristic of our approach.

In a world that is becoming increasingly interconnected, Eleven International is your partner for cross-border communications success. Our new visual identity represents our commitment to guide all our clients to new heights.

Eleven International

Established in 2017, Eleven International is an award-winning cross-border communications agency for consumer tech, Web 3.0, and B2B tech brands.

Eleven International is [RMA™ certified](#).



Let's work together



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