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UniPass

UniPass is a self-custodial Web3 wallet app developed by **Account Labs**, a company formed from the merger of hardware wallet provider Keystone and software wallet developer UniPass. The app allows users to create and manage decentralized wallets using their Google accounts, simplifying access to Web3 services and making blockchain technology more accessible to a wider audience.



The Mission

Account Labs aimed to create significant buzz with the launch of UniPass, a new consumer-facing Web3 wallet app. However, with a fresh brand name and minimal market recognition, even among Web3 industry leaders like Keystone and UniPass, Account Labs faced a challenge: building brand awareness and driving consumer consideration in their primary target market, the Philippines, and throughout ASEAN.

Eleven International was tasked with coordinating the global launch announcement to capture attention across major Western and APAC markets.

The Strategy

Eleven International devised a two-stage PR strategy to maximize UniPass's visibility and credibility:

- **Western Media Launch:** The campaign launched with a coordinated PR push in the West on October 12, targeting high-profile tech, business, and crypto publications. By securing coverage in these reputable outlets, Eleven aimed to establish credibility for UniPass and Account Labs before expanding the news across ASEAN markets.
- **ASEAN Market Expansion:** Following the Western launch, Eleven amplified the news across key ASEAN markets, including the Philippines, Indonesia, Malaysia, India, and Vietnam. With a clear emphasis on the simplicity of UniPass's user experience, the messaging was designed to resonate with consumers less familiar with Web3. By using accessible language, Eleven also educated audiences on Account Labs' use of "account abstraction," a notable innovation in Web3 technology, highlighting how UniPass offers practical applications today.
- **Leveraging Fundraising News:** To boost credibility, Eleven incorporated Account Labs' recent fundraising as a news hook, strengthening UniPass's brand story and helping it stand out in the crowded Web3 wallet market.

The Results

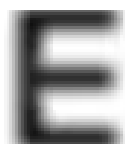
Eleven International's strategic approach achieved extensive, high-impact coverage across the target regions:

- **Global Media Coverage:** UniPass received coverage in major tier 1 publications in Western and APAC markets, including [TechCrunch](#), [IBTimes](#), [Decrypt](#), and [Blockworks](#). In Asia, coverage appeared in top outlets such as [Tech in Asia](#), [e27](#), [Technode](#), [TribunNews](#), [CNN Indonesia](#), [Philippine Daily Inquirer](#), and [BNN Network](#).
- **Strengthened Brand Credibility and Consumer Consideration:** This widespread media presence amplified UniPass's brand visibility, helping establish it as a credible player in the Web3 wallet space and driving consumer awareness across the ASEAN region.

By coordinating a dual-region media strategy and crafting accessible messaging for Web3 newcomers, Eleven International successfully positioned UniPass as a reputable and easy-to-use app, securing both industry credibility and consumer interest across critical markets.

Let's get started on achieving your business objectives. [Send us a message](#), or an email at connect@11.international.

Featured Media Coverage:



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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.

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