



Case Study: Chintai – Announcement

(Q3 2024)

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Situation

The Challenge

In July 2024, Chintai, a real-world asset (RWA) focused blockchain network, faced a pivotal announcement. Asset manager Kin Capital was set to launch a **\$100 million tokenized real estate debt fund** on the Chintai network. This three-month campaign (July through September 2024) was more than a standard funding news update; it was an opportunity to showcase Chintai's platform as a **leader in RWA infrastructure** rather than let the story fade as just another routine fundraising press release.

The challenge was clear: how to elevate this announcement into a compelling narrative that would capture top-tier media interest and position Chintai at the forefront of the emerging RWA market.

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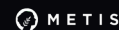
Task

Transforming a Funding Announcement into a Market-Shaping Story

Objective: Craft a narrative and media strategy that transforms Chintai's fundraising announcement into a **market-shaping story** of technological innovation and credibility. The team's goal was to secure prominent coverage that underscored Chintai's role as a critical missing piece for scaling real-world assets on Web3, thereby attracting investor and industry validation.

In essence, the task was to **position Chintai as a thought leader and pioneer** in the RWA space through this announcement, rather than letting it be viewed as a one-off transaction or minor news item. This meant we needed to highlight the significance of the launch and the strength of its backers, framing the news in a broader context of industry transformation.

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Provided by MOZ

2.39M

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Digital dividends: How tokenized real estate could revolutionize asset management

The global market for commercial real estate tokenization is expected to expand dramatically by 2035. Here's how a few players are making waves.

ARTICLE • 7-MIN READ • 24 APRIL 2025 • Deloitte Center for Financial Services

John D'Angelo
United States

Jeffrey J. Smith
United States

Disruptive technologies, such as asset tokenization, could transform real estate over the next few years. Built on blockchain technology, tokenization converts physical or financial assets into bite-sized, digital representations that can be securely traded or owned in fractional portions on a digital platform. Tokenized real estate could not only pave the way for new markets and products, but also give real estate organizations an opportunity to overcome challenges related to operational inefficiency, high administrative costs charged to investors, and limited retail participation.¹

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Action

Building the Campaign Narrative

We **built the campaign narrative around Chintai's pivotal role** in bridging traditional finance and blockchain, using the fund launch as proof of concept. Our team's strategy included several key actions:



Emphasized Investor Credibility

We highlighted the calibre of investors and partners backing the \$100M fund, underscoring their credibility to lend weight to the story. By showcasing **high-profile backers**, we established trust and signalled that serious industry players supported the initiative.



Showcased Disruptive Tech

We framed Chintai's technology as a **critical missing piece** for scaling real-world assets in Web3. By explaining the fund's tokenisation and Chintai's regulatory credentials (licensed by the Monetary Authority of Singapore), we positioned Chintai as the *infrastructure leader* enabling greater efficiency and innovation in RWA markets.



Humanised the Vision

We secured and incorporated visionary **founder quotes** and insights from Chintai's CEO, David Packham, to humanise the innovation. These quotes provided journalists with compelling angles and clearly articulated how this collaboration bridges traditional finance with blockchain innovation. This personal touch helped **bring the story to life** and emphasised the founders' thought leadership.

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DOGE \$0.1806  0.12% ADA \$0.7174  3.22% STETH \$1,806.41  0.27% TRX \$0.2466  1.28% AVAX \$22.17  0.53% SUI \$3.75  3.77%  USD 

 VINCE QUILL DEC 02, 2024

PowerDime launching tokenized renewable energy platform with Chintai

According to data from Market.US, the virtual power purchase agreement market was valued at roughly \$16.7 billion in 2023.

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 PowerDime, an energy finance company, revealed the development of a tokenized renewable energy trading platform built on the Chintai layer-1 blockchain network. The platform is geared toward institutional investors seeking yield and renewable energy projects looking for financing options.

 The platform will feature tokenized virtual power purchase agreements — fixed-price financial contracts for electricity —

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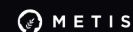


Executing the Media Outreach

In executing the media outreach, we **leveraged an exclusive strategy**: the story was first offered as an exclusive to CoinDesk. This ensured the news broke on a Tier-1 platform with maximum impact. Once CoinDesk ran the story, we amplified the announcement across a wide press list.

We pitched tailored angles to additional top-tier publications and industry outlets, focusing on the narrative of technological advancement and investor validation. Through persistent media engagement and carefully crafted press materials, we secured interest from numerous high-authority outlets. Each piece of coverage was the result of targeted pitching that echoed our core narrative points, ensuring message consistency across the board.

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Results

A Headline-Grabbing Success

The campaign turned a potentially routine fund announcement into a **headline-grabbing success**. Over the 3 months, we secured **43 media placements** across international crypto, finance, and tech outlets, with an average Domain Authority of 70 for these publications.

43

Media Placements

Across international crypto, finance,
and tech outlets

70

Average Domain Authority

High-quality publication reach

9.32M

Total Impressions

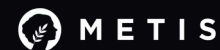
Massive visibility across platforms

235M

Estimated Audience Reach

Amplifying Chintai's visibility globally

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Breaking into Tier 1 Media

Crucially, Chintai's narrative broke into **Tier 1 media** in a big way. We landed **23 Tier-1 features**, including coverage by CoinDesk, Cointelegraph, Forbes, Yahoo Finance, MSN, CoinMarketCap, Deloitte Insights, Benzinga, and even TradingView's news section. These top publications validated Chintai's leadership in the space to a global audience.

Tier 1	Tier 2	Tier 3
23 Features	10 Outlets included	10 Outlets included
- CoinDesk - Cointelegraph - Forbes - Yahoo Finance - MSN - CoinMarketCap - Deloitte Insights - Benzinga - TradingView	- The Block - BeInCrypto - Decrypt	- The Defiant - Blockworks - The Cryptonomist

By **securing high-value features in prominent media**, the campaign achieved its core objective. What could have been a transactional funding update was transformed into a **market-shaping story** of technological advancement and investor confidence. This not only elevated Chintai's profile as a frontrunner in RWA infrastructure but also provided strong third-party validation for its platform. The successful execution of this PR strategy reinforced Chintai's credibility and positioned the company firmly as an innovator leading the convergence of traditional real estate finance and blockchain.

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