BIT ASSET MANAGEMENT / BBIT LAUNCH / 26 NOV 2026

BIT Asset Management: Launching Switzerland's First Spot Bitcoin ETF

How Genius PR took BBIT from kickoff to tier-1 launch-day coverage in WSJ / Dow Jones, Forbes and The Block in roughly ten days, during US Thanksgiving week and a bitcoin slump.

25+	3	~10	350
launch-day articles	tier-1 outlets in one morning	days from kickoff to launch	BTC at launch

THE CLIENT

A genuinely new structure for European investors

BIT Asset Management (bit.com) launched BBIT, Switzerland's first spot Bitcoin ETF and Europe's only one, on SIX Swiss Exchange on 26 November 2026 with 350 bitcoin in assets.

BBIT is distinct from the existing European ETPs: investors hold a share of ring-fenced fund assets rather than a claim on an issuer. The story needed to land that difference clearly, with credible spokespeople and top-tier financial media.

THE CHALLENGE

Hard timing, a soft market and no link until launch

- Thanksgiving week. Launch fell during US Thanksgiving week, with fewer reporters working and a short US trading day.
- Market sentiment. The launch went into a bitcoin market slump.
- Exchange-locked timing. Announcements had to match the SIX listing.
- Embargo only. The product link wasn't available before launch, so all pitching had to be done under embargo.

CLIENT
BIT / BIT Asset Management (bit.com)

PRODUCT
BBIT spot Bitcoin ETF

EXCHANGE
SIX Swiss Exchange

LAUNCH
26 Nov 2026, 7:30 AM CET

ASSETS AT LAUNCH
350 BTC

SPOKESPEOPLE
Cynthia Wu
Friedrich Herzog, CIO

GENIUS PR LEAD
Jeffrey Chow, Senior Account Manager

ENGAGEMENT
Onboarded 13 Nov, started 17 Nov: a ~10-day sprint

WHAT GENIUS PR DID

A ten-day sprint, run to the SIX opening bell

13–17 NOV · ONBOARDING
Onboarded on 13 Nov and began work on 17 Nov. Drafted and revised the press release, and advised on Thanksgiving-week timing.

FROM 19 NOV · FORBES
Secured Forbes questions for the spokespeople.

FROM 20 NOV · EMBARGO
Ran embargoed media outreach, as the product link wasn't available before launch. Pitched The Block.

24 NOV · PRE-LAUNCH
Placed Friedrich Herzog commentary in Investing.com ahead of launch, which BIT shared on LinkedIn.

WSJ INTERVIEW
Arranged a WSJ interview, then turned it into a written Q&A when schedules clashed.

DISTRIBUTION
Chose Pinion Wire for distribution, which includes the Reuters newsfeed.

26 NOV · 7:30 AM CET
Timed the release to match the SIX listing.

LAUNCH DAY · REPORTING
Reported coverage to the client in real time as it landed.

RESULTS: LAUNCH DAY, 26 NOV 2026

Three tier-1 outlets on the same morning

WSJ / Dow Jones Newswires
Joseph Wilkins on BIT's European spot Bitcoin ETF with 350 BTC (institutional portal)

Forbes
Zennon Kapron, Forbes.com (global): "Switzerland Approves Its First Bitcoin Fund For Investors Outside The US"

The Block
"Swiss Bitcoin ETF BBIT begins trading, Europe's only"

Finews
"First Swiss spot Bitcoin ETF launched on SIX"

Cointelegraph
"BIT debuts Switzerland's first spot Bitcoin ETF"

Investing.com
Pre-launch Friedrich Herzog commentary (24 Nov)

Trade & crypto titles

ETF Express · Funds Europe · The Defiant · Fintech News Switzerland · The Cryptonomist

Syndication via Pinion Wire and the Reuters newsfeed

Business Insider · Benzinga · Street Insider · Invezz · Crypto.News · and others

25+
launch-day items

5+
tier-1 or original earned stories

3
tier-1 outlets the same morning: WSJ / Dow Jones, Forbes, The Block

GENIUS PR · CRYPTO & AI PR

Launching something? geniuspr.com

Founded by Kim Than
Forbes 30 Under 30 Europe