



TA-FBDI

ADVERTISING CORP.

COMPANY PROFILE



TA-FBDI Advertising Corp

is an Events, Activation and Digital Marketing Agency. Our services include partnership marketing, activation management, content creation, PR and digital solutions. Our expertise expands to more than two decades of solid works and campaign, that allowed us to work with various brands in different industries. We strive to develop effective campaigns that are specifically unique and tailored fit to audiences and target market. **Our aim is to make a meaningful impact on all our projects and partnerships.** We have extensive experience in nationwide merchandising and trade programs across various regions of the country through our local network. Our focus is on authenticity in digital content creation, as exemplified by our **"Reels on Reals"** program which emphasizes real influencers and engagement through Reels.

WHO WE ARE?

ACCOUNTABILITY

**TEAM WORK AND
BUILDING RELATIONSHIP**

**POSITIVE
ATTITUDE**



TA-FBDI
ADVERTISING CORP.

**LOYALTY &
COMMITMENT**

**TRADITION +
INNOVATION**

EFFICIENCY

CREATIVITY

**BUILDING RELATIONSHIPS AND PRACTICING THESE OUR
CORE VALUES ARE INTEGRAL TO OUR WORK WITH CLIENTS
AND PARTNERS**

“WE DO NOT JUST CREATE, WE INSPIRE”

SERVICES



MARKETING SOLUTIONS



BOOTH INSTALLATION



NATIONWIDE AND LIVE EVENTS



PRODUCT SAMPLING



MERCHANDISING AND VISIBILITY



SOCIAL MEDIA MANAGEMENTS



GOOGLE ADS AND ANALYTICS



PHOTO AND VIDEO PRODUCTION



PUBLIC RELATION AND
INFLUENCER MARKETING



WHO WE WORK WITH

OUR PARTNERS





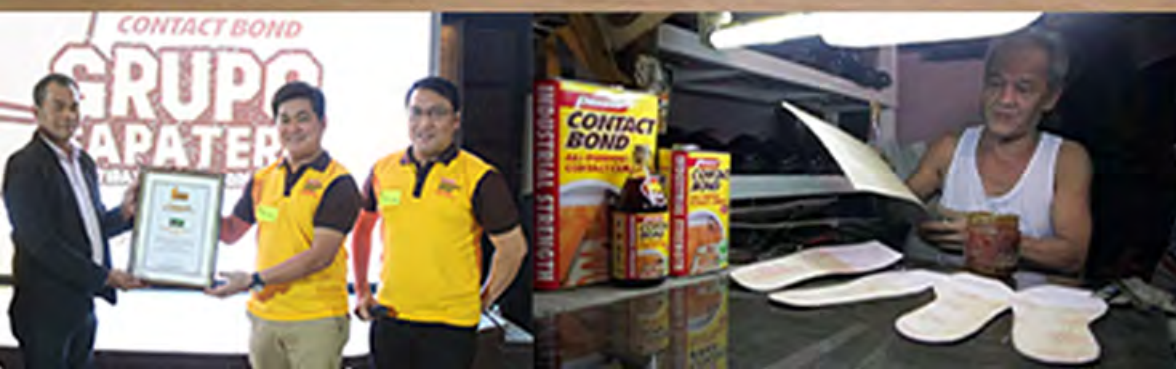
CAMPAGNS / CSR EVENTS

CREATING CSR PROGRAMS THAT ARE ALIGNED TO THE BRAND'S IDENTITY



GRUPO SAPATERO

In an effort to help uplift the shoe industry of Marikina City Themeative through Pioneer Contact Bond launched the Grupo Sapatero program. This is an association of local shoemakers and manufacturers that provides free training and workshops for its members to continue the art of crafting quality shoes.



Prestone®

ANM ANG PAGTATAPOS

We successfully conducted the event “Ang Pagtatapos” where we featured the Prestone Anak ng Mekaniko Scholars as they walk from hardworking scholars to career-driven individuals after reaching out to their families when the program started. Conceptualization development of collaterals and souvenirs up to the post event accomplishments were handled by ThemeActive.



Prestone®

SUGOD GARAHE

A Program to teach the participants on new and correct maintenance of modern jeepneys and emphasize the importance of Prestone in keeping their units in its best condition and to last longer.





BEAR BRAND

LAKI SA GATAS

A nationwide activation of Nestle Philippines' launched in 2006 wherein Bear Brand visited hundreds of public schools in partnership with (FNRI-DOST) to promote and educate students, parents, and teachers the value of drinking milk.

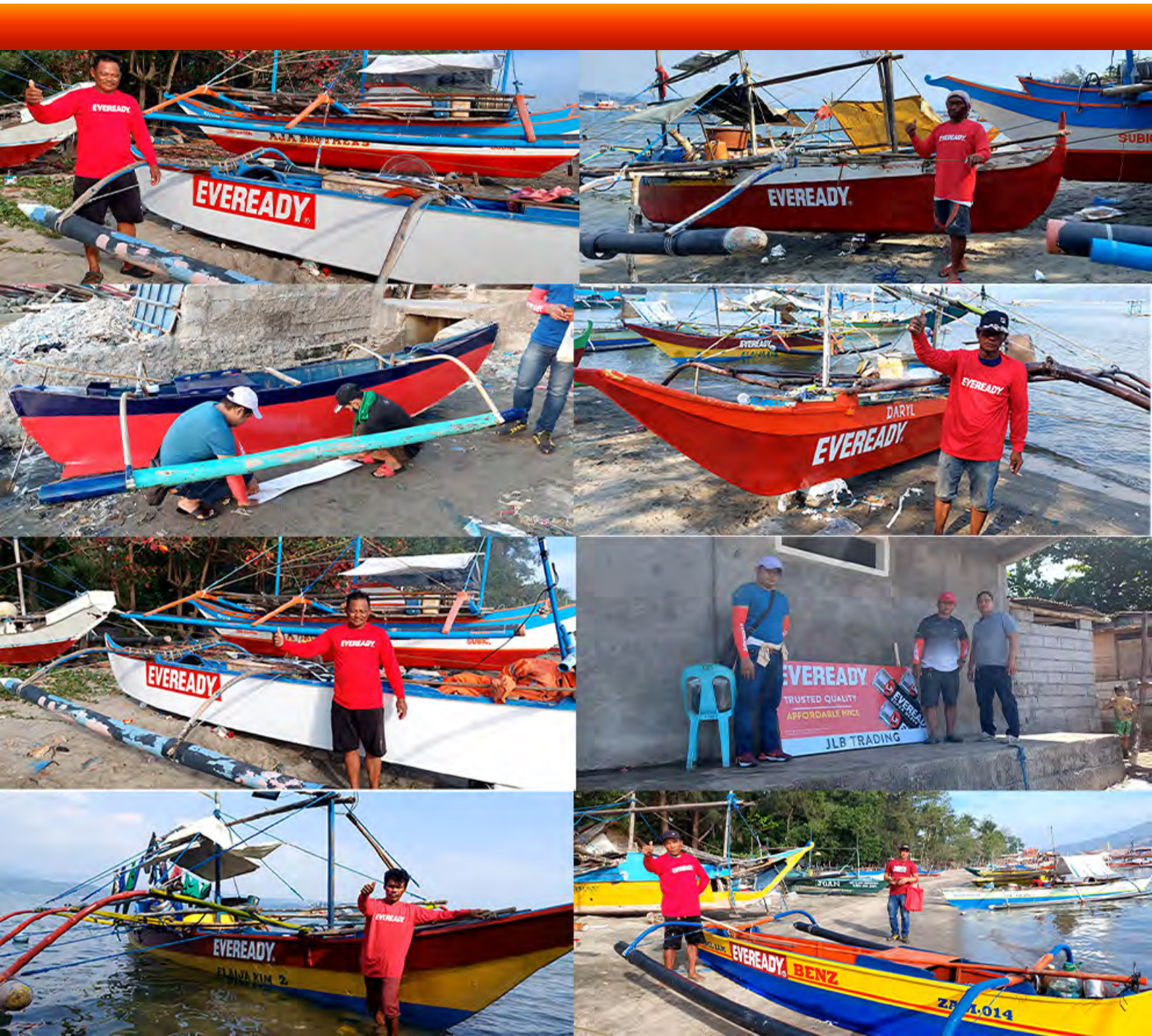




EVEREADY

BOAT BRANDING

Eveready, the well-known battery and flashlight manufacturer, has set sail into new waters with their latest branding initiative. As part of their efforts to establish a stronger presence in the marine industry, Eveready has painted one of their boats with their distinctive red and White colors.





BOOTH DESIGN & INSTALLATION

**WE CONCEPTUALIZE BOOTH INSTALLATIONS FROM DESIGN, PRODUCTION
AND EVENTS MANAGEMENT**



WARHAWK EXHIBIT

CAGAYAN DE ORO AND CEBU

A 3-day event managed for Warhawk Nutrition for the coordination and briefing of exhibit-contractors in 13 booths dressed up and managed by the agency.





GANADOR PAWPARK

The launch of the Paw Park in SM Malls is a way of letting their devoted patrons know that they are pet-friendly and that customers will enjoy to shop and unwind with their fur babies by their sides.





NATIONWIDE PROGRAMS

**WITH OUR NETWORK NATIONWIDE, WE CAN IMPLEMENT PROGRAMS
MAKING IT MORE COST EFFICIENT TO CLIENTS.**

Prestone®

PRESTONE MALL SAMPLING

Product sampling of Prestone Car disinfecting wipes and Clorox disinfecting wipes from 12 different malls. This event aimed to promote Tatak Prestone Community Facebook page to its 17,784 registrants.





LOLA REMEDIOS

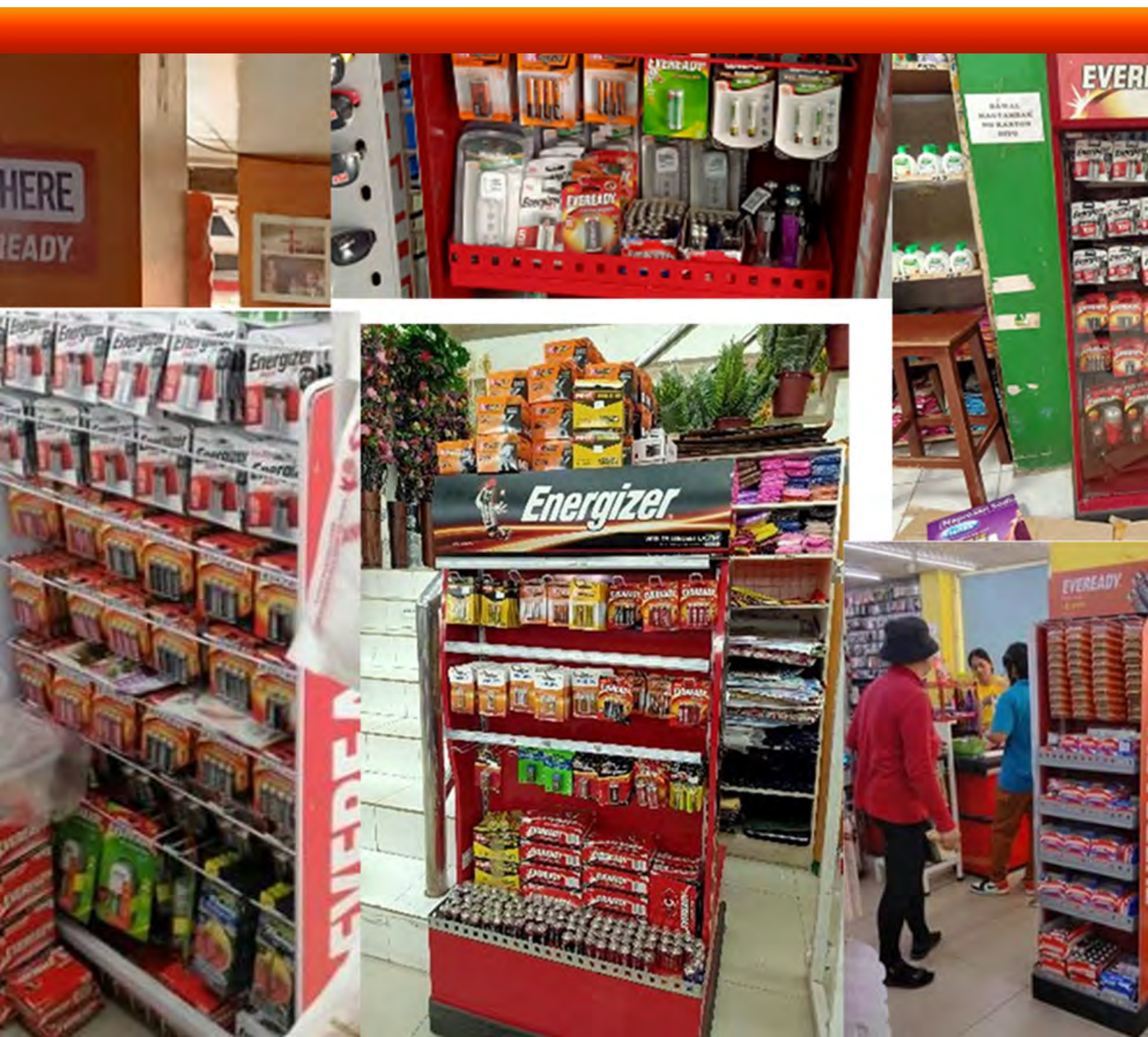
Nationwide activation and product sampling in 46 AREAS IN MM, 10 IN CEBU, 10 IN DAVAO





EVEREADY LOYALTY PROGRAM | MYSTERY SHOPPERS

Loyalty Program focused on maintaining the good relationship between Eveready and its loyal exclusive/non-exclusive buyers/sellers. With continuous monitoring of quarterly sales accompanied by established point system, coordinators select qualifying stores to win prizes based on the display of Eveready products and merchandise.





WE ARE EVEREADY

SSS CARAVAN

A nationwide event sought to expand the reach of Eveready products outside standard sales channels and utilize the commonplace, welcoming sari sari stores as significant distribution channel.





MERCHANDISING | COLLATERALS | VISIBILITY

**DEVELOPMENT OF MERCHANDISING COLLATERALS. FROM DESIGN TO INSTALLATION.
WE CONCEPTUALIZE UNIQUE MERCHANDISING MATERIALS SUITED FOR YOUR BRAND.**



AUROCARE

Conceptualized and developed store merchandise in line with the Filipino culture of smelling /touching products prior to purchase.

PAY HERE

Air Fresheners

3

**SHAMPOO
SOAP
PERSONAL HYGIENE
ALCOHOL**

Air Fresheners

OPEN

Air Fresheners

**CCTV WARNING:
UNDER 24 HOURS SURVEILLANCE**

Air Fresheners



Prestone®

PRESTONE CALENDAR

A comics type of calendar telling the story of the Prestone scholars and their auto mechanic fathers.





LIVE EVENTS

WE ORGANIZE EVENTS FROM CONCEPTUALIZATION TO EXECUTION

Prestone®

ANM ANG PAGTATAPOS

To show appreciation by reaching out to the families of auto mechanics and create an endearing story representing their real situation and the years after the hardwork of these young professionals.



Prestone®

OTOFEST

Numerous automotive clubs and auto enthusiasts participated in brand presence both online and on-ground. By creative content materials shared on Social media accounts, the agency increased awareness for potential automobile buyers and those interested in auto care and automotive maintenance.





COSCO

SHIPPING LINES PHILIPPINES

A successful event for Cosco Shipping Lines Philippines celebrating their christmas party





NIKE “WE RUN MANILA”

We successfully promoted the latest running shoes of Nike and the yearly running event through partnership with online influencers and a blogger conference. Mounted the event that featured Nike Brand Ambassador Allyson Felix that served as the kick off activity to the Nike We Run in Marikina.



EAU THERMALE
Avène

AVÈNE

PRODUCT LAUNCH

A 7-day product launch for Avène Clearance Solaire sunscreen held in Boracay to shift sunscreen and try Avène Clearance. Dermatologists, make-up artists and other skin care experts were invited to talk about the product along with prominent bloggers to promote on the said launch.





DHL FACILITY OPENING

A service center launch in Clark to reinforce commitment to DHL's valued customers in the Northern Luzon. We facilitated the development of collaterals and set up plan before and after the program.





WSO CONFERENCE

WSO: World Safety Organization celebrated their 28th annual symposium attended by more than 300 international delegates from different countries. The event was composed of plenary sessions, round table discussions, breakout sessions led by international and local speakers, awarding during the gala night and a closing ceremony.





REELS ON REALS

CONTENT CREATION USING “REAL INFLUENCERS” MAKING IT
MORE AUTHENTIC TO ITS TARGET MARKET

Prestone®

DADDY MEKANIKOS

Reels developed by the agency aimed to give tribute to auto mechanic fathers of Prestone scholars as real influencers.





GRUPO SAPATERO

To uplift the shoe industry of Marikina City, Themeactive through Pioneer Contact Bond launched the Grupo Sapatero program. This is an association of local shoemakers and manufacturers that provide free trainings and workshops for its members to continue the art of crafting quality shoes.





HONDA RIDERS

Utilizing the riders that use Honda Click motorcycle for social media contents and engagements to highlight the products, maintain a strong connection and provide up-to-date contents for every consumer of Honda Motors.



Prestone®

OTO FEST

Real car enthusiast testimonials on using Prestone product as their brand of choice.





CREATIVES

LOGO DESIGN



whisper

PRESKO CARAVAN

Whisper's quality feminine products were highlighted by the creatives produced by the agency improving the brand's visibility not just for the program itself but to the target



whisper[®]

WHISPER PRESKO CARAVAN

With P&G and World Vision , evident success in selected NCR campus tours engaged the students in an educational program that focuses on menstrual hygiene management to promote awareness and empowerment among young women.





DIGITAL MARKETING SOLUTIONS

PHAREX HEALTHCORP

As part of the corporate advocacy, we educated the general public on the significance of treatment compliance. This was done in conjunction with the unveiling of the brand's new Pharex compliance pouch product.



Araw-Araw, Tuloy-Tuloy

10K likes · 10K followers

Message Like Search

Posts About Mentions Followers Photos Videos More

Intro

Narito ang Pharex upang gabayan ka sa iyong kalusugan, ARAW-ARAW!

Page · Health/Beauty

Units 101-102 G/F Building Alpha,

(02) 433 8088

info@pharexhealth.com

pharexhealth.com/about

Photos

[See all photos]




Posts

Filters

Araw-Araw, Tuloy-Tuloy updated their cover photo. January 11, 2017 · 🌐

Ngayong 2017, handa kami dahil alam namin na alaga kami ng Pharex CP15. Salamat #PharexCP15 para sa ARAW-ARAW at TULOY-TULOY na ginawa.



4

Like Comment Share

Write a comment...

Araw-Araw, Tuloy-Tuloy updated their cover photo. January 11, 2017 · 🌐

Narito ang Pharex upang gabayan ka sa iyong kalusugan, ARAW-ARAW!

Page · Health/Beauty


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Araw-Araw, Tuloy-Tuloy

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Photos



HEALTHWAY PHILIPPINES

By creating initiatives that constantly positioned the brand as a thought leader by showcasing its skilled physicians, healthcare products and services, and its gratified corporate clients, we enhance the image as the leader in preventive and wellness healthcare.



JANUARY 30, 2016 @ ALABANG TOWN CENTER ACTIVITY CENTER

BIGGER.
BETTER.
STRONGER.

DANCE for
HEALTH



Dance for Health 3

1.8K likes · 1.8K followers

- Message
- Like
- Search

- Posts
- About
- Mentions
- Followers
- Photos
- Videos
- More

Intro

This year Healthway Medical is searching for the best dance group from a roster of corporations here

- Page · Health/beauty
- healthway.com.ph
- Send message

Photos

See all photos



Dance for Health 3
January 30, 2016 · 🌐

MNLToday.ph is a proud sponsor of Dance for Health 3!
Check out the dancing action at the activity area of Alabang Town Center.
Happening now! SEE YOU!





FOOD & PET

ANIMAL NUTRITION CAMPAIGN DEVELOPMENT

Managing creative content in all social media platforms of ADM through crafted videos, online content and boostings on a monthly basis all by the agency's creatives department.



"Laking UltraPak Subok ang Tatak!"

FEEDING A SUSTAINABLE FUTURE



UltrapakOfficial



EVIALIS

EVIALIS

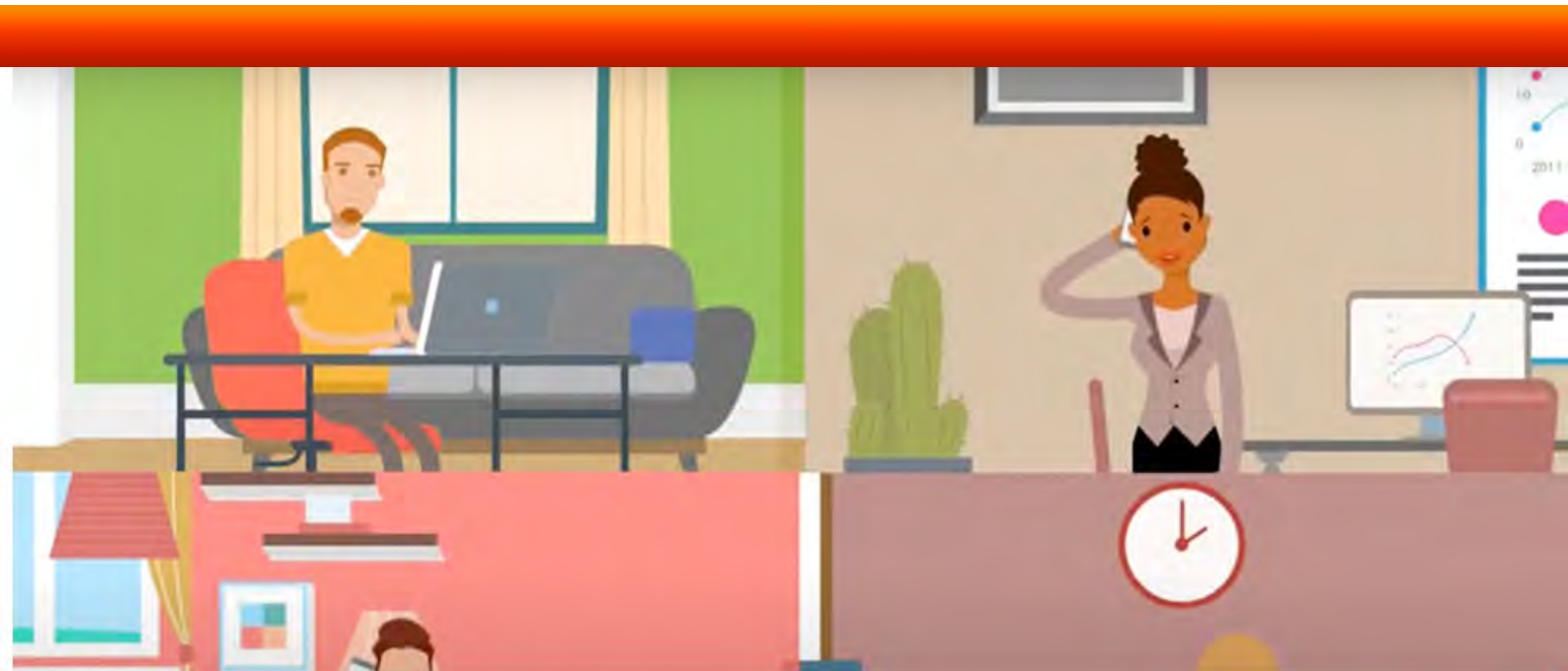
Ganador
PREMIUM

Minino



FUJITSU PHILIPPINES INC.

Developed explainer videos for Fujitsu Philippines Inc. that aimed to introduce launch, use with the objective of being a sales tools for their agents.



Meet the
SOUSA
FAMILY



their life is based on

HUMAN CENTRIC INNOVATION

Do they know what this is? (beginning of video)



HONDA

Creative contents that highlight the product maintain a strong connection and provides up to date contents for every consumer of Honda Motors.

THE NEW BEAT
RIDE TO YOUR OWN BEAT

HONDA

63 km/h

www.hondaph.com

THE NEW CBR 150R
LIVE THE THRILL OF RACING

HONDA

41.5 LITERS

MOTO GP DNA

ONE DREAM

www.hondaph.com

THE NEW PCX 150

HONDA

**FIRST TIME RIDING TIP:
SHARING IS CARING**

SMART KEY SYSTEM

51.3 km/h

www.hondaph.com

THE NEW CLICK 150i

HONDA

ALL LED LIGHTING SYSTEM
LIGHT UP THE STREET with the new aggressive headlight, tail light, and winker design

18-LITER U-BOX
A convenient and spacious compartment for your helmet and personal belongings.

FULL DIGITAL METER PANEL
Access essential riding information at a glance.

SMART KEY SYSTEM
Keyless ignition, answer back and Anti-Theft Alarm System.

FIRST TIME RIDING TIP:
Know the different motorcycle parts and their uses.

www.hondaph.com



PROJECT AVENGERS

Tapping community of riders for social media content and engagements.





TRANSCENDENTAL MEDITATION

Activation campaign in the Philippines for a simple type of meditation to show the vitality of “Me Time” for every individual. How to be stress-free and more productive through effortless transcendence.



53rd SILVER ANVIL AWARDS

GRUPO SAPATERO

PIONEER CONTACT BOND / THEMEACTIVE INC.



 **53rd ANVIL AWARDS**

THE PUBLIC RELATIONS SOCIETY OF THE PHILIPPINES
presents the
SILVER ANVIL AWARD
Public Relations Program Directed at Specific Stakeholders
External Consumers: Local Shoe Makers
in
Grupo Sapatero
of
PIONEER CONTACT BOND / THEMEACTIVE INC.
for revitalizing the local shoe industry by introducing
an adhesive product to ensure world-class standards
and put back market superiority.
Given this 23rd day of March 2018
in the City of Taguig, Philippines

 **OWEN L. CAMMAYO**
Chairman, 53rd Anvil Awards

 **ANGELICA M. DALUPAN, PRP**
PRSP President

 **HERMINIO B. CSALOMA, JR.**
Chairman, Board of Jurors
53rd Anvil Awards



47th ANVIL AWARDS

LAKI SA GATAS
NUTRITION EDUCATION ADVOCACY



54th SILVER ANVIL AWARDS

REEF FIX: A CORAL
RESTORATION PROGRAM
PIONEER ADHESIVE & THMEACTIVE INC.

PR SP PUBLIC RELATIONS SOCIETY OF THE PHILIPPINES
54th Anvil Awards

PUBLIC RELATIONS SOCIETY OF THE PHILIPPINES
previously **SILVER ANVIL AWARD**
Public Relations Programs Directed at Specific Stakeholders
Communities

REEF FIX: A Coral Restoration Program
of
PIONEER ADHESIVES INC. and THMEACTIVE INC.
for its effort on coral reef restoration and rehabilitation
through a program that taps small-scale fishermen,
tourists, residents, and communities to care for
coral reefs and promoting job and food security.

Given this 30th day of January 2019
at Marriott Grand Ballroom, Pasay City, Philippines.

Andres B. Saracho, APR
ANDRES B. SARACHO, APR
Chairman, 54th Anvil Awards

Ritz Villegas-Rodriguez, APR
RITZ VILLEGAS-RODRIGUEZ, APR
PRSP President

Dr. Alfredo E. Pascual
DR. ALFREDO E. PASCUAL
Chairman, Board of Jurors
54th Anvil Awards



48th ANVIL AWARDS OF MERIT

SPREADING POSITIVE ENERGY:

**DONATION OF ENERGIZER SOLAR POWERED
LIGHTS CAMPAIGN**



54th SILVER ANVIL AWARD

PRESTONE ANAK NG MEKANIKO SCHOLARSHIP PROGRAM

CLOROX INTERNATIONAL INC. & THEMEACTIVE INC.



PUBLIC RELATIONS SOCIETY OF THE PHILIPPINES



PUBLIC RELATIONS SOCIETY OF THE PHILIPPINES

presents the

SILVER ANVIL AWARD

Public Relations Programs Directed at Specific Stakeholders Consumers

in Prestone Anak ng Mekaniko Scholarship Program

of CLOROX INTERNATIONAL INC. and THEMEACTIVE INC.

For inspiring Filipinos to continue their education by giving deserving students a chance at receiving a tertiary education.

Given this 30th day of January 2019 at Marriott Grand Ballroom, Pasay City, Philippines

ANDRES G. SARDIAGO, APR
Chairman, 54th Anvil Awards

RIZO M. DE ROSA, APR
PRCA President

DR. ALFREDO E. BASTURIL
Chairman, Board of Trustees
54th Anvil Awards



EXCELLENCE IN BRAND AWARENESS & STRATEGY

ADM PHILIPPINES
(NEOVIA PHILIPPINES)

FULL BLAST DIGICOMMS INC.

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