

# Discovering **SKYROCKET STUDIOS**

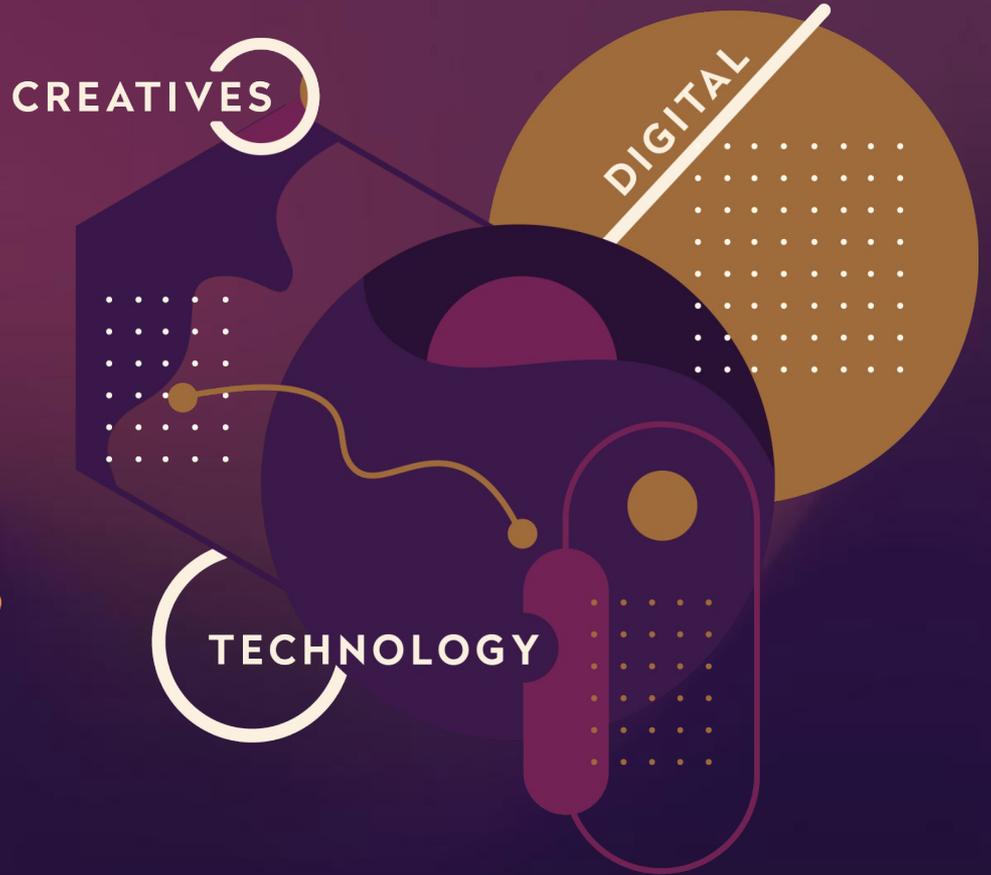
WHAT WE ARE

**A digital, creative,  
and technology  
agency.**

CREATIVES

DIGITAL

TECHNOLOGY



## WHAT WE DO

### Technology

**We merge design & technology into one beautiful, seamless build.**

---

- Web Design & Development
- Web Hosting & Maintenance
- App Development
- AR Development
- E-commerce Enablement

### Digital

**We help businesses stand out by creating its own spotlight in an ever-changing digital landscape.**

---

- Social Media Management
- Digital Content
- Search Engine Optimization
- Media Planning & Buying
- PR & Influencer Marketing
- Outsourced CMO

### Creatives

**We make brands sing by giving them the right voice & the best stage.**

---

- Visual Branding & Design
- Business Collateral Design
- Content Production
- Copywriting
- Photography & Videography



## WHO WE ARE

# 42

Caffeine-fueled  
Thought Leaders

# 7

Years

# 250<sup>+</sup>

Clients

# 1500<sup>+</sup>

Projects



Fluff? Not our thing.

# OUR THING?

Transparency

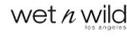
Accountability

Holistic Approach

Consultation & Collaboration

Research & Data-Driven Insights

# We've Worked with...



# Our Work So Far

Case Studies



## Case Study



### Content Creation, Media Planning & Buying

---

## JAGUAR & LAND ROVER

As well-known luxury car brands, Jaguar and Land Rover wanted to solidify their presence in the Philippine automotive market through digital marketing — their first attempt to do so in the Philippines.

To increase publicity and sales, we partnered with them for media planning and buying, including creating monthly content and ads for both brands while still adhering to their corporate identity. We also focused marketing efforts on the I-PACE and XJ EV launch, along with the new F-TYPE.

Furthermore, we continuously work with their respective regional teams to ensure consistency with messaging, and we've become the agency they turn to for all their digital needs.

## Case Study



### THE INNOVATION YOU'VE BEEN WAITING FOR.

The all-electric **Jaguar I-PACE** start  
prowling the streets of Manila today.

\*Charger may vary from actual unit

## Content Creation, Media Planning & Buying

# JAGUAR

Jaguar's objective is to penetrate the Philippine market the way other luxury brands have. They want to build trust between their target audience, while educating the global public about the heritage of the brand, and still communicating its unique selling propositions.

We focused on highlighting Jaguar's key features while still maintaining that aspirational feel through copy and art.

## Case Study



## Content Creation, Media Planning & Buying

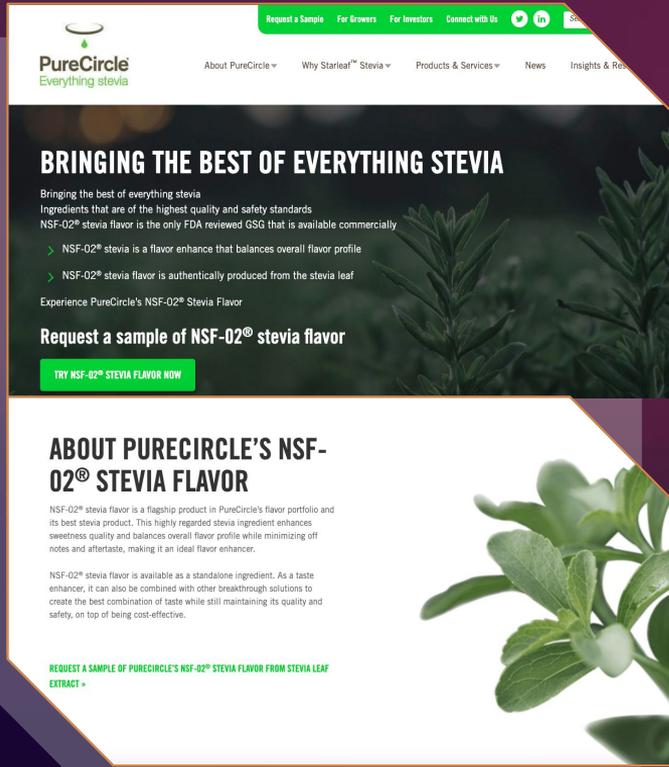
---

# LAND ROVER

Land Rover wanted to change their brand perception; from an expensive city car to an all-around premium. To enlighten customers, we created content that focuses on three things — brand building, technology, and performance.

Brand building focuses on Land Rover vehicles being all-around cars that are fit for both adventures and city-driving. Technology and performance gives the market a clear visualization of why Land Rover is priced the way it is and the experience you get from using Land Rover. The content was produced while still maintaining Land Rover's brand persona.

## Case Study



The screenshot shows the PureCircle website landing page. At the top, there is a navigation bar with links for 'Request a Sample', 'For Growers', 'For Investors', and 'Connect with Us'. The main header features the PureCircle logo and a navigation menu. The primary headline is 'BRINGING THE BEST OF EVERYTHING STEVIA'. Below this, there is a sub-headline 'Bringing the best of everything stevia' and a paragraph stating 'Ingredients that are of the highest quality and safety standards'. A key point is highlighted: 'NSF-02® stevia flavor is the only FDA reviewed GSG that is available commercially'. Two bullet points describe the product's benefits: 'NSF-02® stevia is a flavor enhance that balances overall flavor profile' and 'NSF-02® stevia flavor is authentically produced from the stevia leaf'. A call to action 'Request a sample of NSF-02® stevia flavor' is prominently displayed, followed by a green button labeled 'TRY NSF-02® STEVIA FLAVOR NOW'. The lower section is titled 'ABOUT PURECIRCLE'S NSF-02® STEVIA FLAVOR' and provides detailed information about the product's quality and safety. A green button at the bottom left of this section reads 'REQUEST A SAMPLE OF PURECIRCLE'S NSF-02® STEVIA FLAVOR FROM STEVIA LEAF EXTRACT'.

**BRINGING THE BEST OF EVERYTHING STEVIA**

Bringing the best of everything stevia  
Ingredients that are of the highest quality and safety standards  
NSF-02® stevia flavor is the only FDA reviewed GSG that is available commercially

- > NSF-02® stevia is a flavor enhance that balances overall flavor profile
- > NSF-02® stevia flavor is authentically produced from the stevia leaf

Experience PureCircle's NSF-02® Stevia Flavor

**Request a sample of NSF-02® stevia flavor**

[TRY NSF-02® STEVIA FLAVOR NOW](#)

**ABOUT PURECIRCLE'S NSF-02® STEVIA FLAVOR**

NSF-02® stevia flavor is a flagship product in PureCircle's flavor portfolio and its best stevia product. This highly regarded stevia ingredient enhances sweetness quality and balances overall flavor profile while minimizing off notes and aftertaste, making it an ideal flavor enhancer.

NSF-02® stevia flavor is available as a standalone ingredient. As a taste enhancer, it can also be combined with other breakthrough solutions to create the best combination of taste while still maintaining its quality and safety, on top of being cost-effective.

[REQUEST A SAMPLE OF PURECIRCLE'S NSF-02® STEVIA FLAVOR FROM STEVIA LEAF EXTRACT](#)

## SEO, Google Ads/ Media Planning & Buying

# PURECIRCLE

PureCircle is a global producer and innovator in the area of stevia sweeteners for the food and beverage industry. They approached us to create awareness for NSF-02®, their flagship stevia product. Despite being a global business, they were hard-pressed on finding customers and sales due to the nature of their extremely niche product.

Planning and strategizing was the most integral for this project as we had to deal with regulatory restrictions while still confining to US FDA policies. We then created recognition on the PureCircle NSF-02® Stevia through Google Ads and an SEO optimized landing page. Since conversion is one of their main objectives, we wanted their ads to turn leads into potential buyers by targeting consumers with specific keywords for ads and leading them into an optimized landing page to further drive traffic and conversions to the website.

Content Creation, Tech (Augmented Reality)

# GOLDILOCKS

Goldilocks is a bakery chain with hundreds of stores in the Philippines. They sell a variety of food, from cakes, pastries, and even Filipino delicacies. For this project, their main objective was to showcase different flavors of their dedication cake and encourage customers to purchase other variants.

We produced an AR filter that featured different cakes and occasions which the users then used and personalized to their liking. Having that traction informed the market of their wide variety of flavors and encouraged them to purchase. It created buzz for the brand as people were using the filters organically.



## Case Study



**Your stop for  
day-to-day needs**

**Content Creation, Social Media Marketing,  
Community Management**

## ROBINSONS EASYMART

Robinsons Easymart is a network of minimarts. They aim to improve people's access to selected affordable food and basic household products, providing day-to-day needs without the hassle that people go through when choosing other store alternatives. As a brand, their objective was to be more visible to the community by engagement and relevance.

We created content for Robinsons Easymart that was appealing to their market in terms of type, visuals, and tone, without losing their branding. Some posts are up-to-date news and announcements regarding stores, promos, and community events/guidelines.

To further stay connected, we incorporated community management to make their online customer experience more smooth and convenient.

## Case Study

## Branding and Design

# CEBU PACIFIC

As the Philippines' leading low-cost carrier, Cebu Pacific has a mission to cater to every Juan of the Filipino people and bring them comfort to the skies. We aided Cebu Pacific with catering to their passengers by redesigning a user-friendly menu to provide patrons with a palatable in-flight dining and shopping experience.

We decluttered and restructured Cebu Pacific's in-flight menu, resulting in a pleasing spread that incorporated fun illustrations that complement the brand's vibrant color palette and playful brand image. The menu is still in use up to this day, bringing a vibrant atmosphere to every Juan's in-flight experience.



Influencer Marketing, PR

# LINOVERA OIL

We partnered with Linovera Oil to increase their brand awareness as a beauty brand instead of a medical cure — therefore launching a retail and online-based skincare product for the masses.

We increased Linovera Oil's brand equity and product sales by tapping micro and macro-influencers to promote the brand on top of social media efforts to refresh its image. To increase the target market's trust, we positioned Linovera Oil as a beauty product that these influencers use as their daily skincare regimen through social media and influencer marketing campaigns.

**400+**

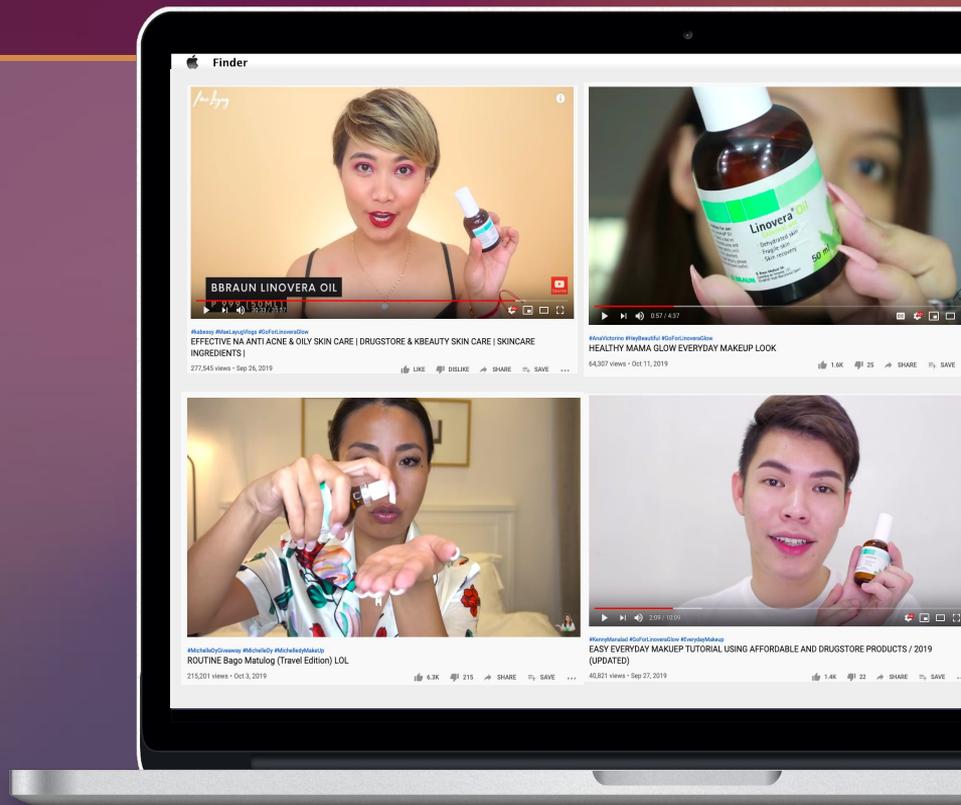
Messages

**2212**

Followers

**1,473,103**

Views



## Case Study



### Annual General Membership Meeting

January 29, 2021 | Friday, 9:00 AM

## Visual Design

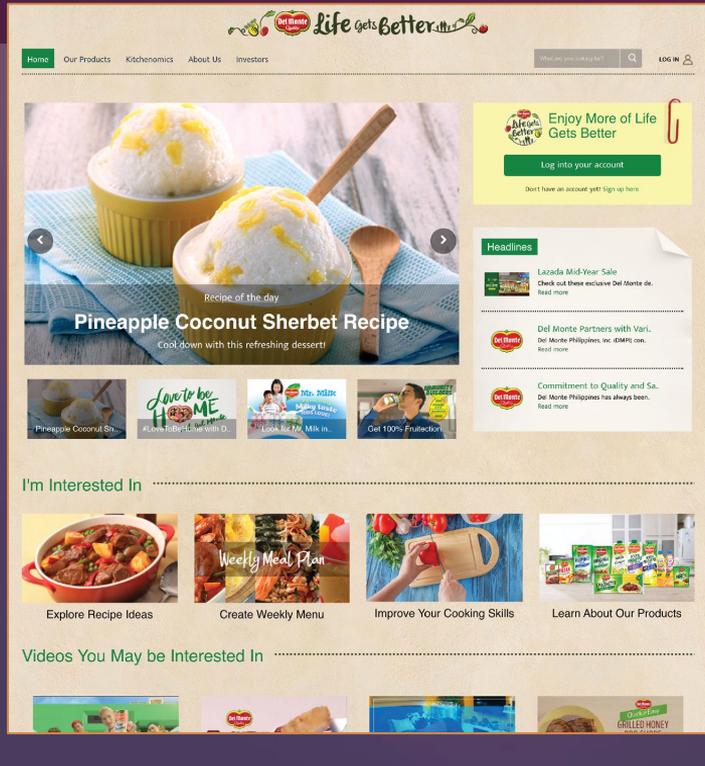
# FILINVEST

A household name in the Philippine real estate market, Filinvest is driven to building the Filipino dream, having constructed homes for over 160,000 families. To further elevate their marketing initiatives, Filinvest enlisted our help for a new approach to their websites, brochures, and various marketing collaterals, adapting to today's technology.

We helped Filinvest highlight their prime real estate developments through visual design by overhauling their various brands' websites and designing brochures and other collaterals, bringing the brand's real estate marketing experience into the 21st century to engage with potential clients. We made their material more sophisticated and appealing, adhering to the Filinvest brand, while being accessible to the general public via phone or computer, enabling them to have a wider reach of potential buyers.



## Case Study



## Search Engine Optimization

# DEL MONTE FOODS, INC.

## Life Gets Better PH

Del Monte Foods, Inc. is one of the largest producers, distributors, and marketers of premium quality branded food products for the U.S. retail market. Del Monte Foods, Inc. was previously working with a different agency that reworked the content and copy of their website which significantly affected their SEO rankings and thus resulting in a subpar impression count on their website. Havas Media then outsourced Skyrocket to fix what the previous agency did in a short span of fewer than 2 months.

We accomplished a complete overhaul of their previous SEO strategy resulting in a more effective SEO position. We also saw that there was more opportunity within the website so we recommended and executed an optimization of 450 of their recipe pages, 140+ of their articles, and 147 YouTube videos for their website.

Our **business** is  
to help you **grow bigger!**

## Case Study



## Branding & Design

---

# TWO COLD

The owners of Two Cold came to us after being rejected by major establishments to open up their frozen yogurt shop in selected locations, partly because of its previous branding. They wanted to establish themselves in the market, so we helped them do so by naming and branding their business — this includes case studies, competitive analysis, photography, and more.

They successfully launched and is now operating in different locations.

## Case Study



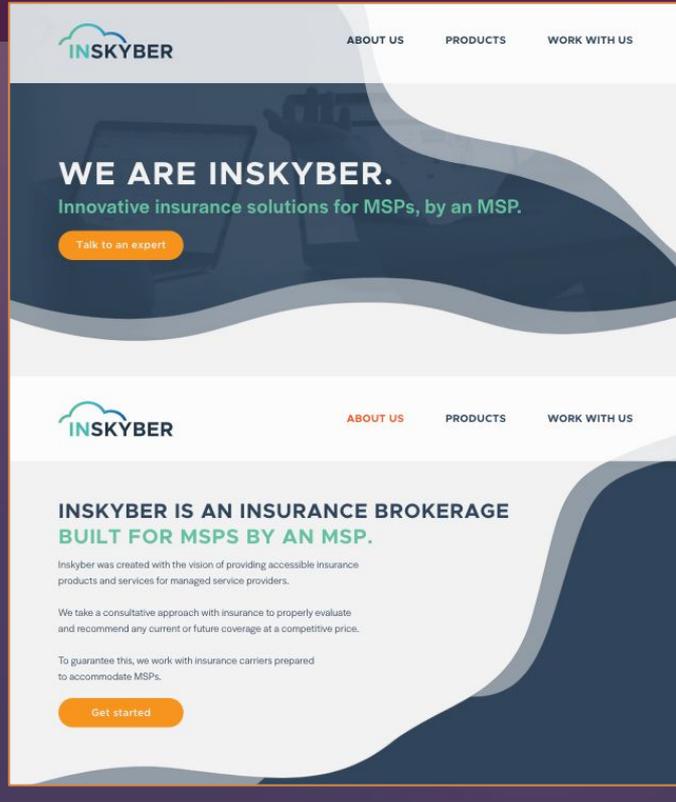
## Branding & Design

# SERTA PHILIPPINES

Serta is one of America's premium mattress brands, boasting 90 years of innovation to over 150 countries (and counting). As a leading provider of quality mattresses to the hospitality industry, Serta has garnered a world-renowned reputation as a *Champion of Comfort*.

Recently, Serta has partnered with Skyrocket Studios to promote its brand in the Philippine market. We currently handle the advertising arm of the mattress brand: from the creation of their social media posts (both brand building and tactical) to full-blown product marketing in different stages.

## Case Study



## Branding, E-commerce & Website Development

# INSKYBER

Inskyber is a start-up insurance broker for MSPs, or what we call Managed Service Providers. The company was built with a vision of providing accessible insurance products and services for managed service providers. Inskyber also takes a consultative approach with insurance to properly evaluate and recommend any current or future coverage at a competitive price.

Skyrocket supports their vision by collaborating and implementing essential steps. The agency provides creative and on-point services for branding and website development and hosting.

## Case Study



## Branding, Design, & Social Media Management

# HELLO FRESH

Hello Fresh is your next-door online grocery that provides premium yet affordable specialty products sourced both locally and internationally. The brand took its inspiration from boutique food stores overseas, and its absence in the Philippines inspired them to go on a mission to be the country's preferred provider of specialty food items.

Currently, Skyrocket Studios is supporting Hello Fresh grow into full bloom by providing an appropriate key visual for its fresh offerings. Along with that is a hardworking social media strategy that includes a media plan for both organic and paid content for all its social media platforms.

## Case Study



## Branding, Design, & Social Media Management

# EATWELL

EatWell is the sister brand of Hello Fresh. It focuses on providing consumers with easy ready-to-eat meals without compromising on the portion and taste. Think of it as a decent alternative for fast food. The brand offers deliveries for people on the go.

Skyrocket is taking on the challenge to make EatWell's online presence a bit different from their current. One of the issues this brand faces is the personality they have established online, since it doesn't resonate with the target market they wish to tap. We will be handling their online rebranding in terms of tone and visuals as well as their paid media planning and buying.



We like a **good challenge.**

## Case Study



Dima still works for Daddy D.

E-Commerce Consulting, Digital Marketing & Strategy, Content Creation, Media Planning & Buying

## DIMA HEALTH

Dima is a unique service and online platform where users can consult with a certified physician, request prescriptions, and shop for sexual health medication from the comfort of their homes. They wanted to achieve “hockey stick growth” by September by building brand awareness as a trusted E-commerce pharmacy for reproductive health products, especially during COVID, where their service is more necessary.

We recommended an e-commerce strategy and overall direction (both strategy and creative) of campaigns for paid media on Facebook and Google Ads. We also helped in altering their key visual and tone of voice to target a wide market for their niche products and further establish their presence on social media while working around strict advertising restrictions because of the nature of their products.



## Case Study



Content Creation, Media Planning & Buying,  
Digital Marketing & Strategy, Web Design & Development

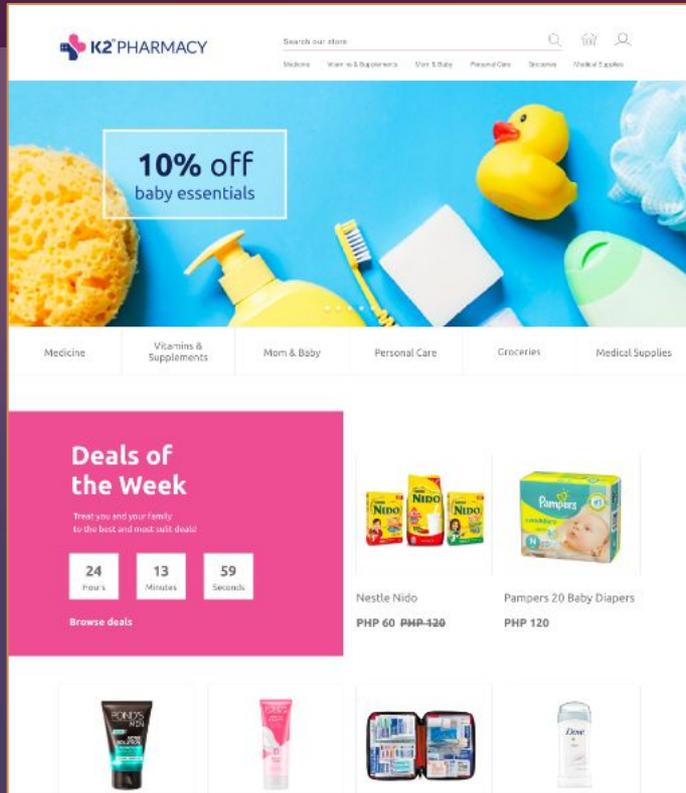
## COINLOTTO

Catering to Bitcoin traders and gambling enthusiasts alike, CoinLotto is the first cryptocurrency based lottery game on Telegram. The CoinLotto team partnered with us for them to successfully introduce the game to the general public by establishing their online presence through social media and a landing page all while adhering to content restrictions. Since CoinLotto is a very niche service, we had to work around several requirements (Telegram, Crypto, Gambling) to ensure that we have a sound strategy in place.

We currently handle CoinLotto's overall marketing initiatives and activities, from social media content creation, community management, media planning, digital strategy, and website development, connecting the game with potential and interested players. Our team developed CoinLotto's identity from visuals to their tone-of-voice, creating a solidified brand for the lottery game. With our work for CoinLotto, the platform is well on its way to becoming a leading cryptocurrency game on a global scale.



## Case Study



## Branding & Design

# K2 PHARMACY

K2 Pharmacy is a budding retail pharmacy that prides itself on being able to strongly cater to mothers, by providing products centered around the primary needs of mothers, infants, and the family as a whole, all at an affordable price. They approached Skyrocket with the goal of being able to grow and make their brand a more prominent fixture in the pharmaceutical industry.

At present, Skyrocket has been closely working with K2 Pharmacy on developing their brand new website, providing social media content, and closely studying digital market trends related to its industry in order to properly align with K2's vision of future growth.



## Case Study

I-Pay Commerce Ventures Inc. Online Remittance through Western Union WU

**50% off on transfer fees**

Check out our discount vouchers:

**I-PAY Commerce Ventures on Shopee**

Promo runs from March 1 to April 15 only

*\*Only the first 100 shop visitors may avail of the promo.*

*\*Foreign exchange gains apply.*

**Swipe up!**

## Branding & Design

# I-PAY COMMERCE VENTURES

I-Pay is a service that mainly provides Direct To Bank transfers as a solution for remittance woes. By ensuring that a money transfer, with the help of I-Pay's partner, Western Union, gets safely transferred from a sender to a receiver's bank account, I-Pay helps the money sender and receiver from having to brave long lines at the bank or a Western Union branch.

Currently, we help I-Pay branch out by placing their product on e-commerce platforms. At the same time, our branding services have also helped them find a definitive image that they can use for the foreseeable future. We are also helping them revamp their website with a look that suits their branding, together with a user interface and user experience that provides ease of usage for consumers who will be availing their service.



CREATIVES

MARKETING

SKYROCKET STUDIOS

# Ready to **Skyrocket** your business?

TECHNOLOGY

[www.skyrocket.ph](http://www.skyrocket.ph)

[info@skyrocket.ph](mailto:info@skyrocket.ph)

# Our Partners

Alice & Moengage



Our Partners



# Skyrocket Partners

## Media Partners



## Marketing Technology Partners



MOENGAGE X SKYROCKET

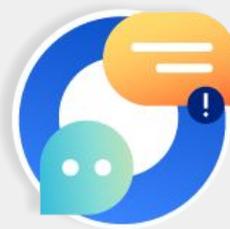
# Intelligent Customer Engagement Platform

Deliver great experiences at every stage of the Customer Lifecycle

**Segment**  
users based on  
attributes and  
activities



**Engage**  
across channels with  
personalized  
messages



# moengage

**Analyze**  
behavior and  
product trends to  
identify opportunities



**Personalise**  
user experiences  
across touchpoints



# Highlights

Customers want to chat with your brand on messaging apps and **we made this hassle-free.**



Multi-channel Automation



Analytic Tools and Reporting



Live Chat Feature



Targeted Marketing Campaigns



Seamless Customer Support





# Core Features and Use-cases



## All-in-one Customer Engagement Tool

Programmed to give relevant information about a brand's products or service.



## Drives Sales

Obtains sales on channels via automation.



## Removes Spam

Properly filters inappropriate content posted with the use of AI.



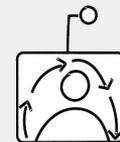
## Fully Customizable

Allows user to streamline their own process.



## Runs Campaigns

Automates campaigns directed to the brand



## Analyzes User Behavior

Optimizes marketing reach by analyzing how customers interact with the brand.

# Skyrocket Studios

## Meet the Team

Relationship Management Team  
Digital Team  
Copy Team  
Art Team  
Development Team



Meet the Team

# Relationship Management Team



**Patrick Cuartero**

CEO

Former CEO Groupon PH,  
CMO CIMB Bank PH.  
Digital, Technology, and  
Banking Professional



**Gia Yumul**

Head of Business Development

Adept in Account and Client  
Relationship Management.  
Has worked in various industries  
such as Real Estate, Game Development  
and Animation, and Education.



**Miggy Cordero**

Head of Client Relations

Seasoned account manager with high  
expertise in project and account management,  
with a wide skillset including creative  
campaign development and production to  
provide solutions across digital to traditional  
advertising, marketing, and brand / corporate  
communications.



Meet the Team

# Relationship Management Team



**Cath Cayan**

Relationship Manager

Background in marketing in the real estate industry



**Blessie Thurman**

Relationship Manager

A Communication Arts graduate with a passion for learning and communications. Experienced in research and events.



**Pancho Tolentino**

Relationship Manager

Background in marketing, account management and project management in the travel, technology, and e-commerce industries



Meet the Team

# Digital Team



**Caren Mangaran**

Senior Digital Specialist

Certified Digital Marketing Specialist with 10 years of experience and tenure working with local and international companies.



**Frankie Torres**

Head of Strategy and Analytics

Veteran brand, marketing, and digital advertising strategist with seven years combined experience in the field, and four years experience in e-commerce/DNVB marketing.



**Som Bacar**

Community Manager

A well-versed Relationship management Assistant with comprehensive experience in Customer Service and Sales.



Meet the Team

# Digital Team



**Neil Clutario**

Sr. Digital Marketing Associate

Digital Marketing Specialist with 10 years of experience; specializing in SEO and PPC Ads for local and international companies.



**Kyle Sy**

Digital Marketing Analyst

Marketing Graduate. Joined several case competitions. Background in market planning, market research, events management, and IMC planning



Meet the Team

# Digital Team



**Valerie Que**

Digital Marketing Analyst

An Entrepreneurship graduate with a passion to pursue and develop businesses through research and experience. Knowledgeable in data research and organization.



**MJ Gonzales**

Digital Marketing Analyst

With a degree in Marketing Management and professional certificate in Behavioral Economics, MJ is passionately curious about ideas and actualities that affect everyday life. She loves to apply her learnings in order to solve real business problems.



Meet the Team

# Copy Team



**Ram Alonzo**

Head of Copy

A digital creative that specializes in content ideation, strategy, and copywriting with experience in handling local and global brands from different industries such as retail, pharma, electronics, infant nutrition, real estate, utility, sports, malls, and F&B.



**Gio Guinto**

Copywriter

A copywriter with a strong background in sports journalism and feature writing. He is passionate about telling stories and sharing them to the world.



**Nikka Varandmal**

Copywriter

Trained to turn a long paragraph into a one-liner without losing its context. A complete nerd when it comes to branding, marketing, and beauty related topics.



Meet the Team

# Art Team



**Cleo Vierneza**

Head of Art

A multi-talented artist adept in visual design, 3D modeling, videography, and photography. Works include visual designs and store dressups for AllDay Supermarket, Gastroville and Paluto, and Coffee Project.



**Jedd Lazaro**

Multimedia Artist

A designer with a background in Motion Graphics, 3D Modeling, Layouting and Exhibit Design. Handled clients like Jaguar, Robinson Easymart, Serta, and Drinkka.



**Pocholo Comsti**

Multimedia Artist

Poch is a graphic designer focusing on branding and UI/UX design, with experience in designing for social media, websites, and brand materials, among others.



Meet the Team

# Art Team



**Clang Laurea**

Multimedia Artist

A designer specializing in visual design, digital illustration, and UI design. Experienced in designing marketing materials for E-Commerce sites and products.



**Rasheeda Dela Rosa**

Junior Multimedia Artist

A designer with a background in digital illustration, visual design, 3D modeling and Production Design. Experienced in designing for brands materials, social media contents and production design for media industry.

SKYROCKET  
STUDIOS

SKYROCKET STUDIOS



Meet the Team

# Development Team



**Albert Oponda**

Head Web Developer

A BS Computer Science graduate with 8 years of experience in the IT industry. Have developed and managed various web development projects in the healthcare, education, and banking domains.



**Jake Gratil**

Junior Web Developer

A web developer that is passionate about Mobile Development in Android environment and is proficient with analysis and ethical coding. Technology stack composes of Bootstrap, jQuery, and AngularJS. Has previous OJT under Shiphealth. Accomplished works includes "White Noise", an interactive storytelling game featured in DLSU's Google Play Store.



**Rovi Soriano**

Junior Web Developer

An IT graduate from DLSU that is proficient in web projects which include but are not limited to CMS, Website Builders, eCommerce sites, and many more. Technology stack includes but not limited to javascript, java, a little bit of C++, a little bit of Python, Bootstrap, JQuery, etc. Has previous experience via OJT under Shiphealth, a hospital for sailors, and DLSU, for their new school system.



**Wesley Ong**

Junior Web Developer

A BS Computer Science graduate with experience in making websites from internship and has knowledge of AngularJS, Java, HTML/CSS, Python, and C++. Has also developed a game called "Waste Away", a food waste management game that incentivizes not wasting food over earning money.

