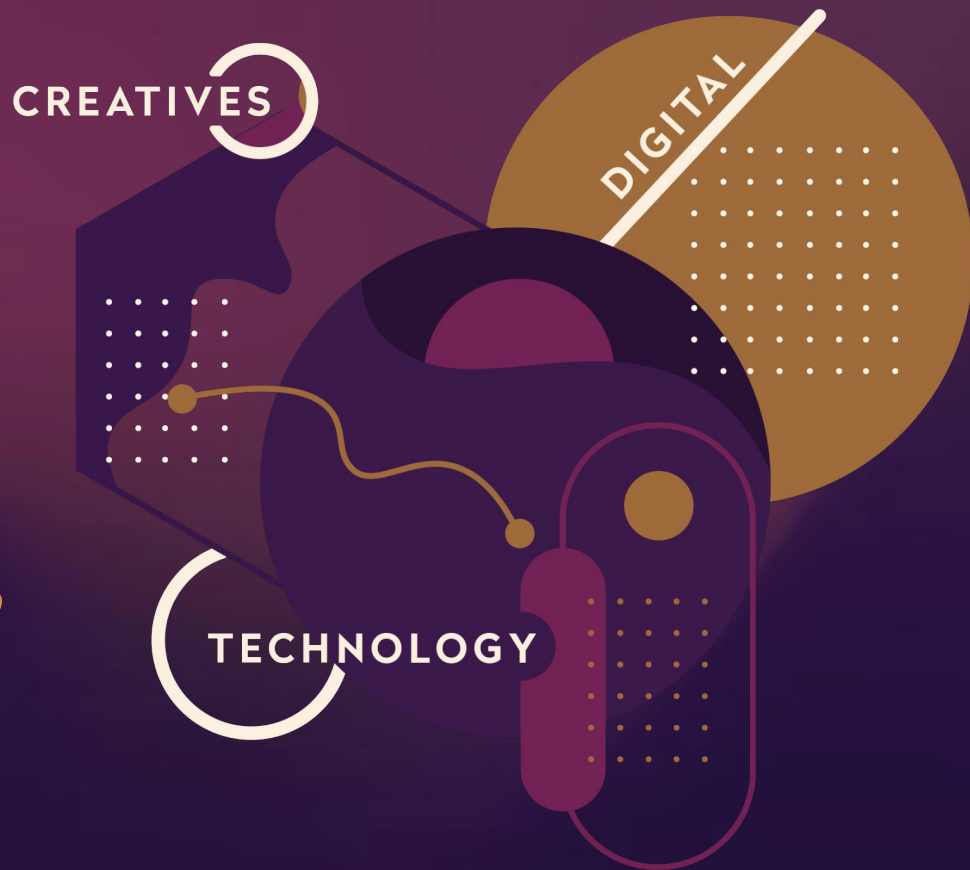


Discovering **SKYROCKET** **STUDIOS**

WHAT WE ARE

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



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⁺

Clients

1500⁺

Projects



Fluff? Not our thing.

OUR THING?

Transparency

Accountability

Holistic Approach

Consultation & Collaboration

Research & Data-Driven Insights

We've Worked with...

 PureCircle Everything stevia	 LBC	 LAND -ROVER	 JAGUAR	 goldilocks	 FILINVEST LAND, INCORPORATED	 cebu pacific
 MASERATI	 FILIGREE	 dti PHILIPPINES	 wet n wild the original	 Robinsons Easymart	 PARKWAY CORPORATE CENTER	 Entrata PROPERTY GROUP FILINVEST, ALABAMA
 MMC MAKATI MEDICAL CENTER	 TOYOTA	 LANDBANK	 Del Monte Quality	 Fitbar	 AyalaLand	 WOODS' Throat Solution
 STATION X	 aoJo FITS YOU	 UR Universal Robina	 ifoodsgroupinc.	 TwoCold	 Nice & Natural	 FWD INSURANCE
 KLOOK	 Manulife	 CERTARA	 CIMB BANK	 ROBINSONS MOVIEWORLD	 Dima	 coinlotto
 VMV HYPOALLERGENICS WELCOME TO OUR SKININTELLIGENCECENTER	 BEVTOOLS .COM	 AL Anchor Land Holdings Inc.	 STUDIO N	 Drinkka	 JTI	 Eastwood Property Holdings, Inc.

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



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



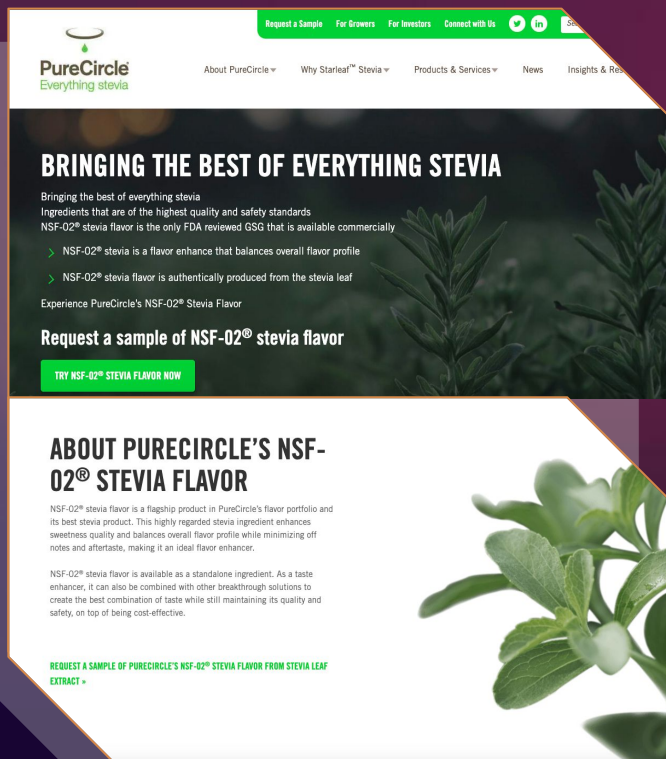
Content Creation, Media Planning & Buying

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



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)

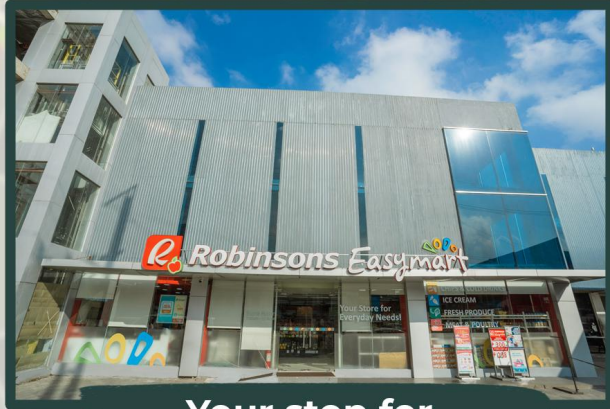
GOLDILOCKS

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



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.



Case Study

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+

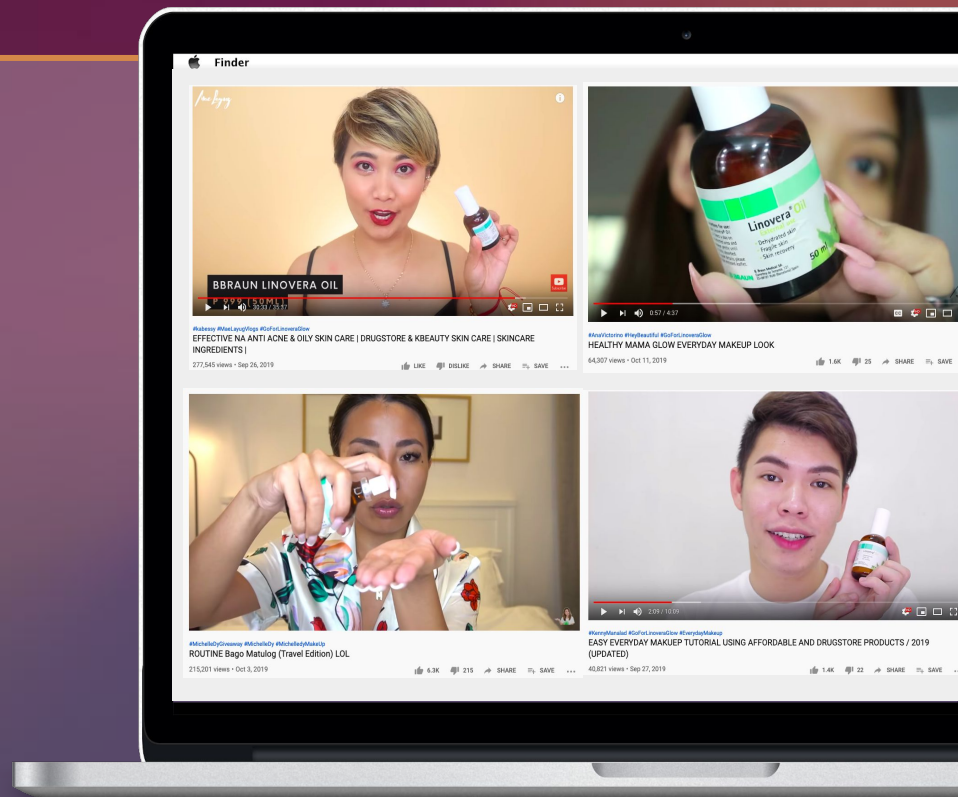
Messages

2212

Followers

1,473,103

Views



Case Study



Annual General Membership Meeting

January 29, 2021 | Friday, 9:00 AM

Visual Design

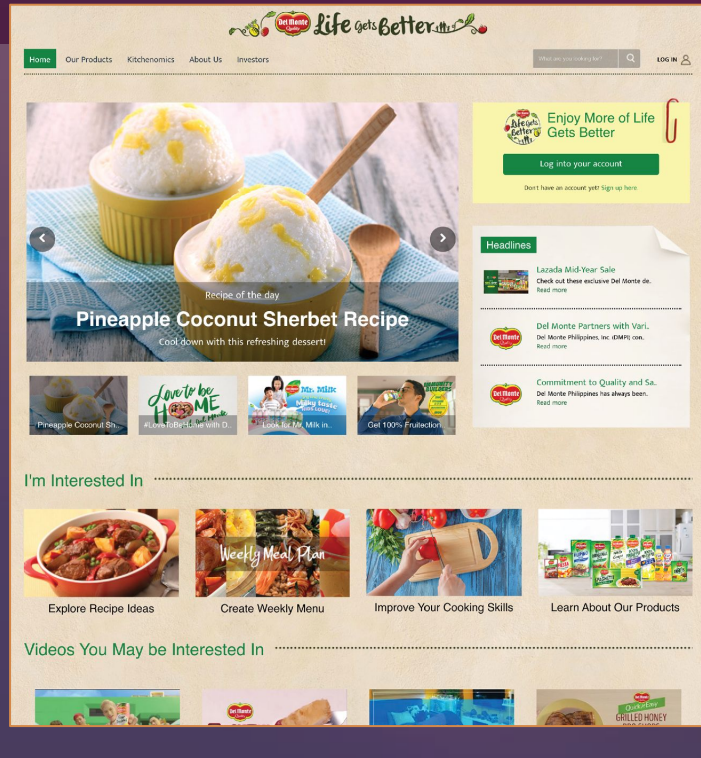
FILINVEST

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



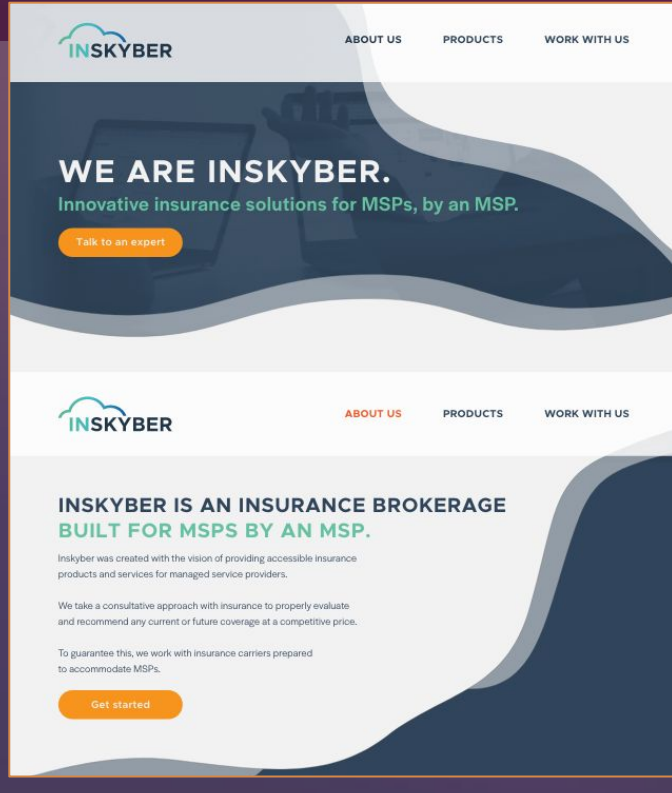
Branding & Design

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

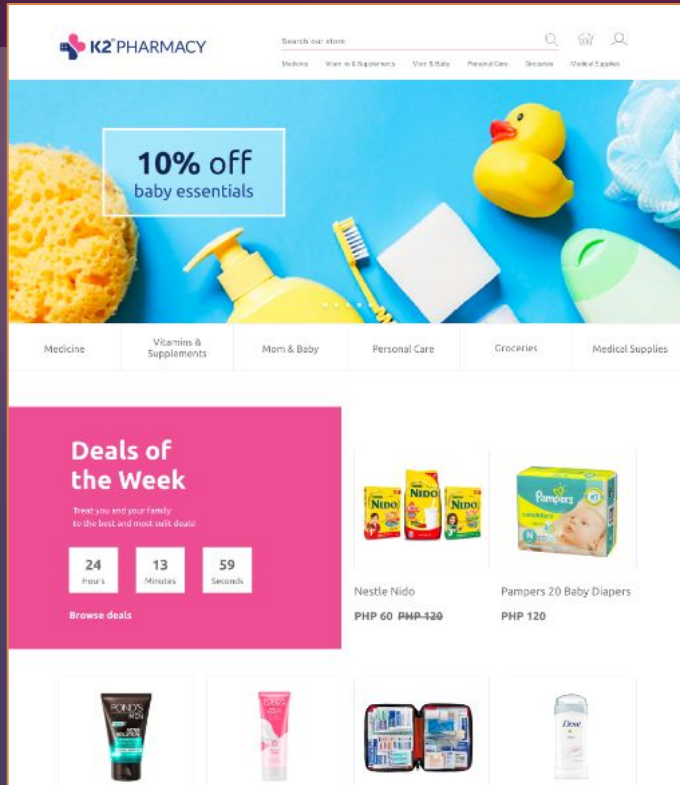
COINLOTTO

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

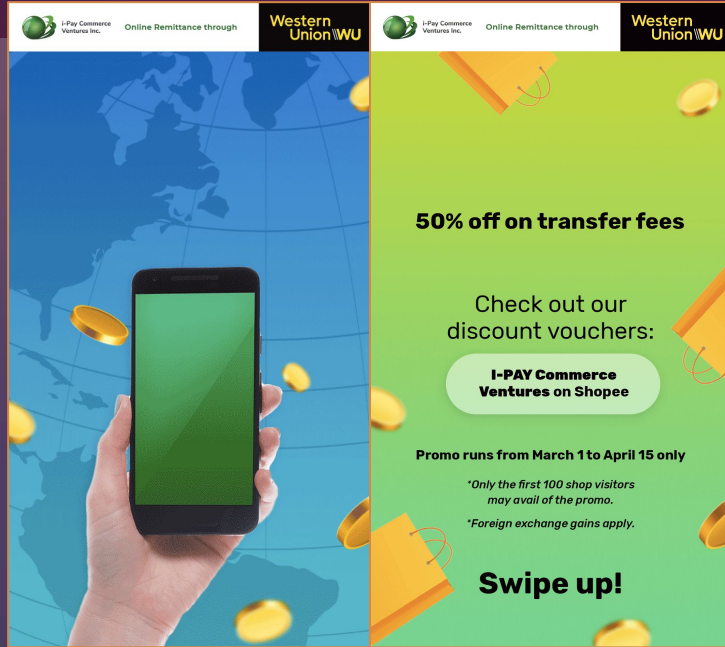
K2 PHARMACY

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



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

info@skyrocket.ph

Our Partners

Alice & Moengage



Our Partners



Skyrocket Partners

Media Partners



Marketing Technology Partners



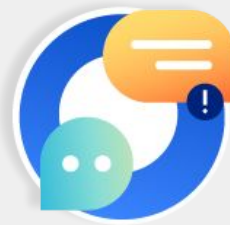
MOENGAGE X SKYROCKET

Intelligent Customer Engagement Platform

Deliver great experiences at every stage of the Customer Lifecycle

Segment

users based on
attributes and
activities



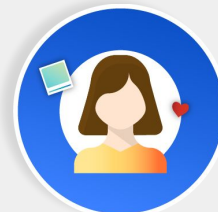
Engage

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.



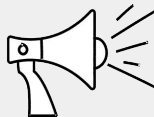
Removes Spam

Properly filters inappropriate content posted with the use of AI.



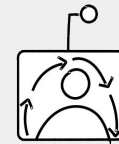
Fully Customizable

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.

TIVES

MARKETING

TECHNOLOGY



SKYROCKET
STUDIOS

Skyrocket Studios

Meet the Team

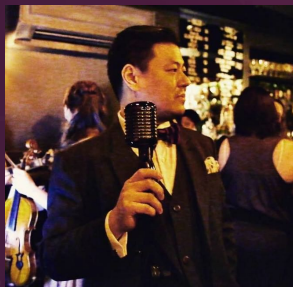
Relationship Management Team
Digital Team
Copy Team
Art Team
Development Team

AGENDA



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

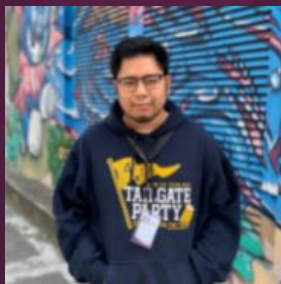
Community Manager

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.

