



ONE
TOUCHPOINT
MEDIA CONVERGENCE INC.

A Multi-Platform Marketing Company

The marketing landscape has changed...

Because today's consumers are harder to reach...busier & more distracted.*

Media fragmentation & cluttered sales channels make it harder to impact customers

“More & more, marketers are moving away from ‘features & benefits’ marketing & turning to experiential marketing”

“Marketers realizes that it's **very difficult to differentiate brands without an experience**”*



TOUCHPOINT
MEDIA CONVERGENCE INC.

A Multi-Platform Marketing Company

We are about being at the **first level of customer contact**

We are about being **where it matters most**

We go closest to the **senses, hearts & minds**

of your target customers

Armed with the belief and commitment to

**customer-oriented servicing,
strategic thinking,
creative execution and
measurable results,**





TOUCHPOINT
MEDIA CONVERGENCE INC.

A Multi-Platform Marketing Company

The optimal partner for you!

One TOUCHPOINT Media Convergence, Inc.
has a **diverse range of programs** to enable
your product or services to **reach your target
customers** whenever and wherever they are
through the **most relevant and effective**
customer touchpoints.

Experiential Customer Activation Programs

Brings brands directly to consumers for a **full interactive experience** from barangays, schools and to the biggest cosmopolitan cities for a full experience up close and personal - building a solid long term relationship.



Corporate Special Events

Strategic event management system that pays particular attention to details to ensure spectacular and unforgettable special events such as trade conventions, business conferences making events



Key Sample Works

Corporate Social Responsibility

We try our best to ensure that we are financially viable to secure our employees' and shareholders' welfare but at the same time do our share in nation-building.



MISS TEEN PHILIPPINES 2014
BEAUTY PAGEANT
Philippine International
Convention Center (PICC)



Client : MISS TEEN PHILIPPINES
Project: **Miss Teen Philippines 2014**

Purpose:

Miss Teen Philippines is the country's nationwide search for a female youth role model to inspire Filipino teens to get ahead in life and be globally prepared through education.

Miss Teen Philippines endeavors to bring together 13 - 18 years teens from all over the country who are not only beautiful, but also confident, articulate and passionate about championing education.

In partnership with the Department of Education (DepEd) and the National Youth Commission (NYC), Miss Teen Philippines endeavors to support the national thrust of instilling the value of education among the Filipino youth and nurture them to become competent and responsible members of society, ably prepared to stand among the best in the world.



Client : Julius Babao
Project: **Art40 Auction & Exhibit**

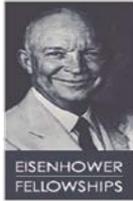
Purpose:

This was a project done with Julius Babao to raise funds for Gawad Kalinga. Julius Babao's artist friends offered their art works for auction and exhibit. We were tasked to design and produce the invites, coordinate with the different sponsors and caterer and design the venue.

Remarks:

The event was able to raise over 1 M for Gawad Kalinga.





Client : Eisenhower Fellowship Association of the Philippines Project: **Eisenhower Day**

Purpose:

This event served as the launch of Eisenhower Day of Fellowship of the Philippines. The Eisenhower Day of Fellowship is a global network and this event brought in the foreign members to welcome the new Filipino members. The event involved the swearing in of the members and the election for their board of trustees. For this event, we were tasked to design and set-up the venue, design and produce the invite, produce the AVP, write the script and produce the CD give-aways.



Client : Dynamic Teen Company
Project: **The Hero In You**

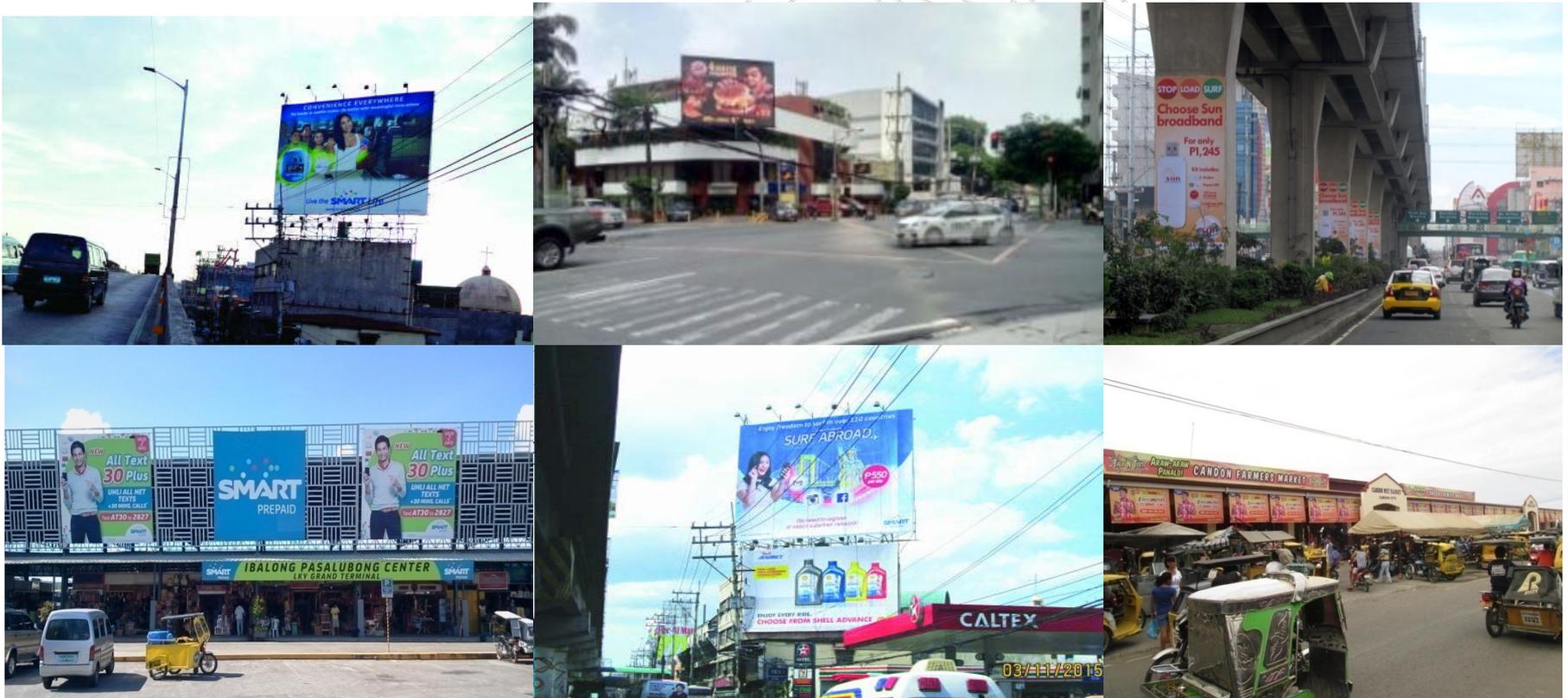
Purpose:

A week-long photo and video exhibition that featured the various activities of the organization and the dedication of the members in bringing about the needed change in our society.

Photos used in the exhibit were sold to raise funds for the Kalingain Batang Mahirap Foundational Center (KBMFC).

Outdoor Merchandising and Advertising Program

Visually reminds customers of your brands in the **relevant** and **critical geographical areas** nationwide



Other Related Services

- On-Ground and Trade-based Manpower Staffing
- Product Sampling
- Booth Design and Fabrication
- Logistics Forwarding and Supply Chain Management
- Public Relations and Media
- Corporate Social Responsibility Program Management
- Web Page Design and Development



Other Related Services

- Concept Development and AVP Production
- Talent Sourcing
- Graphic Design
- Digital Marketing
- Logo Concept and Design Development



Our Other Capabilities to Help You Wow the Customers

Printing



SMART PHILIPPINE CLASH GRAND FINALS

CLANS	PRIZES	PROGRAM	MECHANICS
1. PINOY PLAYHOUSE	UP TO P500,000 cash + 10 smart prepaid bills	5:00 PM TO 5:30 PM CHECK-IN FOR FINALS	REGISTER TO WIN UP TO 1 SMART COUPON
2. FILPINOS 24/7	P500,000 cash + 10 smart prepaid bills	5:30 PM TO 6:00 PM TOURNAMENT BEGINS	GENS PURCHASE: 250 WORTH OF GENS = 3 SMART COUPON
3. TRIBO FILIPINAS	P500,000 cash + 10 smart prepaid bills	6:00 PM TO 6:30 PM GENERAL COUNCIL AND PROTESTION	400 WORTH OF GENS = 5 SMART COUPON
4. PINOY TEAM ELITE	P500,000 cash + 10 smart prepaid bills	6:30 PM TO 7:00 PM TOURNAMENT BEGINS	3000 WORTH OF GENS = 8 SMART COUPON
5. REPUBLIKA PINAS	P500,000 cash + 10 smart prepaid bills	7:00 PM TO 7:30 PM GENERAL COUNCIL AND PROTESTION	
6. CEBU BABY 69	P500,000 cash + 10 smart prepaid bills	7:30 PM TO 8:00 PM MEET AND GREET ONLY (FREE COUPON)	
7. DAVAO OX ELITE	P500,000 cash + 10 smart prepaid bills	8:00 PM TO 8:30 PM TOURNAMENT BEGINS	
8. PINOY BIKHAWI	P500,000 cash + 10 smart prepaid bills	8:30 PM TO 9:00 PM GENERAL COUNCIL AND PROTESTION	
9. FILIPINO CLAN	P500,000 cash + 10 smart prepaid bills	9:00 PM TO 9:30 PM TOURNAMENT BEGINS	
10. FILIPINO CHAMPS	P500,000 cash + 10 smart prepaid bills	9:30 PM TO 10:00 PM MEET AND GREET ONLY (FREE COUPON)	

OFW Family Fest

DECEMBER 5, 2015

IN PARTNERSHIP WITH

Presented by:

SMART LIVE MORE **SUN** **TNT**

Co-presented by:

PhilHealth, BIRKENSTOCK, Surf, MANGGO, BusinessMirror, MARILO-BELLERIN, Business Insight

#CLASHofSUMMER

CLASH of SUMMER

CLASH OF CLANS GRAND TOURNAMENT

GET FREE ITEMS!

Just register to **Bigbytes 50** and enjoy 300MB of mobile internet for only P50 valid for 3 days

Text BIG50 to 9999

Looking Back and Moving Forward

One year after Yolanda: *Puna sa Paghugpong at Pag-unlad*

Live the Smart Life

Register to **Bigbytes 50** to enjoy 350MB worth of access to mobile games, plus 300MB of Music, Movie Streaming and More!

Text BIG50 to 9999

Buy items directly on Google Play using your Smart Prepaid load or Postpaid bill!

GET IT ON Google play

Visit smart.com.ph/googleplay for more details!

OFW Family Fest

December 5, 2015

Amoranto Sports Complex

SMART LIVE MORE SUN TNT

ACTIVITY PASSCARD

GAME CHANGER

INTO THE NEXT WAVE OF CONVERGENCE INTEGRATION SUSTAINABILITY

September 6-9, 2016

SHANGRI-LA MACTAN RESORT HOTEL

CEBU CITY, PHILIPPINES

SMART HAS THE EDGE

WITH THE BEST DATA PLANS!

Get your Smart Galaxy S6 now and get a chance to win a trip for 2 to Hong Kong or Boracay and other exciting prizes!

SMART GALAXY S6 I S6 edge

Miss Teen PHILIPPINES 2014

DepEd

35 Finalists

1 crown

May 31, 2014

Televised over 5

Win the hearts of teens. FIND OUT HOW!

Rate Card: P250,000 / 30%

CHERRY MOBILE FESTIVAL 2016

GAME CHANGER

INTO THE NEXT WAVE OF CONVERGENCE INTEGRATION SUSTAINABILITY

WIN TO FLY

Dealer's Incentive Program

Our Other Capabilities to Help You Wow the Customers

Booth Design & Fabrication



Key Sample Works

Our Other Capabilities to Help You Wow the Customers

Logistics Forwarding & Supply Chain Management



Clients





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TOUCHPOINT

MEDIA CONVERGENCE INC.

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Pushes the envelope,
Defies the boundaries,
Accepts no excuses and
Believes nothing is impossible

Strategic Partners & Affiliates

DV Technologies Media Productions

DV Tech is a group that has pioneered several innovative and cutting-edge techniques in various multi-media productions. A team that's trusted by Unilver Phils and has done most of the global video materials of Unilver.

TRIPLEpr.com

A dynamic and strategic PR team that specializes in lifestyle, food, fashion, and beauty brands. Has implemented successful, high impact campaigns.

*Our Management Principle :
Total Commitment to the Task & Passion for Work!*

Strategic Partners & Affiliates

Association of Image Consultants International

The Association of Image Consultants International (AICI) is the leading and largest professional association of personal and corporate image consultants worldwide. A non-profit organization, AICI is dedicated to advancing the level of professionalism and enhancing the recognition of image consultants.

It's members counsel both individual and corporate clients on appearance, behavior, communication skills, etiquette and international protocol. As experts in image consulting, our members guide clients to achieve their specific goals with authenticity, credibility and confidence. AICI was founded in the United States in 1990 as the result of a merger of the East Coast-based Association of Fashion and Image Consultants and the West Coast-based Association of Image Consultants. It's membership is growing rapidly, with approximately 900 members worldwide. The membership represents over 40 countries. Chapters are located throughout North America, South America, Europe, Asia and Australia. It also assist members in building their businesses by continually upgrading the resources, development tools, and technical knowledge that are essential to effective self-presentation and communication. As a Continuing Education Units (CEU) sponsor via the International Association of Continuing Education and Training (IACET), AICI offers approved, ongoing educational programs and continuing professional development in conjunction with its Annual Conference and other regional programs worldwide.

One Touchpoint Media Convergence, Inc. belongs to AICI's Singapore chapter.



Thank You!

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