

# ACTIVA MEDIA

INCREASES **MY PHONE'S** FACEBOOK LIKES  
BY 22% TO 1 MILLION IN 3 MONTHS

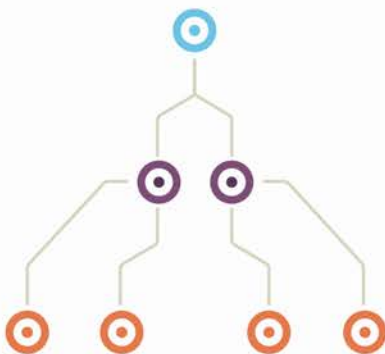


MyPhone is considered a reputable name in the Philippines mobile phone market and has even advanced ahead of some of its multinational counterparts. What is presently known as the pioneering and trusted local mobile phone brand in the Philippines has a humble beginning which can be traced in 2007.

Small as it was then, with only 3 models and 15 dealers distributing its products nationwide during its first year, MyPhone was built out of a big goal – to be a proud Pinoy brand that is in the service of providing Filipinos excellent quality phones at prices within their reach. From being the first Filipino mobile phone brand, to being the first to offer dual-SIM mobility in the country, MyPhone has always been a pioneer in bringing various developments that are heavy on nationalistic themes and pro-Filipino features.

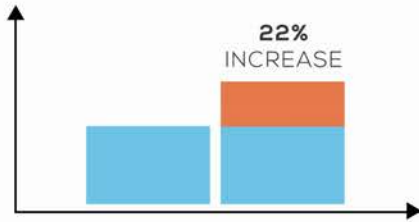


## CHALLENGE



Mr John Luke Q. Chica, Head – Marketing of MyPhone said, “What greatly affects MyPhone are the local competitors and China brands that are pricing below our target price point. These “local” competitors are not paying their taxes and most of them are smuggled in the country hence giving them the edge of lowering their prices without having their profit suffer. That is why we need to constantly make our presence known to the public so that they can make an informed choice about the wide range of quality products we carry. That is why when we were approached by Activa Media Philippines, we decided to partner with them and tap into their expertise in online search marketing despite being approached by many other online agencies previously”

## RESULT



Google's name has been undoubtedly famous. Working with the number one search engine was certainly a good move. It supported our goal in acquiring a million fans on Facebook (aside from our continuous Facebook Ad support) and provide brand awareness. With Google, our Facebook page reached 1M likes from our previous number of 700-800K likes (22% increase) in a span of 3 months.

In addition, using both Google AdWords and Display Network was a good move for our brand in pushing a viral campaign has helped pushed our products to focused target audience. The effectivity is surreal in terms of our viral videos, from only getting a few hundreds to less than a thousand views, now we are actually hitting higher numbers and we are expecting these numbers to grow.

**“Activa Media Philippines has been a real partner in our online marketing effort. They constantly monitor our online activities and push us if we have missed any task that MyPhone needs to take. We will not hesitate to recommend Activa Media Philippines for their expertise in online marketing!”**

John Luke Q. Chica, Head – Marketing  
MyPhone



As the only agency to be accredited both the Preferred Reseller S.E.A for Yahoo Search Marketing and Google AdWords Premier SME Partner (PSP), Activa Media offers a comprehensive range of online services comprising customised website design and conceptualisation, hosting services as well as targeted ad campaigns on leading online platforms such as Yahoo, Google, MSN (Bing) and Facebook.

With four offices today, Activa Media remains one of the top online marketing agencies in Southeast Asia. Coupled with a dedicated team comprising seasoned marketers who possess great knowledge and understanding of online marketing for the various industries their clients may be in, Activa Media is confident to be a catalyst of unprecedented growth for your business.

To get expert help, visit our website at [www.ActivaMedia.com.ph](http://www.ActivaMedia.com.ph) or call us at (632) 553 6002.

You can be our next success story.