

ZELDIGITAL® 5-Year Vision Plan (2025–2030)

Empowering Local and Global Brands Through Digital and On-Ground Innovation

Overview

ZELDIGITAL OPC is a **SEC-registered one-person corporation (OPC)** based in Cebu, Philippines.

We specialize in **digital marketing, field activations, and brand growth**, combining on-ground execution with global-standard digital strategy.

For international collaborations, ZELDIGITAL operates in partnership with a **U.S.-registered LLC**, available for verification upon client request.

Our mission is to connect local expertise with global opportunities — enabling brands to grow confidently in both physical and digital spaces.

Mission

To deliver measurable marketing impact by combining data-driven advertising, creative execution, and Filipino excellence empowering brands to reach, engage, and convert customers locally and globally.

Vision

To become the Philippines' most trusted hybrid digital and field marketing partner bridging global-level performance with on-ground presence, powered by technology and talent.

2025 – Foundation & Visibility

- Strengthen ZELDIGITAL's **B2B service portfolio** across digital marketing and promotions
- Deepen partnerships with **national and U.S. clients** through performance-driven campaigns
- Launch **ZELDIGITAL Studio** for creative and ad production
- Prepare logistics and team systems for activations in 2026

- Expand **ZELDIGITAL Talents** — connecting skilled professionals with brand projects
 - Align with **LLC (USA)** for cross-border marketing collaborations
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2026 – Local Expansion (Barangay-to-Barangay Initiative)

- Launch the **Barangay-to-Barangay FMCG Activation Program** in Cebu City
 - Build a **mobile promotions unit** with trained team leaders and crew
 - Partner with **FMCG brands and distributors** for sampling and demo activations
 - Introduce **ZELDIGITAL Academy** for training field and digital professionals
 - Expand **ZELDIGITAL Talents Network** across Visayas
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2027 – Regional Scale

- Extend activations across **Visayas and Mindanao regions**
 - Secure long-term partnerships with **five or more national FMCG or retail brands**
 - Integrate **real-time dashboards** for tracking campaign ROI
 - Participate in national marketing conferences and trade expos
 - Strengthen **ZELDIGITAL Talents** as a certified partner network for regional activations
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2028 – National & International Reach

- Establish a **nationwide activation network** for consumer brands
 - Open **ZELDIGITAL Field Operations Hub** for logistics, training, and data management
 - Launch **ZELDIGITAL Global Desk** to serve clients from the U.S., Singapore, and Australia
 - Collaborate with **an USA LLC** to support international client projects
 - Help **Filipino brands enter global e-commerce markets**
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2029–2030 – Leadership & Innovation

- Position ZELDIGITAL as the **leading hybrid promotions and digital marketing agency in the Philippines**
 - Scale in-house technologies for analytics, automation, and field intelligence
 - Evolve **ZELDIGITAL Talents** into a recognized **talent marketplace** for marketing and activations
 - Maintain a culture of innovation, transparency, and results
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Core Focus Areas

- Performance Media & Google Ads Management
 - In-Store & On-Ground Activations
 - Sampling and Product Launch Campaigns
 - Digital Strategy & Analytics
 - Local Market Development for Global Brands
 - **Talent Sourcing and Training via ZELDIGITAL Talents**
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Leadership

Hanzel Lacida, CEO & Founder of ZELDIGITAL OPC, leads the company with over a decade of experience in global media buying and brand growth strategy.

His vision is to make ZELDIGITAL a trusted bridge between Philippine creativity and international business excellence.


Contact ZELDIGITAL

For partnerships, collaborations, or brand activations:

Email: hello@zeldigital.com

Website: <https://zeldigital.com>

 **Head Office:** Cebu City, Philippines

 **U.S. and International Inquiries:** Business verification and LLC documentation available upon request

Our Commitment

ZELDIGITAL continues to build value through innovation, transparency, and execution empowering brands to perform, connect, and grow sustainably in both digital and real-world markets.