***PHILIPPHINE LONG DISTANCE COMPANY***

PLDT has been the leading telecommunication company in the Philippines for years. It has done continuous advertising and what it needs is defensive action against its competitors who stands as market followers. The advertising that fit most to PLDT is one that appeals to consumer’s emotion.

The new advertisement emphasizes years of PLDT’s service to the consumers and PLDT as a part of everyone’s life. Its objective will be to remind consumers of PLDT’s legacy. In the past, it has done several advertisements about a “mother and child” situation where PLDT has been the instrument of expression of their love. This advertisement will divert to a situation featuring two friends but with the same dramatization approach and features sates of lives.

This advertisement will also temporarily divert from the traditional advertisement of emphasizing product’s features with the purpose of proving its supremacy, which has been crowding the TV advertisement area. It will serve as a moderate TV advertisement, which is not humorous but appealing to the emotions.

Advertising budget would be 15% of half-year earnings, which will be divided in 3 areas, namely the media placement with 65% production with 15%, pre-research with 12% and pos-research with 8% of the advertising budget.SS