
PHILIPPINES' DIGITAL AND CONTENT MARKETING REPORT IN 2017

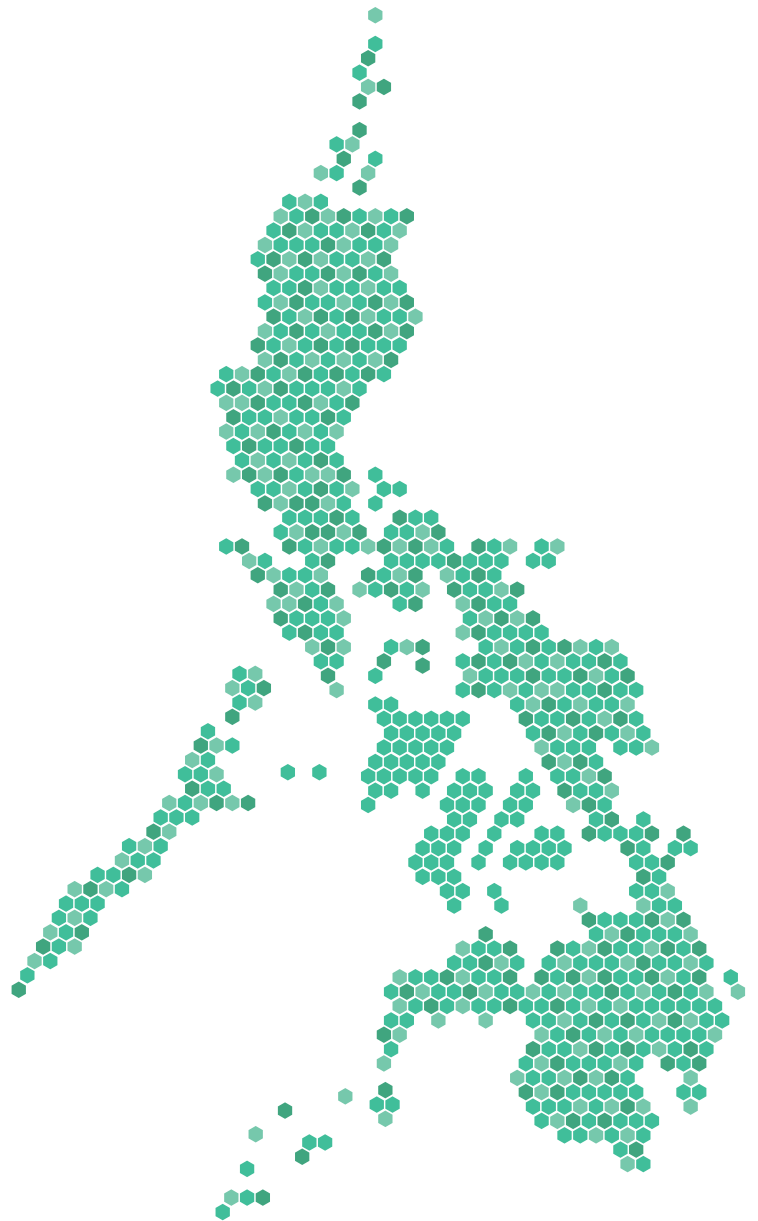


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EXECUTIVE SUMMARY

The digital marketing industry in the Philippines is poised for further growth as the internet reaches more and more of its population. The country is the third largest economy in Southeast Asia and has managed to strengthen its purchasing power despite global headwinds in 2016. Its young and booming population is highly engaged in social media, making them low-hanging fruit that businesses can reach for.

Big brands are pouring in capital to capture a share of local consumption. Small-to-medium enterprises attempt to hack growth. Media and publishers are going digital and increasingly leveraging their audiences for revenue. All of them need marketers to seize opportunities. As technology evolves at warp speed, however, marketers are sometimes unsure how to best help.

GetCRAFT in this study puts together data and insights based on a survey of marketers across major cities in the Philippines in an attempt to get a sense of the issues they have identified within their industries and the strengths that can help them address these issues. Social media is central to this discussion, with more marketers considering it the most effective marketing channel. This paper also looks into the trends of content marketing and influencer campaigns.

Mobile marketing, which is inevitably intertwined with social media, will also be examined in this paper, as marketers ride on the country's huge and continuously growing mobile subscriber base. Alongside mobile, content marketing and customer experience are considered the most exciting digital marketing opportunities.

Video, deemed by marketers in GetCRAFT's survey as the most effective type of content, will also be

explored. As Filipinos spend more time on social media than in watching television, they are also increasingly watching videos from mobile screens. This paper will look into the implications of such trends for marketers and brands.

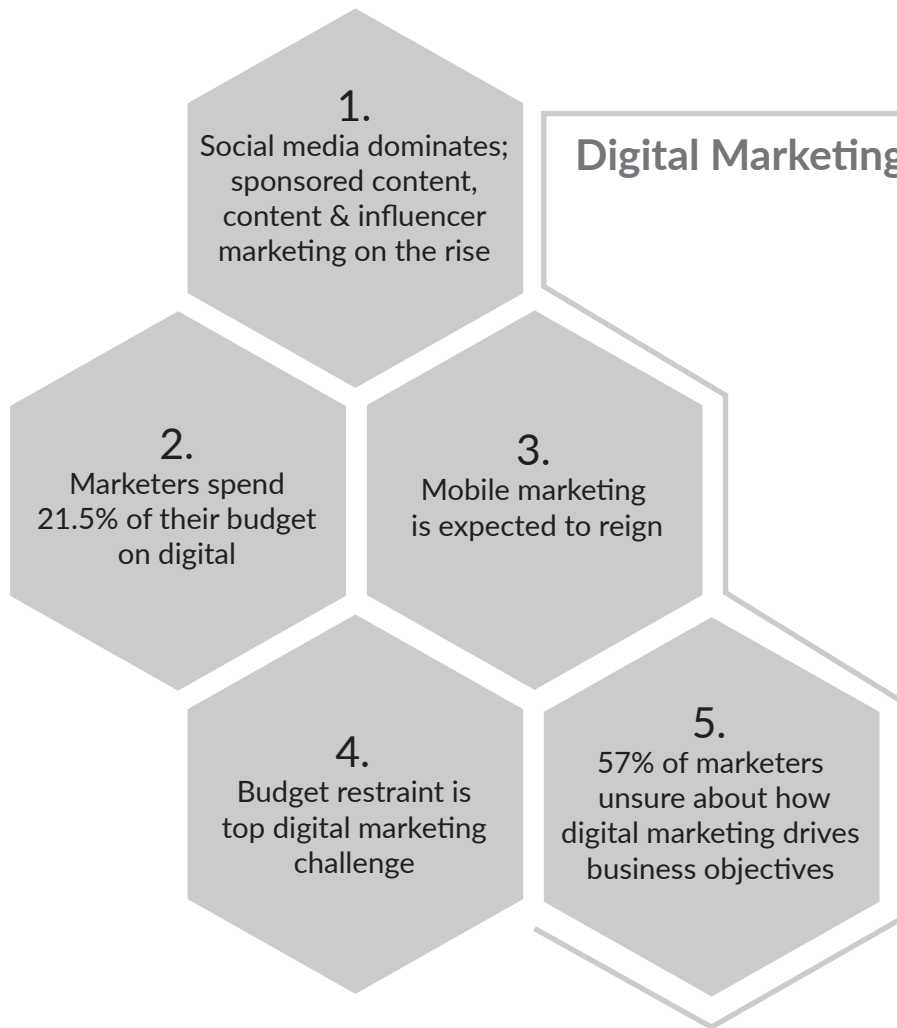
The challenges identified in this report include budget restraints and consequent gaps in knowledge, skills and resources. This paper argues that these issues are the result of difficulty in demonstrating return on investment in digital and content marketing. GetCRAFT in this paper puts forward potential solutions to these concerns.

This report seeks to provide unbiased digital and content marketing industry snapshots and invoke ideas on propelling these trends forward. Findings are listed along with insights and advice, complemented by opinion of industry experts. This report showcases opportunities for industry stakeholders to acknowledge challenges.

The goal of this report is to inform the readers about the current state of digital and content marketing in the Philippines, identify pain points among marketers, and explore solutions. This report embodies GetCRAFT's mission of spurring industry growth through knowledge-sharing.

KEY FINDINGS

Digital Marketing



Content Marketing (Deep-Dive)



MARKET OVERVIEW : PHILIPPINES' DIGITAL LANDSCAPE

TOTAL POPULATION



104 million
URBANISATION:
44%

INTERNET USERS



69 million
PENETRATION:
66%

ACTIVE SOCIAL MEDIA USERS



69 million
PENETRATION:
66%

MOBILE SUBSCRIPTIONS



129.4 million
VS POPULATION:
126%

ACTIVE MOBILE SOCIAL USERS



59 million
PENETRATION:
57%



DEVICE USAGE



88 %
MOBILE PHONE
(ANY TYPE)



61 %
SMART
PHONE



39 %
LAPTOP OR
COMPUTER



25 %
TABLET



AVERAGE DAILY USE



9H 00M
INTERNET
VIA PC
OR TABLET



3H 36M
INTERNET
VIA MOBILE
PHONE



4H 17M
SOCIAL MEDIA
VIA ANY
DEVICE



2H 30M
TELEVISION
VIEWING TIME



INTERNET USERS



60 million
TOTAL NUMBER OF ACTIVE
INTERNET USERS



58%
INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



MOBILE INTERNET USERS

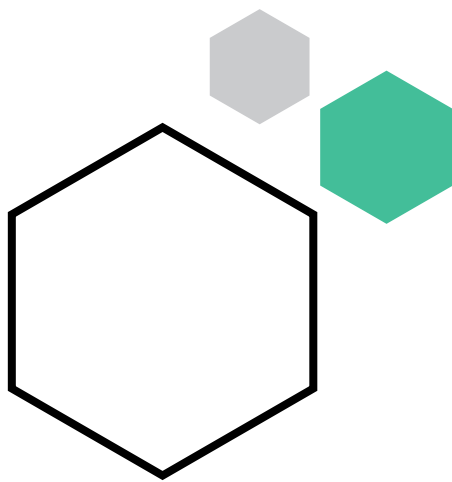


52.2 million
TOTAL NUMBER OF ACTIVE
MOBILE INTERNET USERS



51%
MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION

Source: United Nations, U.S. Census Bureau, Internetworldstats, ITU, Internetlivestats, CIA World Facebook, National Regulatory Authorities, Tencent, Ckontakte, Kakao, Naver, Niki Aghaei, Similarweb, Ding, Extrapolation of TNS data, GSMA Intelligence, Extrapolation of Emarketer and Ericsson data



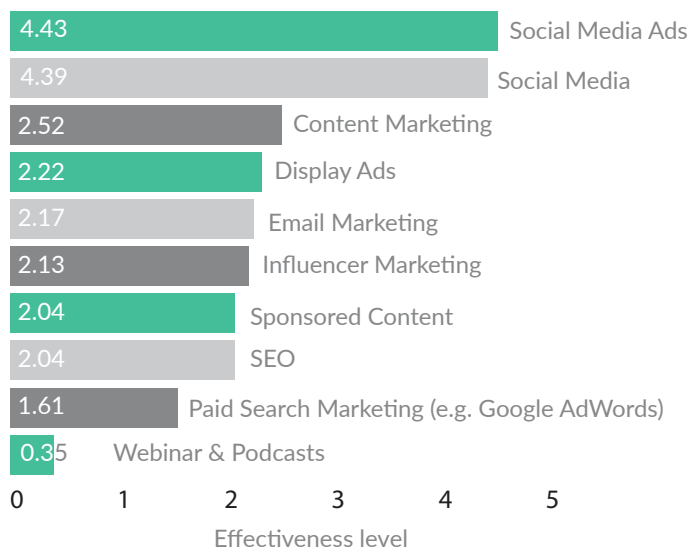
STATE OF DIGITAL MARKETING IN THE PHILIPPINES



FINDING 1

SOCIAL MEDIA STILL DOMINATES, BUT CONTENT MARKETING, INFLUENCER MARKETING, & SPONSORED CONTENT ARE ON THE RISE IN 2017

Digital Marketing Channel Effectiveness, 2016



Marketers differ in their assessment of how digital marketing campaigns perform. Measures are designed based on business objectives, strategies, resources, audiences and channels. Notwithstanding these differences, all marketers seek an indicator of effectiveness, often operationalized as return on investment (ROI).

Brands view social media—both paid and organic—as the most effective digital channel for marketing. This is based on our survey, where we asked brands to rate digital channels they used in 2016 in terms of effectiveness using a scale of 0 – 5, 5 being most effective. Social media sat on top of the rankings submitted by most respondents.

Reasons that brands prefer social media might include the high numbers of active users, the enormous amount of time users spend using the channel, and cost-efficiency. These factors could also be why besides social media, content marketing, influencer

marketing, and sponsored content were rated highly for effectiveness.

Webinars and podcasts were at the bottom of most brands' effectiveness rankings. This result could be because these channels demand greater resources and tend to have low reach. Lack of enthusiasm for webinars and podcasts might, however, result in lost opportunities, considering their tendency to yield more conversions than social media.

Social media prevails despite slow internet

Marketers' preference for social media is not surprising, given that no country in the world beats the Philippines in terms of time spent using the channel. Global Web Index in Q3 2016 reported that Filipino netizens spend an average of 4 hours and 17 minutes a day on social media platforms. Their closest rivals are Brazilians, who are active on social media 3 hours and 43 minutes daily.

Data from the same report show that social media penetration in the Philippines sits at 58%, higher than the Southeast Asia average of 47%. To better appreciate this figure, it must be juxtaposed with the country's average broadband speed of 4.2 mbps, stumbling behind that of its neighbors such as Thailand (11.7 mbps), Malaysia (7.5 mbps), Indonesia (6.4 mbps) and Vietnam (6.3 mbps).

Interestingly enough, social media in the Philippines are used for searching and purchasing products or services by nearly a third of the population. Brands still prioritize Facebook when it comes to interacting

with their audience, and brands generally enjoy the highest engagement rate on this platform in comparison to other social sites such as Twitter and Facebook. Social media marketing are popular across industries in the Philippines, but E-commerce, followed by Beauty are consistently on the highest ranks based on the audience size (on Facebook).

One factor spurring time spent on social media is extensive use of mobile phones. We Are Social reported that some 54 million Filipinos actively use social media using mobile devices as of January 2017, 32% or 13 million more than figures from the same period last year. This also means that 52% of the population are active mobile social users.

“No one can underestimate the power of social in the Philippines – this is where we interact with customers, respond to their inquiries, and even get real-time feedback about product quality”, as stated by Shayne Garcia, the Managing Director at iProspect. She also added that as consumers are deepening more and more their footprint on social, so should marketers.

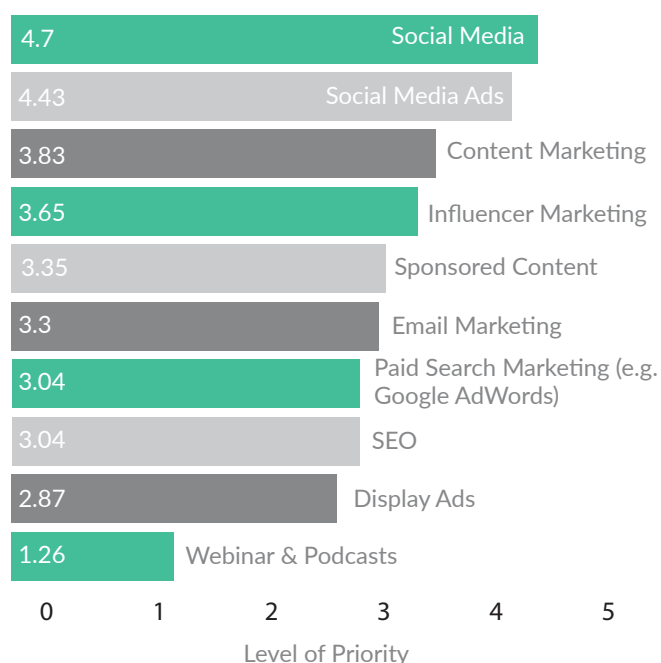
With nearly a third of the population using social media for searching and purchasing products or services, social media marketing indeed still dominates in the Philippines. However, other opportunities are thriving on the back of emerging consumer trends.

All eyes on content marketing, sponsored content, and influencer marketing

Content marketing, sponsored content, and influencer marketing are on the rise in the Philippines. Although effectiveness scores respondents gave these three trends were below the ratings for social media, it is interesting to note that these channels are not far behind social media in marketers' priority lists. In fact, our survey shows higher priority for content marketing, influencer marketing and sponsored content than email marketing and display ads, channels that respondents deem more effective.

This trend is not surprising as companies shift

Digital Marketing Priority, 2017



their marketing and advertising budgets to digital, according to Jonas de los Reyes, Bank of Philippine Islands' head of digital. “Companies and brands who want to succeed in social media marketing should understand that one of its critical pillars is content. It applies not only in efforts on owned media but across paid, leased and earned media.”

With regards to the rise of influencer marketing, Pao Pena, the Chief Experience Officer at Dentsu Jayme Syfu thinks that, “many brands are jumping on influencers as source of content primarily because we are selling them as paid media and sometimes without proper guidance on whether they truly add value to the marketing mix”. He also urges a need for stronger way to attribute real ROI to these initiatives, as we currently seem to not know as much about yet.

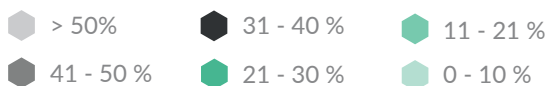
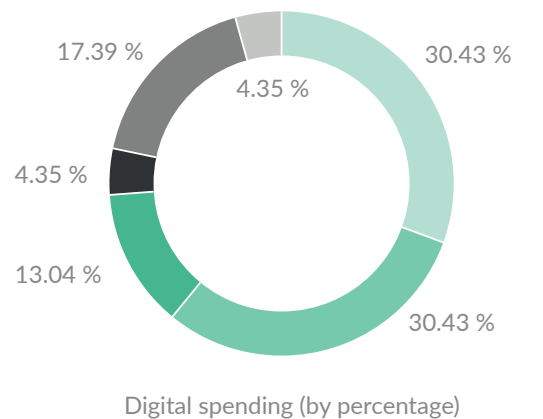
We expect content marketing, sponsored content, and influencer marketing to gain more traction amid Philippines' encouraging environment. Content marketing will continue to be driven by social media growth. Brands will increasingly be drawn toward content marketing as media and online publishers leverage their audiences for revenue. Influencer marketing will grow as marketers realize its ROI.



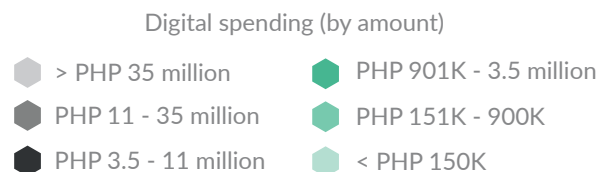
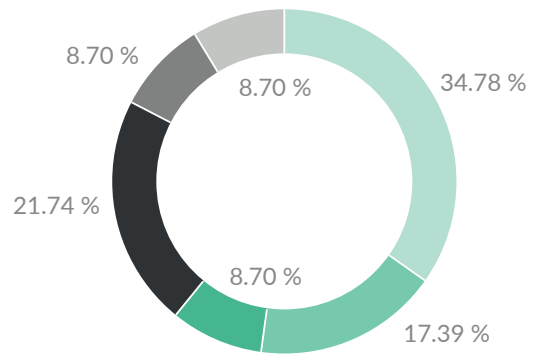
FINDING 2

MARKETERS SPEND 21.5% OF THEIR BUDGET ON DIGITAL

Share of Digital in Annual Marketing Spending in 2017



Digital Marketing Spending by Brands in 2017



Brands we surveyed spent an average of 21.5% of their marketing budget on digital channels. The drivers behind this growth are mostly demographic: increasing consumerism, an emerging middle class, and rapid mobile youth penetration. We expect digital ad spending to continue to rise and outpace expenditure for more traditional channels.

Tempered optimism: opportunities and risks

Digital marketing will be buoyed by improved technological infrastructure, internet penetration, and broadband speed. These developments are expected amid public investment and incentives for private sector participation, e.g. the government's national broadband network project worth PHP 200 billion starting 2017.

Increase in knowledge will also positively impact growth. As marketers better understand models that allow them to best hit their targets, digital channels will increasingly be viewed as more cost-effective, encouraging brands

and agencies to spend more on digital.

High use of mobile devices in the Philippines will likewise fuel digital ad spending, especially as the e-commerce industry attempts to optimize this opportunity.

Our survey, however, reveals a need to bridge gaps in the understanding of digital marketing. One in three of the brands we surveyed said they lacked funds for digital marketing initiatives (less than PHP 150,000). This indicates a reluctance to invest in digital efforts and a lingering preference for more traditional channels.

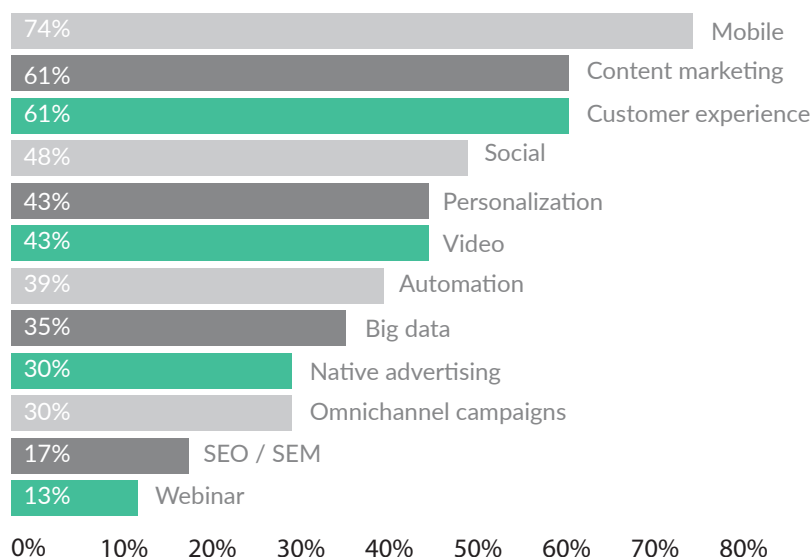
Coming from the view of where marketers are in the digital maturity model, I believe the ones in the early phases of the curve will continue to experiment with social media and move into content marketing as they build their arsenal of learnings. Meanwhile, the brands who have gone into learnings in budgeting, media efficiencies and the integrated role across channels will deploy more focused digital play in the area of customer experience that builds businesses.



FINDING 3

MOBILE MARKETING IS EXPECTED TO REIGN; CONTENT MARKETING & CUSTOMER EXPERIENCE ARE NEXT PROMISING AREAS

Most Exciting Digital Opportunities in the Philippines, 2017



Most brands in the Philippines expect mobile marketing to dominate the industry this year, even as content marketing and customer experience present opportunities to engage audiences. These three digital trends are not mutually exclusive. Brands can combine mobile marketing, content marketing, and customer experience to create improved touchpoints and seamless customer journeys.

Why mobile?

Excitement for mobile marketing is rooted on the fact that mobile penetration rate is at 126% of the population. We Are Social reported 129.4 million mobile phone subscriptions as of January 2017, 9% or 10 million more than last year's figures. This means that every unique user has more than one mobile subscription with an average ratio is 1.67.

Half of the Philippine population (51%) are mobile internet users as of January 2017. Preference for mobile internet access is also increasing. This is based on the fact that 41% of the population access the internet most often via a smartphone. Only 16% prefer connecting to the internet using a PC or a tablet.

As a result, the share of web traffic from mobile grew by 31 percentage points to 38% this year. By contrast, web traffic from laptops and desktops dropped by 13 percentage points, to 56%.

One reason, aside from convenience, could be the fact that average internet speed has been found faster in mobile (13,881 kbps) than in fixed connections (4,196 kbps).

Watching videos has been reported to be the top mobile online activity, with 57% of the population involved. Other top activities on mobile are using messengers

(50%), playing games (47%), using mobile map services (39%) and mobile banking (30%). Data from the same report also show that 52% of the population are active mobile social users.

Tailoring content and customer experience

Marketers is putting priority on how customers experience their brands throughout the customer journey. Rightly so as customer experience is critical in either strengthening or weakening purchasing intent, engagement, brand loyalty and brand advocacy.

There are many ways for marketers to improve customer experience including using automation tools, data-powered customization, and prioritizing mobile.

Its growing audience makes mobile an ideal platform for brands to engage customers through intensified content marketing and enhanced customer experience. But consuming content is only one of three digital behaviors active mobile users engage in; they are also content creators and contributors/curators. This presents an opportunity for brands to co-create content

with their customers.

Emphasis on content places the onus on marketers to ensure high-quality content that target the right audiences in the right spots. This highlights the need for personalization—or the ability of brands and messages to adapt to consumers. Such an ability is crucial not only in creating and publishing content but also in improving customer experience. Data and analytics capability plays an important role on this front.



"Customer experience is the differentiator in building relationships and growing the business. Key to that is content. You can never separate content and technology when designing the experience. In a lot of cases, content (rather than the technology behind the platform) is the primary driver of the experience."

Virginia Braga Brocka,
Former Channels Head of Consumer Marketing Services
at Globe Telecom



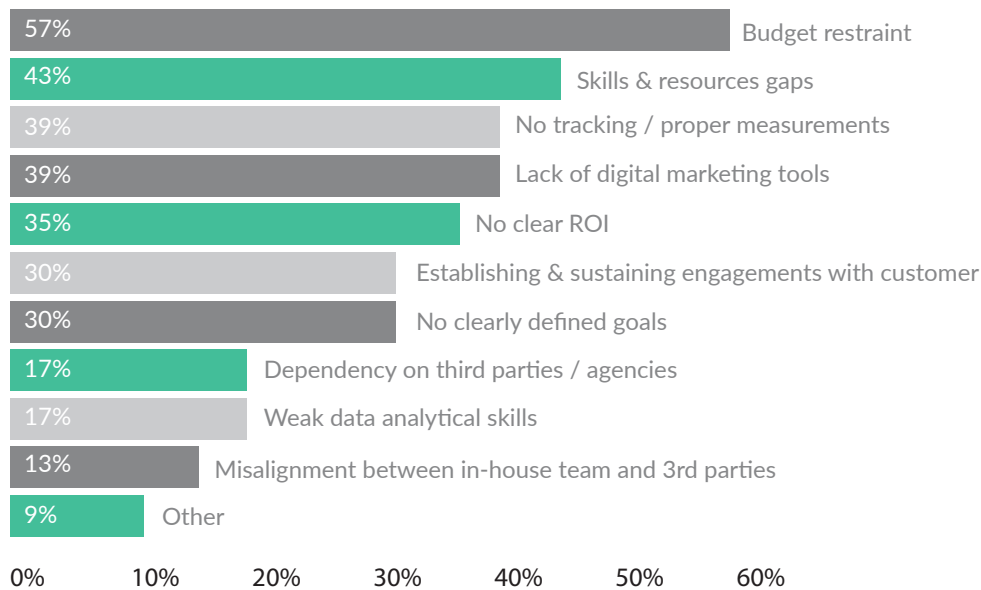
FINDING 4

BUDGET RESTRAINT IS TOP DIGITAL CHALLENGE

Even as the value of digital marketing grows in the Philippines, nearly three out of five (57%) marketers report difficulty in getting digital campaigns financed. Marketers we surveyed also reported that besides funds, they lack skills and resources, proper tracking or measurements, and digital marketing tools.

It is likely that all these challenges are the consequences of the relatively low ad spend brands allocate to digital marketing discussed in Finding 2. With digital marketing comprising only an average of 21.5% of marketing budgets, it is difficult for brands to fund campaigns, run trainings, or invest in tools and other resources.

Brands' Biggest Challenges in Digital Marketing



Where is the money?

Companies that are reluctant to carve a bigger share of the marketing budget for digital tend to question not actual amounts involved but the value they provide. As there is no one-size-fits-all formula for ROI, marketers often struggle to justify their budget requests. This issue highlights the need to solidify key performance indicators. Without ROI tracking, no ROI can be demonstrated. Without ROI, no budget request is justified.

With limited budgets, marketers need to streamline digital efforts to those relevant to their products, channels, and targets. Historical marketing performance can be used as a benchmark as businesses evolve their digital roadmaps. Another competency that can be developed is reporting and visualising digital marketing results and projections in the boardroom, allowing marketers to better justify their push for digital marketing.

Bridging the skills and resources gap

Studies claim that marketers who feel confident in their strategy are more than twice as likely to get higher budget for their teams. But we must point out a chicken-

and-egg scenario: Budget restraints prevent companies from hiring the right people and, therefore, from getting strategies right. Skills shortfall is aggravated by the fact that innovation is at a pace unmatched by learning curves and skills available in the market.

Outsourcing could be a way for companies to cope with shortage of talent and skills. The Harvard Business Review has argued for outsourcing marketing as early as 2005, citing lower cost, better quality, and the need for analytical expertise that some marketing managers who lean toward creatives lack. A good in-house and outsourced talent mix allows companies to cut costs and at the same time improve competencies.



"To unlock digital spend, marketers need to stop pushing campaign budgets, and instead propose new analytics-driven business."

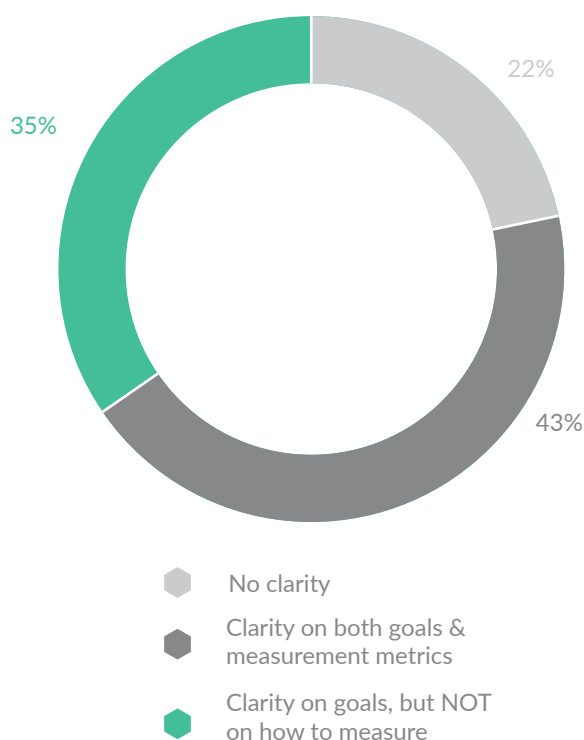
Carlo Ople,
Vice-President for Digital Marketing Strategy
at PLDT/Smart



FINDING 5

57% OF MARKETERS UNSURE ABOUT HOW DIGITAL MARKETING DRIVES BUSINESS OBJECTIVES

Brands' Clarity on Digital Marketing Strategy



More than half (57%) of the marketers we surveyed admit that it is unclear to them how digital marketing drives business objectives. Of this ratio, 22% were unsure about their digital marketing strategy. The remaining portion had clear business objectives but hardly knew how to measure how digital marketing helps achieve those goals.

Unclear digital path: How to lead the way

Lack of clarity about the role digital marketing plays in a business highlights the need to intensify education and training among brands. These efforts must involve not only those in the boardroom but the entire marketing team and other teams they work with.

Difficulties in gauging digital performance could mean that marketers are measuring too many, too few, or wrong metrics. More than a fifth (22%) of our respondents were unsure about their business objectives. Without a clear idea of key performance indicators (KPIs), it is easy to get overwhelmed by all possible measurements.

Seasoned marketer and founder of Castle By the River Eduardo Mapa, Jr. stresses the importance of strategy. "Business transformation is key in adapting to the changes of today. However, many are still grappling as there seem to lack a seamless strategic view," he said.

There is no alternative to clear business objectives. Only once these are established can brands begin to set marketing goals aligned with those objectives. Metrics must then be streamlined to include only the ones relevant to the business. Experimenting with different marketing initiatives might also help determine the right path.

As more brands and agencies are exposed to digital, their demand for data and justification of spending also increases. Shayne Garcia, managing director at iProspect, adds that it is not about how much a client should measure, but what needs to be measured.

"There are many trackable variables across verticals, but a client should be able to construe what the top digital KPIs that impact his business are--not how long and far his spreadsheet is going to be," she said.

An oft-overlooked yet critical step in marketing is documentation. Detailing the planning, implementation, evaluation and other phases of a campaign can help marketers identify best practices or pain points, and facilitate iteration. Documentation is key to knowledge building where success and failure are both valuable references for the future.



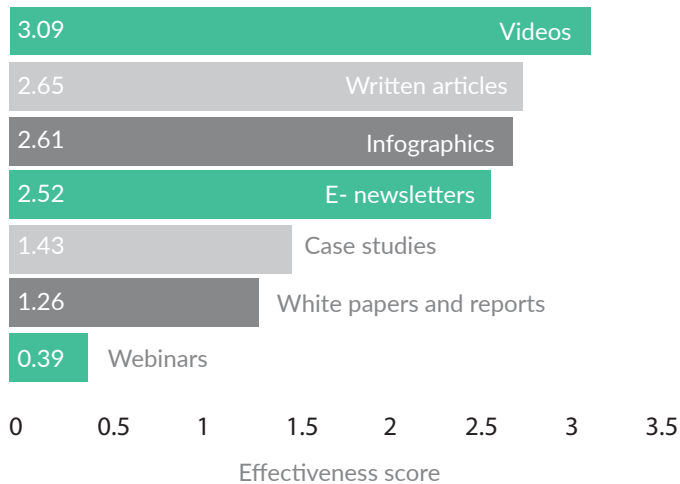
CONTENT MARKETING DEEP-DIVE



FINDING 1

VIDEOS LEAD THE WAY IN CONTENT MARKETING

Content Marketing Initiatives: Level of Effectiveness



Marketers we surveyed gave video the highest effectiveness score among content marketing initiatives, followed by written articles, infographics and e-newsletters. This result comes as Filipinos shift to watching videos from another screen - mobile devices - after being glued to the television for decades. Webinars, on the other hand, got the lowest effectiveness scores in our survey.

New screens, same love for video

We mentioned earlier that the Philippines is number one globally in terms of time spent on social media, with an average of 4 hours and 17 minutes daily on the channel. This means Filipinos now spend more time on social media than on television, for which they allot an average of 2 hours and 30 minutes a day.

The shift to social media, however, does not indicate that Filipinos have outgrown their love for moving pictures. Global Web Index reported YouTube as the second most active social media platform at 56%, topped only by Facebook, 57%. Of all Filipino netizens, 28% watch videos online daily; 21% do it weekly and 19% monthly.

A clear factor driving online video consumption growth is the rise of mobile in Philippines with 57% of the population watch videos online using mobile phones. We expect video consumption to increase further alongside an increase in mobile connections and the mobile social media use.

Getting mobile audiences hooked

The growing number of mobile users in the Philippines prods marketers to adapt their content to an audience whose attention is split between videos, apps, and other content all sharing the same screen. Although Filipinos spend a lot of time on mobile, they do so not only to watch videos (57%) but also to access mobile messengers (50%), play games (47%), navigate using maps (39%), and use mobile banking (30%).

Optimizing video content to technology is also key to successful video content marketing on mobile. Marketers need to ensure adaptability across platforms by identifying optimal formats, lengths and other video attributes. The fact that users perform a wide range of activities on mobile, however, provides marketers with potential to capture user behavior and tailor video content to specific segments.

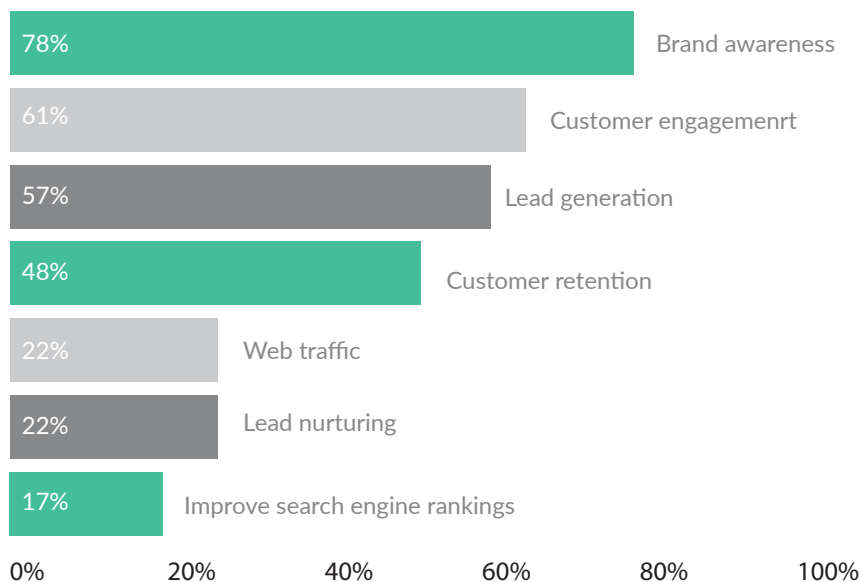
Mapa notes that video is likely the most preferred content format in the Philippines because it is an execution that many marketers are already familiar with, coming from their offline experience. "However, as we see the emergence of blind spots and the rising pressure to be different, we also see increasing demands to address these two using new video formats. Immersive storytelling, although still at its infancy here, will come to fray - with the use of chat bots, VR and 360/160. Verticals such as real estate, tourism, and healthcare may be the early ones to learn this new fields - all in the context of immersive video or content," he added.



FINDING 2

CONTENT MARKETING IS MOSTLY USED FOR AWARENESS

Content Marketing: Brands' Main Goals



Our survey finds that three out of four brands (75%) use content marketing for brand awareness. Other common main content marketing goals are customer engagement (63%) and lead generation (58%). Only 18% of the marketers we surveyed use content marketing to improve search rankings, even as they deem online written articles, which are key to driving SEO, as one of the most effective content marketing activities.

Going beyond awareness

Brand awareness is most useful at the beginning of the consumer decision journey, when potential clients rely on their exposure to and perception of brands. By overemphasizing the use of content marketing for awareness, however, brands might miss opportunities to employ similar efforts elsewhere in the consumer decision journey.

Besides creating brand awareness, content marketing can also help generate leads, nurture leads into actual

clients, as well as engage and retain existing customers. Used wisely, content marketing can be touchpoints that provide businesses opportunities to strengthen customer relationships and see them through to the moment of purchase.



"This (awareness measure on content marketing) is clearly an indicator of the changing mindsets of marketers today who are slowly maturing and understanding the role of digital and content marketing in their overall strategy and marketing plans. I believe this will eventually shift and the goal of content marketing will be more for influencing consideration and evaluation, because this is where the strengths of content marketing lie."

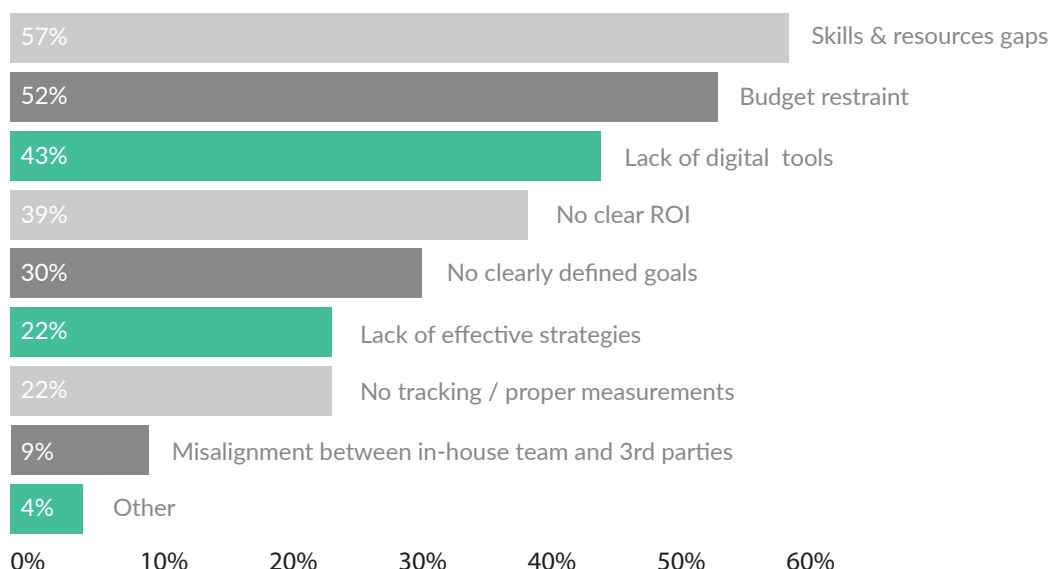
**- Jonas de los Reyes,
Head of Digital at Bank of Philippine Islands**



FINDING 3

SKILLS & RESOURCES GAPS ARE TOP CONTENT MARKETING CHALLENGES

Content Marketing: Brands' Biggest Challenges



Lack of skills and resources are revealed in our survey to be the top challenges faced by brands doing content marketing, followed by budget restraints and lack of digital tools. These issues may either hinder brands from taking on content marketing opportunities or reduce the effectiveness of their efforts.

Training is a solution that is obvious but potentially myopic. A more strategic approach to addressing skills gap begins with hiring and requires strong talent management. Consulting firm McKinsey recommends using digital labor platforms to better manage the hiring process and track progress among onboarded talent.

Putting in place an organizational structure that provides employees easy access to internal knowledge is another piece of advice McKinsey offers. Besides allowing new hires to more quickly become productive, it facilitates career development and boosts employee engagement by involving both learners and knowledge-sharers. A discussion on skills and resources gaps—and, consequently, hiring and talent management—brings

to the fore the need for clear business objectives and a solid marketing strategy. These decisions impact the talent mix businesses go after and attract, as well as the relationships that form within the workplace and between teams.

Crafting quality content consistently requires not just the right mix of resources but also strategic planning. “What many fail to realize is that content marketing should not be a short-term plan—it is indeed a long-term commitment to build brand reputation, trust, loyalty, and so forth. And to build this, the costs are not relatively cheap,” Patrick Searle, group CEO and co-founder at GetCRAFT said.

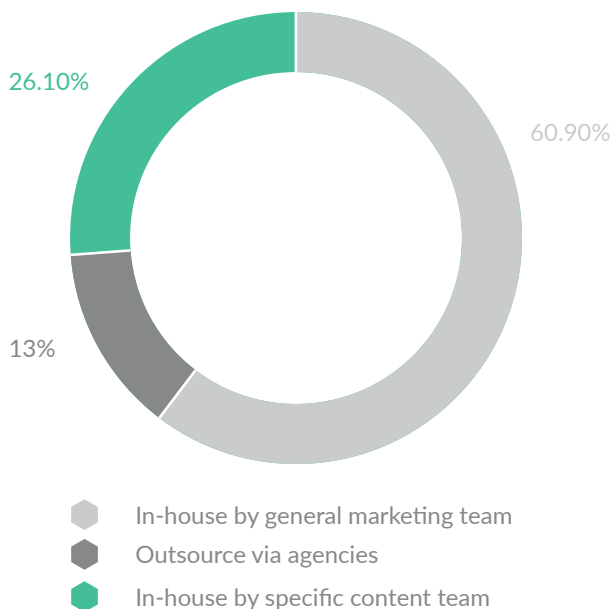
“However, given that content marketing campaigns traffic compounds over time, the cost per view and cost per click get incredibly cheaper, making them very cost-effective. If preferred, content marketing initiatives can achieve break-even point or even become profitable by letting a third party or agency run sponsored content across different content platforms”, Searle added.



FINDING 4

MOST BRANDS DO CONTENT MARKETING IN-HOUSE

How Brands Do Content Marketing



Our survey shows that 85% of brands in the Philippines do content marketing in-house. But only 26% of respondents have dedicated content marketing teams; the rest rely on general marketing teams. The remaining 13% of brands we surveyed said they outsource their content marketing activities.

Deciding which is best for you

The benefits of running content marketing in-house are obvious: It gives brands maximum control, limits back-and-forth within the team, and provides employees with opportunities to continuously learn. In theory, content marketing activities are also easier to monitor when done in-house as marketers have access to all data and insights.

Lack of expertise is the challenge likely faced by most brands doing content marketing in-house, particularly those with no dedicated content marketing teams. The Harvard Business Review posits that the gap is rooted

in previous focus on mass-marketing when the times demand brands to target the so-called market of one. Psychological biases might also come into play. Embedded in their roles for prolonged periods and exposed to a seemingly static set of customers, in-house marketers are prone to selective perception and confirmation bias. Such decision-making pitfalls impact not only strategies and tactics but also measures of success and failure.

The choice between running content marketing in-house or outsourcing it must again be guided heavily by business objectives. Besides skills, cost is a factor that tends to heavily impact the question of outsourcing. As mentioned in previous sections, however, budget tend to be better approached in terms of cost efficiency rather than actual cost.

The apparent hesitation among brands to outsource content marketing activities, despite the lack of skills and resources to effectively do it themselves, might be explained by concerns of losing control over strategy. Many believe that strategy cannot be outsourced but, as long as the business objectives are made clear, support from the right third parties can in fact help in the directives of the content marketing activities. While it is true that brands should own the strategies they want to steer, exploring other sources capable of advising them on the best content strategies can be a wise decision for an optimum outcome.

Kate Delos Reyes, managing director at GetCRAFT in the Philippines shared that a major challenge in finding people who will give life to content marketing strategy is knowing where to look. "Having worked with many from the industry, I can attest to the dense pool of world-class talent in the Philippines. Systems, procedures, or platforms that allow brands to match their needs with labor market skills may offer them a competitive advantage", she added.

About GetCRAFT

GetCRAFT is Southeast Asia's premier content marketing network. The company helps connects brands with 2,000+ vetted content creators and sponsored content channels for their content marketing, influencer marketing & bespoke native advertising needs. The company has worked with 150+ brands for over 1,800 projects, with clientele including Facebook, Samsung, Microsoft, Unilever, Schneider Electric, Pond's, Uniqlo, Nestlé, Ayala Land, and many more. GetCRAFT is now present in Indonesia (HQ), Philippines, and Singapore.



Patrick Searle

Co-founder and Group CEO, GetCRAFT

Patrick has spent the last 10 years in 3 different countries helping some of the world's largest brands with digital. He is now on a mission to help Southeast Asian brands and agencies tell amazing stories that both educate and inspire people to take action.



Kate Delos Reyes

Managing Director Philippines, GetCRAFT

Kate heads GetCRAFT's Philippine operations based in Manila. She built her expertise in digital media through working closely with agencies, brands and media for the past 15 years. She is committed to raising the bar of content marketing in the Philippines.

About this White Paper

This white paper is developed independently by GetCRAFT based on the market survey conducted in 2017 across urban cities in the Philippines. The survey involved 150 managers, directors, VP and C-level marketers from brands and agencies. Our respondents represent the FMCG, retail, technology, e-commerce, tourism & hospitality, banking & finance, energy, manufacturing, and other industries.

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