



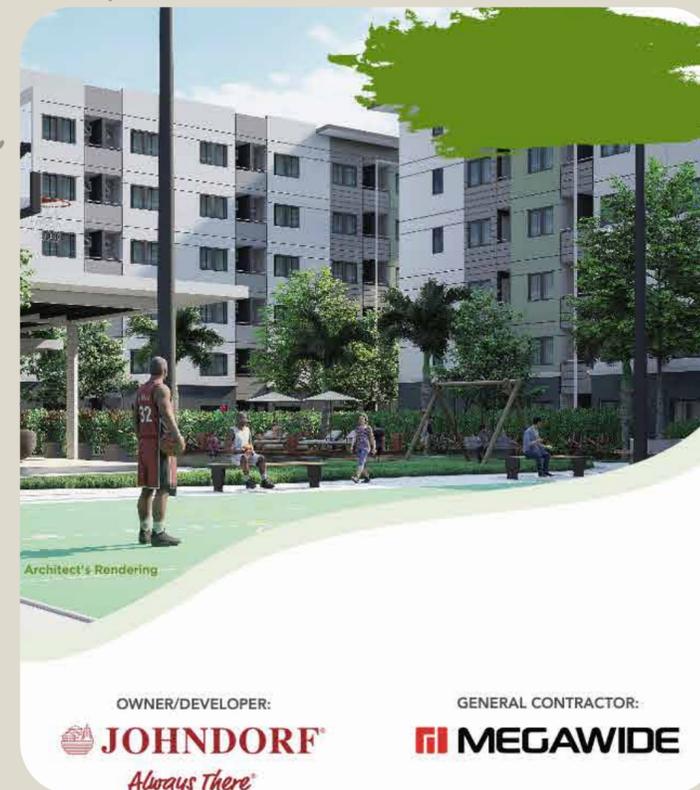
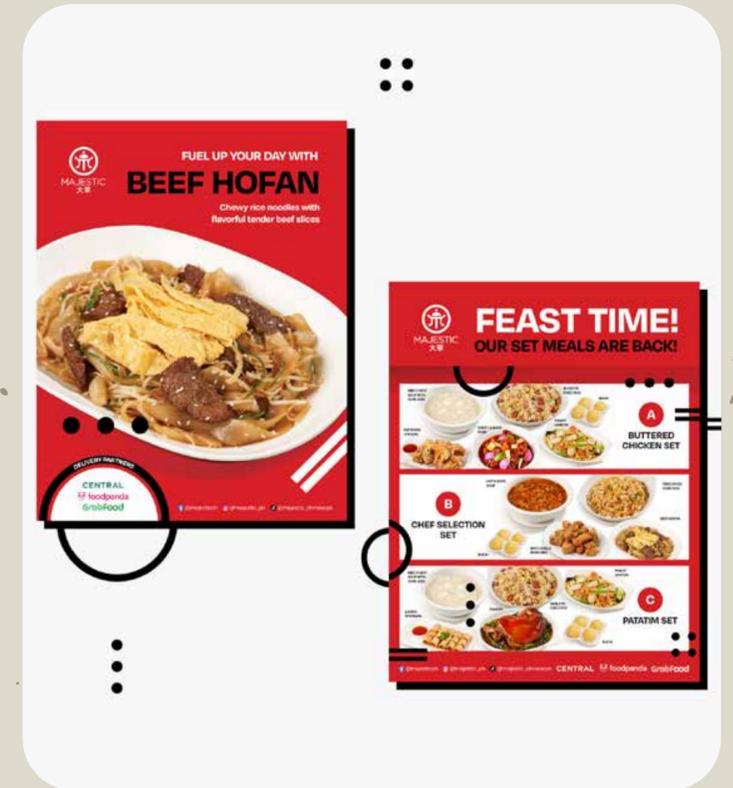
WHITE BRICK

Marketing Collaterals

Grow your brand and business

Marketing Collaterals

Level up your marketing materials to attract clients and customers and build strong connections.



BRAND VALUE

Give your products and services a boost with high quality materials

What can the
**right Marketing
Collateral Design**
do for you?

COMPETITIVE ADVANTAGE

Position your brand ahead of your competitors and successfully sell your business

EFFECTIVE COMMUNICATION

Showcase your products and services and what your business is about



STRONG FIRST IMPRESSION

Make an impact on your clients and customers

Our Marketing Collaterals Design Work

Majestic

Majestic Restaurant is a well-loved Chinese restaurant that has a deep history and loyal customer base that has continued to patronize its offerings for the past 29 years. In the past year, Majestic has positioned itself as a fast casual dining destination by offering bento meals, set meals and merienda sets.



**THE CHINESE
FOOD WE LOVE**



MAJESTIC 大華

BRASIED PORK BELLY P480

TREAT YOURSELF TODAY WITH
SNO ICE HALO-HALO

Use shaved ice with sweetened fruits and gelatin, topped with leche flan

RICE BOWLS

MAJESTIC 大華

DELIVERY PARTNERS: CENTRAL, foodpanda, GrabFood

MAJESTIC 大華

FUEL UP YOUR DAY WITH
BEEF HOFAN

Chewy rice noodles with flavorful tender beef slices

FEAST TIME! OUR SET MEALS ARE BACK!

A BUTTERED CHICKEN SET

B CHEF SELECTION SET

C PATATIM SET

DELIVERY PARTNERS: CENTRAL, foodpanda, GrabFood

MAJESTIC 大華

THE CHINESE FOOD WE LOVE

CENTRAL, foodpanda, GrabFood

3RD LEVEL
SM CITY CEBU

MAJESTIC 大華

THE CHINESE FOOD WE LOVE

MAJESTIC 大華



To showcase Majestic's fast casual vibes, the team gave the restaurant a refreshed look to bring this well-loved family tradition closer to the younger generation. For the overall identity we chose the color red, which we dubbed "Majestic's New Red", to represent the heat in the kitchen, the bold flavors and the culture of Chinese cuisine.

For the design, we made use of big headings, bold use of colors and dynamic shapes inspired by the logo. We had fun using these shapes as modular elements that float across the layout. We also added illustrations that mimic Chinese characters as secondary or accent elements and for some layouts, as icons that represented dishes, bento boxes, stovetops, chopsticks and even ingredients.

Johndorf

Johndorf Ventures Corporation is a real estate company that builds affordable, quality homes and communities that provide Filipinos with a better quality of life and better living.

They have several developments across Vismin. All of which have different brands. So they tasked us with creating their marketing collaterals to make sure everything remained consistent and to ensure their message came across towards their market.



JOHNDORF
Always There

More than 30 Years of Developing Livable
Communities for Filipino Families

TierraNava
LUMBIA

TierraNava
OPOL

Vila
Castena

Plumera
MAGTAN CEBU

Astana
BAVAO

CORAL
VILLAGE

Montierra



Chikaan

Chika-an is a restaurant featuring Cebuano cuisine, where people dine in the ambiance of an old Filipino home. For more than 30 years, serving home-cooked Filipino dishes has been their long-standing tradition. Chika-an's menu is a collection of favorite traditional home-cooked dishes from different provinces of Cebu. With their recipes, each meal shared feels like coming home every time.

To celebrate Chika-an's all-time favorite Filipino dishes, we gave the brand a very dynamic and vibrant treatment using bold colors and themes in the art direction, food photography and styling. The photos were used in the menu and other marketing materials and collaterals.



CHIKAAN

SARAP NA KUMAKAGAT!



CROCODILE SISIG
P230

CALL US!
0912 073 7074 / 0966 435 1975
STORE HOURS: 10 AM - 2 AM

f ChikaanSaPalawan

CHIKAAN

Barkada Sets

Set A
P1,199
(Good for 4 pax)

Set B
P1,299
(Good for 4 pax)



f @ ChikaanPH

CHIKAAN

Ice Ice Baby!
CHILLIN' PINOY TREATS **P109**
For Only



CORN & CORNFLAKES
BANANA LANGKA
UBE QUEZO

CHIKAAN

Simulog Set
MAS SULTY WITH **UNLI-RICE**



P1,218
(Good for 4 pax)

CHIKAAN

SILOG Meals
P99 EACH WITH GLASS OF ICED TEA



CORNSILOG
TOSILOG
BANGSILOG
LONGSILOG

CHIKAAN

NEW ITEMS

Tahong
IN COCONUT MILK

SIZZLING Crab Meat
with EGG **P159**

BONELI POCH

BAKED

Gay Glazed Fried Chicken **P229**

PAN de TSOKOLATE

php 120

CHIKAAN
cebu

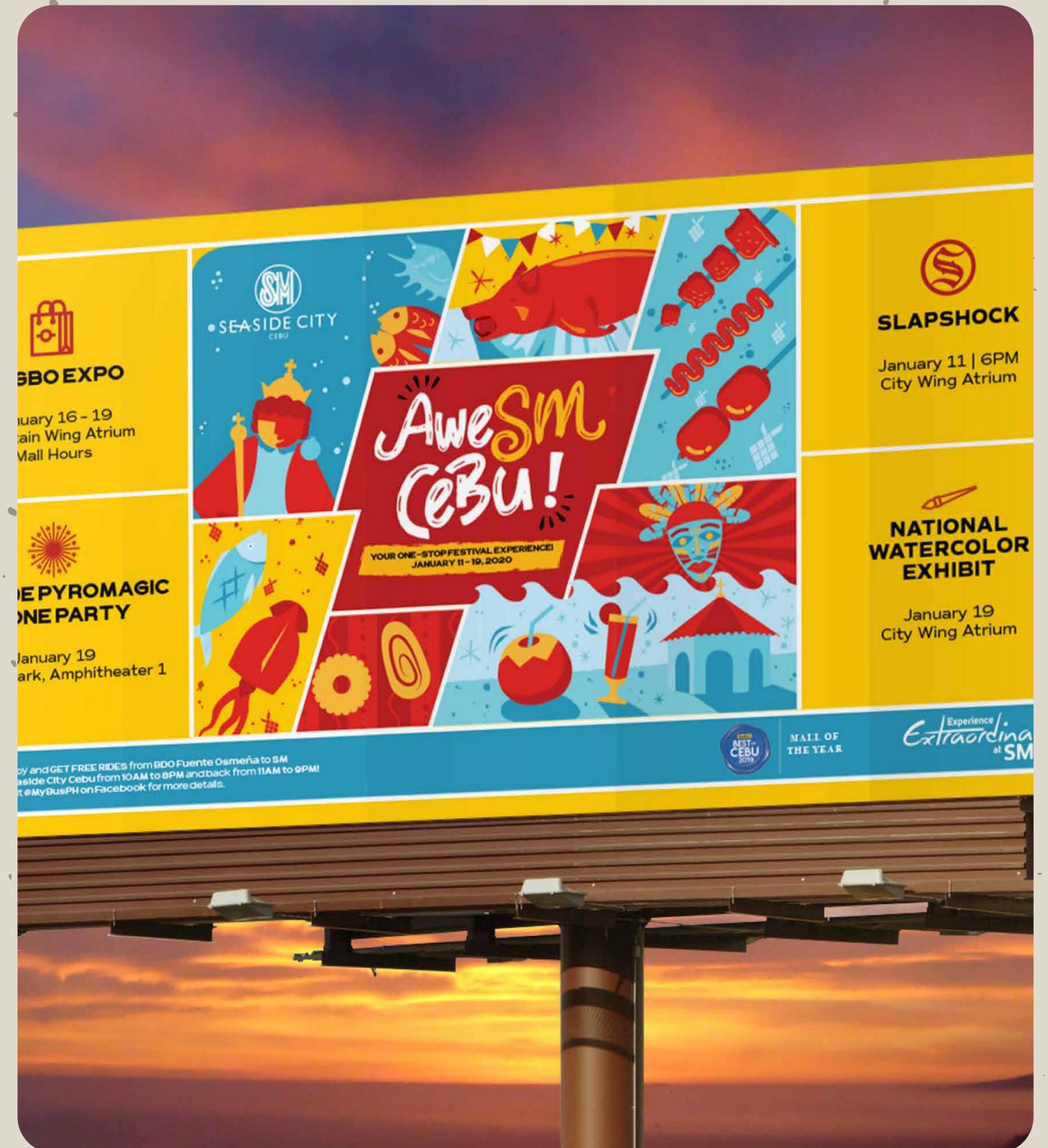
f chikaanph

SM Seaside AweSM Cebu & #ILYSM

SM Seaside City Cebu launched two of their biggest campaigns for the year - AweSM and #ILYSM.

For Valentine's and Love month, SM Seaside City launched their #ILYSM campaign, which stands for "I Love You SM" and a play on the phrase "I Love You So Much". The campaign featured fun activations and promotions to discover and spread love at SM Seaside.

With SM Seaside City Cebu's extremely tight schedule due to the nature of both campaigns which had less than a month lead time, the studio had to step up to the challenge of developing the fastest Key Visual ever. The schedule did not allow for a photo shoot or to create and do crafts. Instead, the team illustrated all the elements that fit the theme of event. For AweSM, all graphic illustrations represented best of Cebu. In the case of #ILYSM, the concept featured popular Valentine's gifts popping out of a box of surprises.



SM SEASIDE CITY CEBU

#ILYSM

Celebrate Extraordinary Love

TWO-FOR-ONE DEALS
February 8 - 16
Participating Tenants

FAMILY TIME THIS VALENTINES
February 15 | 5PM
Mountain Wing Atrium

LOVE-A-FAIR
February 10 - 16
Mountain Wing Atrium

LOVE ON ICE
February 14 | 10AM - 2PM
3rd Floor, Ice Skating Rink

my bus
Enjoy and GET FREE RIDES from BDO Fuente Osmeña to SM Seaside City Cebu from 10AM to 9PM and back from 11AM to 9PM! Visit @MyBusPH on Facebook for more details.

BEST OF CEBU 2018 MALL OF THE YEAR

Experience Extraordinary SM

Let's Get Connected: 032 340 8735

SM SEASIDE CITY CEBU

THE GREAT LECHON FIESTA

YOUR ULTIMATE LECHON EXPERIENCE

032-340-8735 | SM Seaside City Cebu (Official)
SMSeasideCityCebu | SMSeasideCebu

my bus Experience Extraordinary SM



WHITE BRICK

Thank
you!

LET'S WORK
TOGETHER!

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General Maxilom Avenue

  [wearewhitebrick](#)