

CREDENTIALS 2012

The logo for BRANDSPEAKASIA features the word "BRANDSPEAKASIA" in a bold, sans-serif font. The letters "BRAND" are in black, "SPEAK" is in red, and "ASIA" is in pink. A stylized, flowing pink swoosh graphic is positioned above the letters "A", "S", and "I".

BRANDSPEAKASIA

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If your brand could speak, what would it say?

Aside from machines and productive capital, your brand is one of your largest assets. And at the heart of your brand is a story your target audience is waiting to hear.

Are you ready to tell it?

We're ready to help YOU.

About BrandSpeakAsia

BrandSpeakAsia is a privately owned, independent public relations corporation created and managed by a team of young, dynamic and vibrant professionals committed to a shared passion: the integration of unique and creative thinking and strategically versatile marketing methodologies to humanize a brand, personify its character, and reach out to its public.

Our key strength is in creating publicity for you. Communicate your brand.

Relatively young and founded in 2006, BrandSpeakAsia marks itself distinctive, powered by the creative and ever increasing desire of its core movers to partner with its clients in conceptualizing and implementing unique but well grounded on research, innovative, and adaptable communication campaigns.

Expertise

Anchored by the experience and expertise of the team, BrandSpeakAsia offers what it does best, its three-pronged expertise: Public Relations, Design Development and Event Management.

PUBLIC RELATIONS

With BrandSpeakAsia, you tell your story while we provide the creative media and specialty PR tools. We look at your brand at all angles – and magnify your favorite look.

DESIGN DEVELOPMENT

With BrandSpeakAsia, you tell us your vision, your dreams and your character, and we will paint a picture of how you should be seen, how you want to be seen – or simply a picture of you.

EVENT MANAGEMENT

With BrandSpeakAsia, you share with us the characters of your key public and we will form and deepen your relationship with them – through an event that will get your key messages across and instill meaningful experiences.

Services

BrandSpeakAsia offers creative, interactive, and well-established communication methodologies that activate its expertise. With clearly defined goals, each service will creatively respond to assist in the achievement of each communication objective posed by and to each client.

PUBLIC RELATIONS

CREATIVE MEDIA TOOLS

- Media Coverage
- Media Monitoring and Alert System
- Media Coaching and Briefing for Speakers
- Media Training
- Crisis Management
- Reputation Management
- Press Kit Development
- Press Release Development
- Press Release Pitching Coordination
- Product/Company Profiling
- Speaker Profiling
- Press Conference Management
- Alternative Media Strategy Development
- One-on-one Interview Arrangement
- Experiential Media Event Conceptualization
- Intimate Media Gathering Organization

SPECIALTY PR TOOLS

- Communications Campaign Conceptualization and Development
- Product Promotion Strategy Development
- Corporate Social Responsibility Conceptualization
- Advocacy Development and Implementation
- Stakeholder Relations
- Thought Leadership Program Conceptualization and Implementation
- Communication and Corporate Research
- Corporate Manual Development, Editorial and Research

DESIGN DEVELOPMENT

- Brand Imaging, Design and Development
- Web design and Programming
- AVP and animation
- Logo Development
- Corporate Design Theme-ing and Branding
- Below the line conceptualization and production
- Conceptualization and Design of the following:
 - Posters
 - Banners
 - Corporate Brochures
 - Conference Kits
 - Corporate Brand Book
 - Other Creative Collaterals

EVENT MANAGEMENT

- Conceptualization and Implementation
- Third Party Management
- Product Launch
- Corporate Launch
- Press Conference
- Corporate Events
- Trainings and Seminars

Core Movers

BrandSpeakAsia is composed of a core of goal-oriented professionals with vibrant souls, creative minds, and passionate hearts that have been gifted with diversified expertise. Their unique talents and experience power the company's creative thinking lifestyle. Each is a servant-leader, humbled by their desire to grow with every stakeholder, learn from every opportunity, and lead in the attainment of goals for clients and for each of its key public. The following are the founders and executive officers heading different teams.

LEIGH CECILIA F. DE ARMAS

President and CEO, BrandSpeakAsia, Inc.



Leigh has had an outstanding career in the field of business development primarily leading in the conceptualization and development of communications, business marketing, and public relations proposals for clients in various industries. She has led and managed campaigns for non-profit organizations and environmental PR such as the USAID'S "Energy and Clean Air Project"; Healthcare advocacy programs such as Abbott Laboratories, "The RED Treatment, Anti-Obesity Campaign;" among others. Leigh also serves as a consultant in business development for SME's in the insurance, events and management consultancy industries.

She finished her bachelor's degree in Industrial Economics at the University of Asia and the Pacific in the Philippines, as a scholar of the Institute of International Education, C.V. Starr Foundation based in NY, New York, USA. A technical and lifestyle writer, Leigh contributes for selected publications.

CHARIZA MEDINA-SALGADO

Vice President and COO, BrandSpeakAsia, Inc.



Tsaris is a highly experienced media professional with extensive network among local-based and international media. She has significant experience in conceptualization, Design development and production of print and broadcast materials. She gained substantial public relations experience as a member of different governmental and non-governmental organizations, particularly with her involvement in handling PR and the development and publication of materials for the Office of the Presidential Adviser on the Peace Process (OPAPP). Tsaris was also an editorial consultant at the Commission on Human Rights (CHR).

To a large extent, she has coordinated and lead fact-finding projects and humanitarian missions as the Executive Director of the Ecumenical Commission for Displaced Families and Communities (ECDFC), a non-government organization established in 1986 to assist victims of internal displacement due to human-made disasters. Tsaris completed a course on International Human Rights through a scholarship at the International Institute of Human Rights in Strassbourg, France.

BRANDSPEAKASIA is partnered with consultants and people with the creative expertise to move each clients' needs. For more detailed information, please email inquire@brandspeakasia.com and we will be glad to sit down with you and explore on possible partnership.

Clients

PUBLIC RELATIONS

- Bank of the Philippine Islands (BPI)
 - Self Service Division/Online and Mobile Banking
 - BPI Direct
 - SMART Partnership
 - Globe Partnership
 - Ayala Land Partnership
 - Asset Management and Trust Group
 - Corporate Banking Group
 - McDonalds Partnership
 - David's Salon Partnership
- Bank of the Philippine Islands Family Savings Bank (BFSB)
 - Loans Department (Housing, SME and Auto)
 - 102 Paseo Loans Concept Store
 - Cebu Pacific Partnership
 - Top Gear Philippines Partnership
 - Go-Negosyo, AFFI and PFA Partnership
- 3M Philippines
 - Post-It®
 - Scotch®
 - Filtrete™
 - Command™
- TNT Express Philippines
- Asia Pacific Association for Fiduciary Studies (Guam)
- MANELS Leathergoods Asia
- Servier Philippines
- LapDance Techgear
- San Miguel Great Food Solutions
- Chartered Financial Analysts Society of the Philippines (CFAP)
- Generali Pilipinas
- ZTE
- Canadian Chamber of Commerce
- SEARCA
- Michelle Simone Productions
- JFINEX
- Asia Food Expo (AFEX)
- Sitti
- Atlas Copco, Philippines
- DataOne Asia, Philippines
- Speed Regalo
- Air Speed Philippines Inc.

Joint Projects

- Australian New Zealand Chamber of Commerce (ANZCHAM)
- European Chamber of Commerce of the Philippines (ECCP)
- Canadian Chamber of Commerce (CANCHAM)

DESIGN AND MULTIMEDIA

- Atlas Copco, Philippines
- Asian Seminary of Christian Ministries
- TNT Asia Pacific
- Pioneer Life
- PHINMA Education Network
- Alabang New Life Christian Center
- New Life Christian Center The Fort
- Bank of the Philippine Islands Family Savings Bank (BFSB)
- Casas+ Architects
- Food and Fertilizer Technology of Taiwan (FFTC)
- MANELS Leathergoods Asia
- British Chamber of Commerce (BCCP)
- Bank of the Philippine Islands (BPI)

EVENTS MANAGEMENT

- The Pacific Region Investment Conference hosted by APAFS
- Bank of the Philippine Islands Press Conferences
- Press Conferences of aforementioned PR Accounts
- NO LIMITS Concert for the benefit of Alabang New Life Building Construction
- Prestige Night for Chartered Financial Analysts Society of the Philippines (CFAP)
- Healthcare Information Management Outsourcing Services Congress 2011 (HIMOSC 2011)
- Atlas Copco, Philippines' Southeast Asia General Managers' Meeting

PARTNERS IN ADVOCACY

- Philippine National Red Cross
- Commission on Human Rights
- Local Government of Muntinlupa and Makati
- Center for Disaster Preparedness (CDP) Corporate Network for Disaster Response (CNDR)
- Alabang New Life Christian Center

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Contact Us

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