



COUNTING SHEEP STUDIO

カウンティング・シープ

MARKETING & CREATIVE DESIGN LAB

TABLE OF CONTENTS

THE BRAND 03

THE STUDIO 04

TEAM SHIPU 05

THE PROCESS 09

THE CORE 10

THE WORKS 11

CONTACT 38



THE BRAND

Our trademark breathes simplicity and sophistication. We at Counting Sheep Studio aim to help your business nurture lasting relationships with our trusted clients.

The simple logo of a sheep is an image with a hundred meanings. The sheep represents our client as we, the shepherds, guide you and your business towards your success stories.

For someone to fall asleep and have good dreams, thinking of counting sheep is always a good idea.



THE STUDIO

Counting Sheep Studio is the brainchild of three experienced artists who specialize in the creative field. Our unorthodox style in advertising, marketing, events, and conceptualization is what sets us apart from other design labs.

At Counting Sheep Studio, we don't only build brands- we make success stories. We take pride in providing out-of-this-world ideas that will surely fit our client's taste. By coming up with creative and strategic visual works, we are able to provide solutions through creative means time and time again.

Whether you need a logo, illustration, event, or whatever the creative gods blessed us with, greatness is always our standard. Counting Sheep Studio commits itself to continuous research, learning, and experimentation to provide our clients with the highest quality of creativity they deserve.

A grayscale photograph of a busy Japanese street scene. In the foreground, a taxi is parked on the left. Pedestrians with umbrellas are walking on the right. The background features various commercial signs, including 'JOYSOUND MAX 2' and 'SUBNADE'.

TEAM SHIPU

Meet the brains behind the brawn.

A portrait of a man with dark hair, wearing a dark V-neck sweater over a red shirt. His face is obscured by a thick black horizontal bar.

JOMAR ANTONIO

With a knack for organization, Joms takes the lead in project management. He quickly understands and deciphers the client's demands all while translating whatever business challenges they may have into success stories.

20 years in the industry is no laughing matter as this serves as the blueprint that guides our team and ensures everybody is on the same page. Before Counting Sheep Studio, he worked as a Creative Director in other top design studios and agencies around the Metro.

During his time in previous agencies, he handled brands such as Bench, Bizu, Cibo, DMCI, Fully Booked, Globe, Kenny Rogers, Natasha, Nescafe, Potato Corner, Rogin E. Western Union, Yellow Cab, and many more.

A portrait of a woman with long, dark hair, wearing a black t-shirt. Her face is obscured by a thick, horizontal black bar. The image has a slight red and blue color cast, giving it a 3D or glitch-like appearance.

MEIA ALVAREZ

Meia is a digital artist, illustrator, and the Creative Head of the studio. She puts her heart on her sleeve when creating her original works combined with new, evolving techniques in art. Whatever the design requirement might be, it all seems to come naturally to Meia. It is ingenuity and the love for creative detail that makes her talent shine. She ensures client satisfaction from the beginning of a project until the end, bringing to light that 'communication is key.'

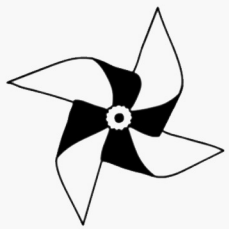
Before the birth of the studio, she has worked with GMA Network for KMJS, TwoAnyone, Ambient Media, and Breakout Philippines.

A portrait of a man with dark hair, wearing a dark V-neck t-shirt. His face is obscured by a thick, black, horizontal brushstroke. The background is plain white.

JAM SALAZAR

Having a background in marketing and digital art when combining unique ideas with new marketing techniques, Jam is the textbook definition of an excellent leader to his junior designers. With an easy-to-work-with personality and positive attitude, he easily identifies and understands the different flavors each member brings to the team and how to push their ideas to the forefront. The result is a little bit of everything on what makes Counting Sheep great.

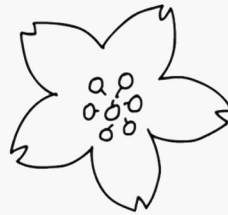
He divulged into different artistic and creative environments before working at the studio. Photography, logo development, and digital layouting are just the tip of the iceberg with outputs done for Manila Bulletin, National Bookstore, Tyler's Cafe, and ATP Construction.



THE
IDEA



THE
PLAN



THE
DESIGN



THE
EXECUTION



THE
RESULT

THE PROCESS

How we bring Point A to Point B and so on.

CREATIVE + MARKETING

Brand Identity
Logo Development
Packaging Design
Photo Manipulation
Final Art
Kiosk / Brand Design
Store Display Concept
Marketing Campaign
Marketing Collateral Development
Print and Online Advertising
Animation

DIGITAL + SOCIAL MEDIA

Website Development and Design
Digital Management
Social Media Planning and Handline





THE WORKS

2019 - PRESENT

KOKOS

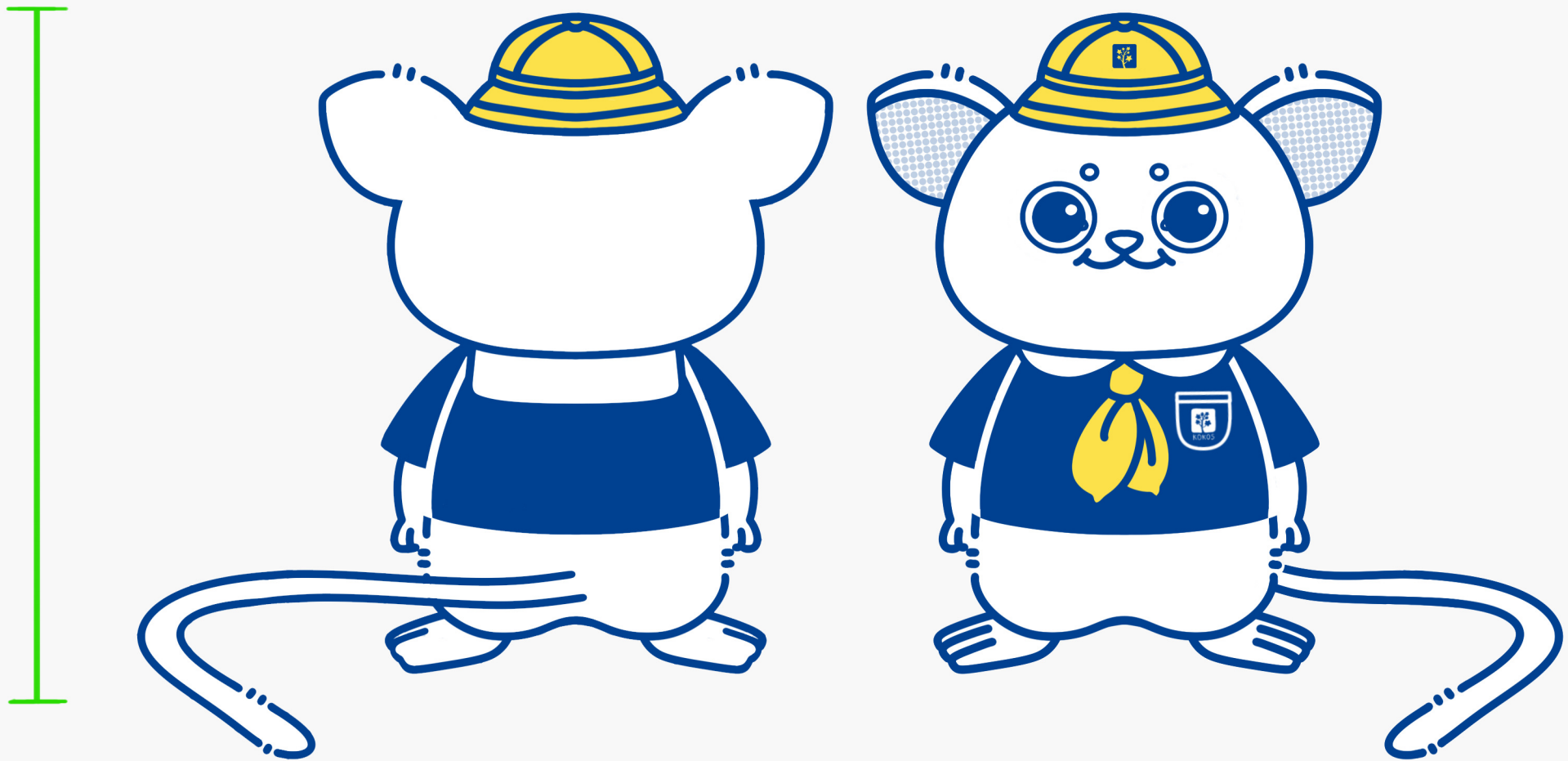
INTERNATIONAL EDUCATION PROFESSIONALS

KOKOS is a leading innovative education and migration agency in the Philippines with their headquarters based in Melbourne, Australia.

CHECK IT OUT! —————→

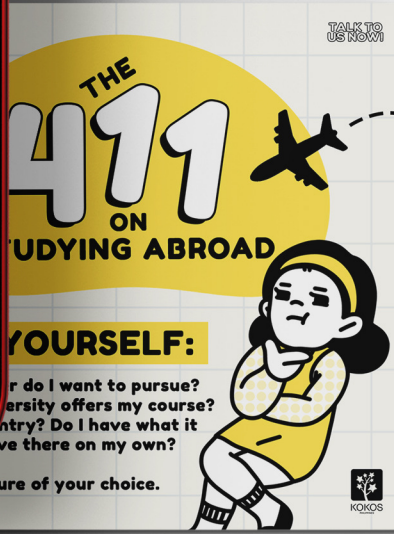
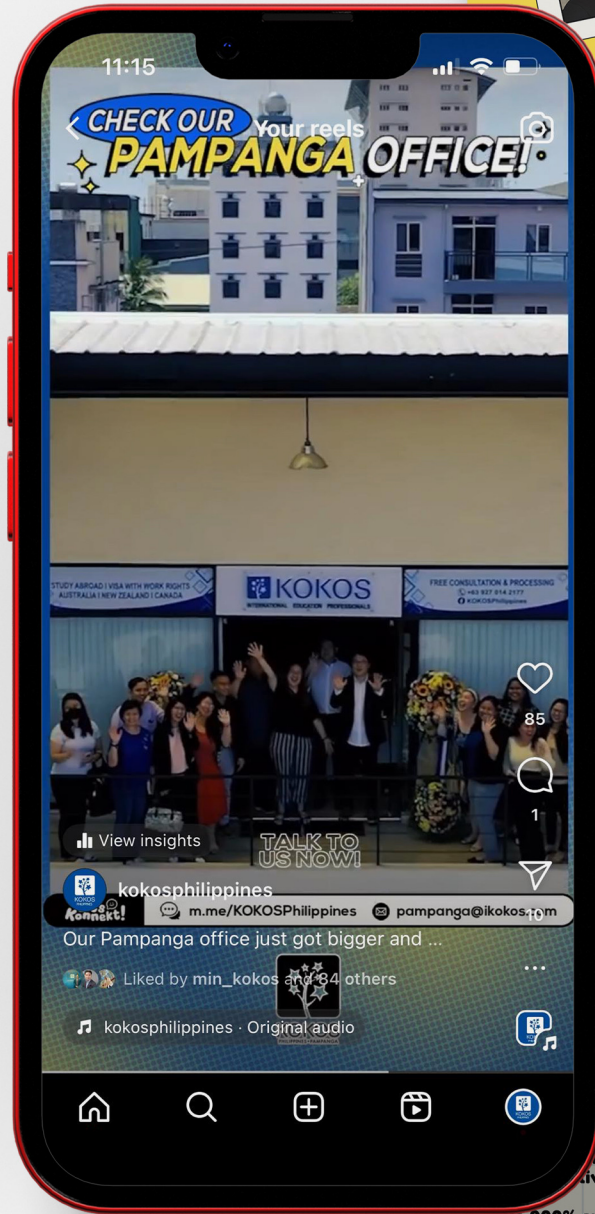
SERVICES RENDERED:

Mascot: Toto the Tarsier | Social Media Marketing + Planning (Content & Copy - Static + Video)
META Advertising Placement + Management | SAF 2023 Branding + Implementation
Marketing Collateral (Print) Design + Layout

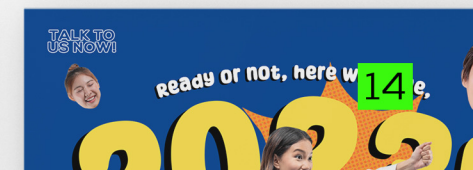
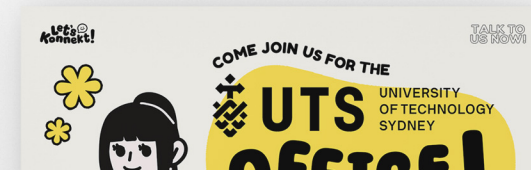


Toto is the official mascot of KOKOS Philippines branch
His name comes from the word 'Katoto', meaning 'friend'.

MASCOT: Toto the Tarsier



SOCIAL MEDIA







SOME OF THE BEST THINGS IN LIFE ARE
FREE
AVAIL OF OUR SERVICES ONLINE OR IN-PERSON

- STUDY ABROAD & SCHOLARSHIP CONSULTATION
- SCHOOL APPLICATION DOCUMENTATION & PROCESSING
- STUDENT VISA PROCESSING
- PRE-DEPARTURE ORIENTATION

ADD-ON SERVICES

VISA PROCESSING OF STUDENT'S DEPENDENTS

CONTACT US:

- MAKATI CITY (HQ)**
admin_manila@ikokos.com
0917-87KOKOS (0917-875-6567)
Unit 201 2/F Townes Inc. Building, 916 A. Arnaiz Avenue, Makati City 1223
- PAMPANGA BRANCH**
pampanga@ikokos.com
0927-014-2177
Unit B2-5 2/F Alta Claro Commercial Building B, Mc Arthur Highway Corner San Pablo St., Barangay Claro M. Recto, Angeles City 2009
- CEBU BRANCH**
cebu@ikokos.com
0920-482-4887
8F Unit 8002 INito Tower Archbishop Reyes Avenue Lahug, Cebu City 6000
- DAVAO BRANCH**
davao@ikokos.com
0943-132-6406 | 82 327-7093
Door 11 JJ's Commune, Loyola Street, Obrero, Davao City 8000

LET'S TALK.
MONDAY TO FRIDAY: 9:00am - 5:00pm
SATURDAYS by appointment

YOUR TRUSTED INTERNATIONAL
EDUCATION PROFESSIONALS
SINCE 1997.

KOKOS
INTERNATIONAL EDUCATION PROFESSIONALS

Gear up for a global future and see the world with KOKOS.
(And Toto, too!)



AUSTRALIA
BRISBANE, SYDNEY, MELBOURNE, GEELONG, ADELAIDE, PERTH



STUDY ABROAD FESTA
#KitakitsSaKOKOS!

LET'S KONNEKT TO A PLACE NEAR YOU!

- DAVAO** SMX Lanang Premiere
- MAKATI** Fairmont Makati
- PAMPANGA** SMX Clark

DON'T HAVE A CLUE ON WHAT TO DO?

- 1 Register
- 2 Attend seminars and workshops
- 3 Go consult with top-class institutions from abroad
- 4 Join the stamp rally
- 5 Mingle with guests
- 6 Participate in the online raffle
- 7 Enjoy!
- 8 Approach KOKOS PH Educational Counselors for questions



LET'S GO GLOBAL!

REGISTER	SCHOOL 1	SCHOOL 2
SCHOOL 3	SCHOOL 4	SCHOOL 5
SCHOOL 6	AR FILTER STORY	PHOTO BOOTH

Experience all the event has to offer by joining this year's fun-filled stamp rally!
Complete all the tasks in the designated circles by visiting our partner schools and participating in our events. Have them stamped or signed to get your very own tote bag at the reception booth.

COMPLETED YOUR CARD? SWING BY OUR DROPBOX!

The fun isn't over yet - get a chance to win our exciting prizes! Fill out your information below and drop this brochure at our dropdown with your completed stamps to join our raffle. Winners will be announced at the end.

NAME: _____
CONTACT NUMBER: _____
EMAIL ADDRESS: _____



EVENT MATERIALS

- Helps you adapt into new environments quicker
- It's a once-in-a-lifetime opportunity catered to you



SOCIAL MEDIA MATERIALS



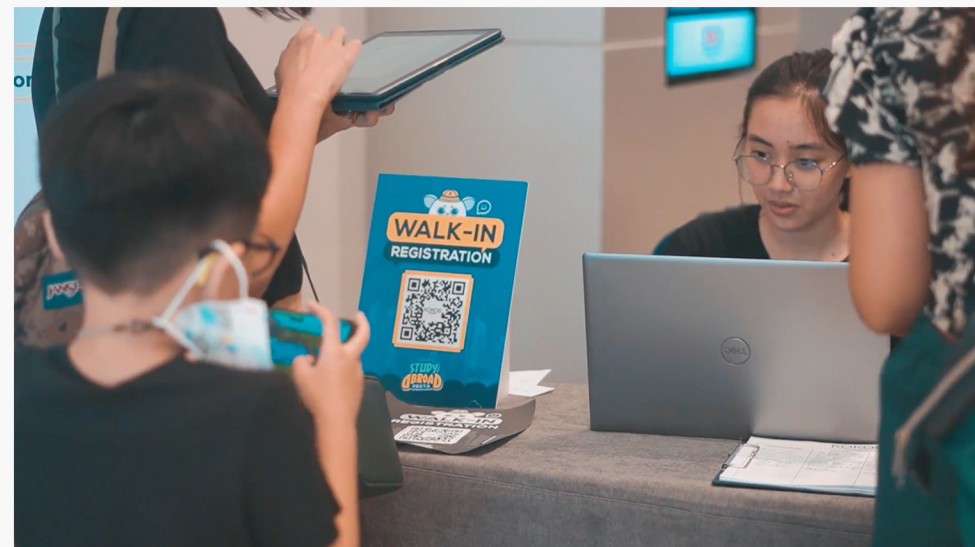
Backdrops utilizing the KOKOS PH SAF concept.



Photobooth area with KOKOS characters.



The brand's mascot, Toto the tarsier.



Walk-in tabletop standee at the registration area.

IN-EVENT PHOTOS

2021 - PRESENT

SPECTRA®

Spectra is an oral beefy tablet that packs a punch against pesky pests such as ticks, mites, fleas, and common worms from your precious furbaby.

CHECK IT OUT! —————>

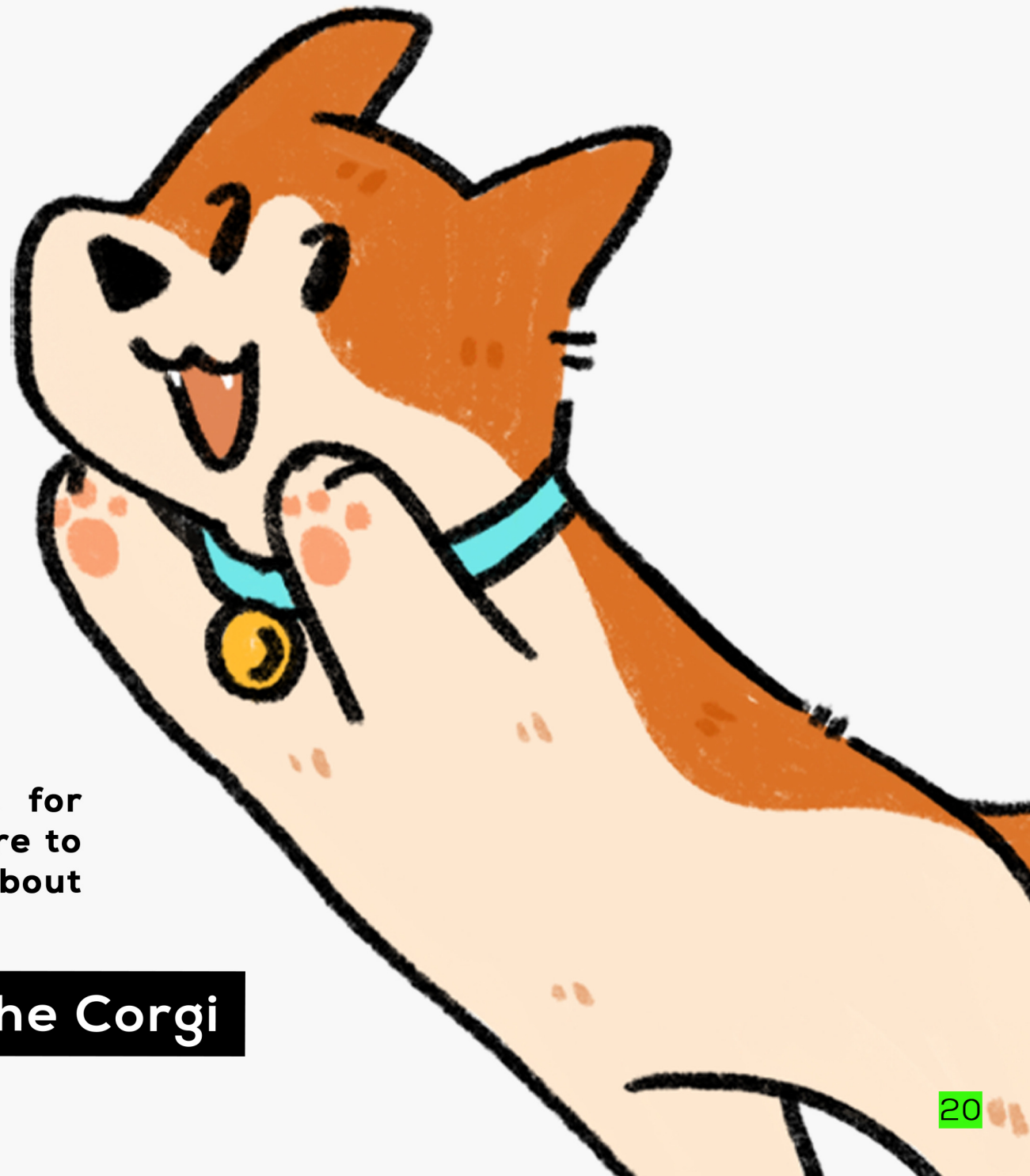
SERVICES RENDERED:

Mascot: Spectre the Corgi | Social Media Marketing + Planning (Content & Copy - Static + Video)
META Advertising Placement + Management | Community Management

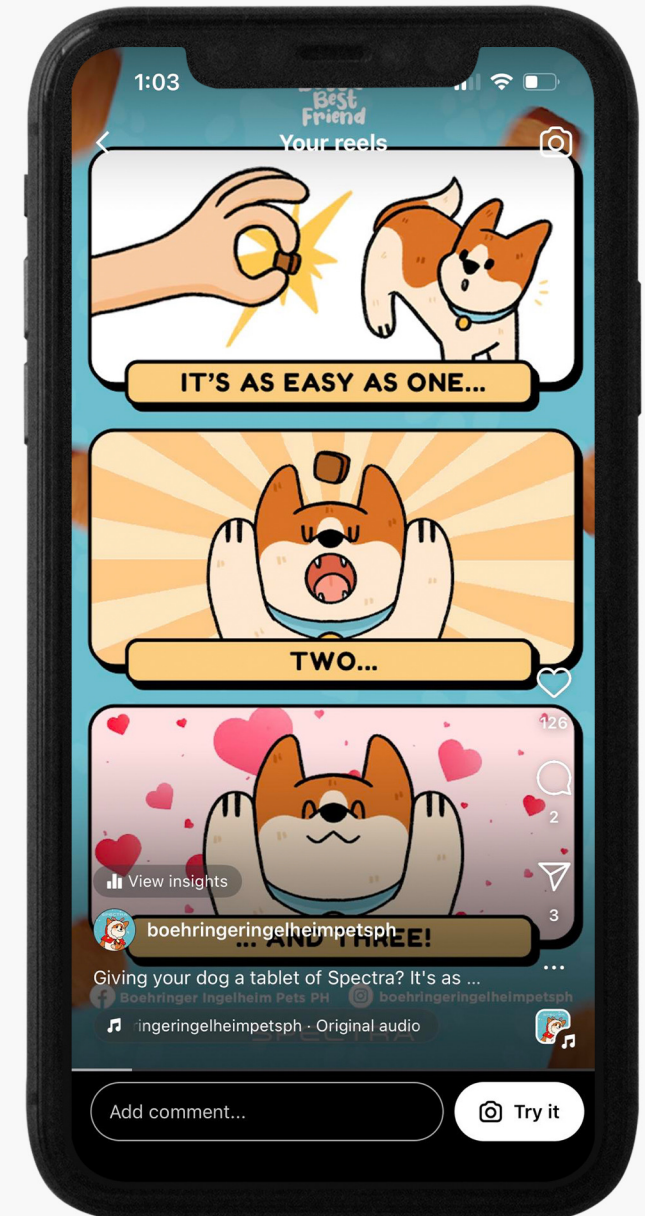
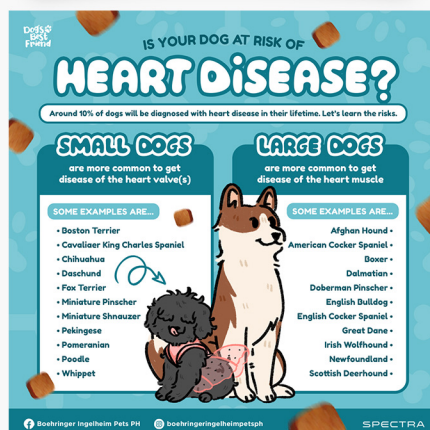


Spectre is the official mascot for Spectra. This loveable dog is here to be your companion in learning about all things pet health.

MASCOT: Spectre the Corgi



SOCIAL MEDIA



2020 - PRESENT

FRONTLINE[®] **Heartgard[®]** **Plus**

Frontline & Heartgard is a trusted petcare brand with products aimed to fight against parasites, inside and out!

CHECK IT OUT! 

SERVICES RENDERED:

Social Media Marketing + Planning (Content & Copy - Static + Video)

META Advertising Placement + Management | Community Management

E-Commerce Page Design (2021) | Marketing Collateral (Print) Design + Layout

SOCIAL MEDIA





2021, 2023 - PRESENT

FRESENIUS KABI

Fresenius Kabi offers supplements and vitamins for clinical nutrition all while nourishing life with caring support.

CHECK IT OUT! —————>

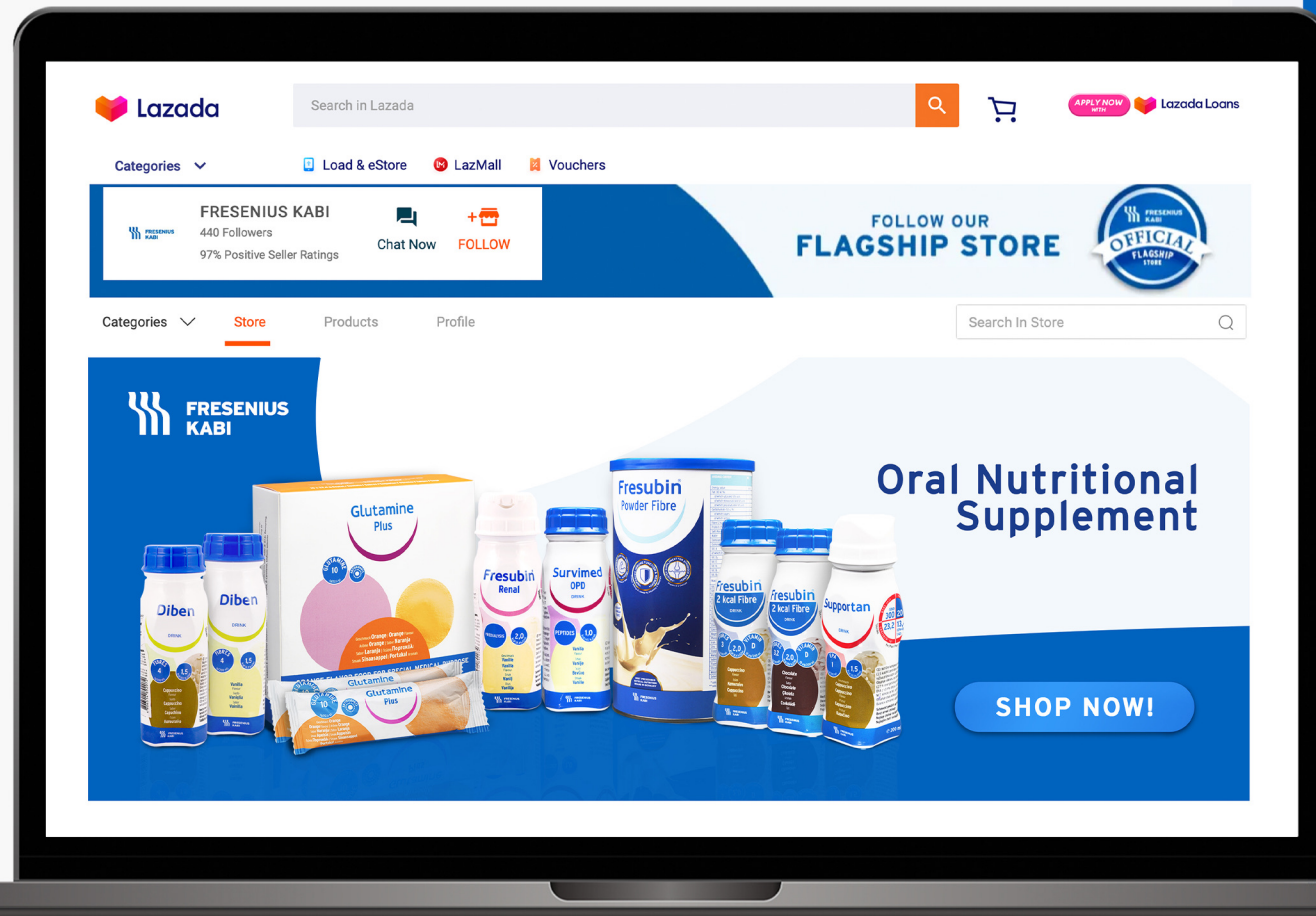
SERVICES RENDERED:

Social Media Marketing + Planning (Content & Copy - Static + Video)

META Advertising Placement + Management | Community Management

E-Commerce Page Design (2021)

E-COMMERCE



Search In Store

Fresenius Kabi PH >

Loz Mall Flagship Store | 231 Followers

98% Positive Seller Ratings

Homepage All Products Promotion

FOLLOW OUR FLAGSHIP STORE!

FRESENIUS
KABI

Oral Nutritional
Supplement



ADULT NUTRITION
STRENGTH, DEFENSE, WELL-BALANCED

SHOP NOW!



E-COMMERCE

P749.00
★★★★★ (288)

Glutamine Plus

CANCER & OTHER
NUTRITIONAL SUPPORT

SHOP NOW!

Special Nutrition
for Patients on
Dialysis



Fresubin 2KCal Fiber Drink
Chocolate (4pcs)
P703.00

★★★★★ (123)

Special Nutrition
for Patients on
Dialysis



Fresubin 2KCal Fiber Drink
Cappuccino (4pcs)
P703.00

★★★★★ (103)

For malabsorption
or maldigestion



Survimed OPD Drink EasyBtl
200ml
P175.75

★★★★★ (123)

Special Nutrition
for Cancer



Supportan Drink Cappuccino
200ml
P200.00

★★★★★ (309)

Immune System
Support



Glutamine Plus Orange
Powder 22.4g (10pcs)
P1,638.00

★★★★★ (309)

Special Nutrition
for Diabetes

Diben Emulsion 200ml
Cappuccino
P175.75
★★★★★ (298)

Special Nutrition
for Cancer

Supportan Drink Cappuccino
200ml
P200.00
★★★★★ (309)

Immune System
Support

Glutamine Plus Orange
Powder 22.4g (10pcs)
P1,638.00
★★★★★ (309)

FRESENIUS
KABI

OFFICIAL STORE



100% AUTHENTIC



EXCELLENT
CUSTOMER SERVICE



DELIVERY
GUARANTEED

Share your Experience with
#FreseniusKabiOfficialStore



Snap a photo or shoot a
video of your Fresenius
Kabi ONS purchase!



Let us know what you
think and leave a review!



That's it! Now, others
can see why you trust
Fresenius Kabi!



It's FLU SEASON. Get your
Immune System Boost
with Glutamine Plus

Happy Father's Day!

Cheers to our fathers and the love that they bring! May you be blessed with the best of health for your strong self.

GIVE BLOOD AND KEEP THE WORLD BEATING.

GRANOLA OATS Made with Fresubin® Renal

OFFICIAL FLAGSHIP STORE Lazada

LIVING A FULL AND HEALTHY LIFE WITH DIABETES THROUGH

Diben® Drink
Special Nutrition for Diabetes

OFFICIAL FLAGSHIP STORE Lazada

Healthy Habits for **Alzheimer's prevention** with Fresubin® Powder Fibre

SOCIAL MEDIA

CHOCOCCINO
with Fresubin 2kcal Fibre Drink

Healthy Foods for

2021 - PRESENT

PABLO

Established in 2005, Pablo is an exhibition space focusing on both local and foreign contemporary art. The company then created Post Gallery in 2013 at Cubao Expo, the birthplace of Pablo.

[CHECK OUR SOCIALS —>](#)

SERVICES RENDERED:

Web Design



A homegrown food business with the tastiest Fall-Off-the-Bone Ribs.

CHECK OUR SOCIALS —→

SERVICES RENDERED:

Social Media Marketing + Planning (Content & Copy – Static + Video)
Marketing Collateral (Print) Design + Layout | Packaging Design



2019 - PRESENT

Milestone Preschool is an institution dedicated to providing quality early childhood education necessary for the child's success in school and in life.

[CHECK OUR SOCIALS —>](#)

SERVICES RENDERED:

Logo Revamp and Brand Identity

Social Media Marketing + Planning (Content & Copy - Static + Video)

Marketing Collateral (Print) Design + Layout



2019 - PRESENT

GLORIAMARIS

One of the most well-known staple Chinese cuisine restaurants in the Philippines.

CHECK OUR SOCIALS —→

SERVICES RENDERED:

Brand Identity | Social Media Marketing + Planning (Content & Copy - Static + Video)
Marketing Collateral (Print) Design + Layout (Collaboration with an Interior Designer)
Video Advertising



The First and the Original Freshly Prepared Sisig
inspired to innovate the Pinoy's favorite pulutan.

[CHECK OUR SOCIALS —→](#)

SERVICES RENDERED:

Brand Identity | Social Media Marketing + Planning (Content & Copy - Static + Video)
Marketing Collateral (Print) Design + Layout | Store Collaterals (Menu Board, etc.)
Packaging Design



2015 - 2018

DERMCARE

DERMCARE Philippines is one of the leading skin, hair, and wellness centers.

[CHECK OUR SOCIALS —→](#)

SERVICES RENDERED:

Logo and Branding Development | Campaign Strategy (Shoot Planning and Execution)
META Advertising Placement + Management | Community Management
Social Media Marketing + Planning (Content & Copy - Static + Video)
Marketing Collateral (Print) Design + Layout (Store Print Collaterals)

2017 - 2018



The country's first professional waxing salon catered to make you feel your best.

[CHECK OUR SOCIALS —→](#)

SERVICES RENDERED:

Brand Identity | Social Media Marketing + Planning (Content & Copy - Static + Video)
Marketing Collateral (Print) Design + Layout | Campaign Strategy

cello's

2014 - 2016

DOUGHNUTS

A local homegrown brand now with multiple branches in the Metro, Cello's Doughnuts and Dips is just what you need for that quick sweet treat.

[CHECK OUR SOCIALS —>](#)

SERVICES RENDERED:

Logo Revamp | Package Design | Wall Mural



Star Keratin 3-in-1 Shampoo and Star Keratin Reconstructor Conditioner is your go-to product formulated to clean and condition hair. This formula contains natural Keratin to help repair and nourish damaged hair all while replenishing lost Keratin making your hair soft, smooth, shiny and healthy.

[CHECK OUR SOCIALS —>](#)

SERVICES RENDERED:

Logo Revamp and Brand Identity | Campaign Strategy | Website Design
META Advertising Placement + Management | Community Management
Social Media Marketing + Planning (Content & Copy - Static + Video) | Packaging Design

A black and white photograph of a traditional Japanese temple courtyard. In the background, a large, ornate gate with a tiled roof stands under a sky with bare trees. To the left, a large, flowering cherry tree is visible. The courtyard is paved with stone tiles, and the sides are lined with traditional wooden buildings. A bright green rectangular box is superimposed over the center of the image, containing the text "CHANGING THE WORLD. ONE DESIGN AT A TIME." in bold, black, sans-serif capital letters.

CHANGING THE WORLD.
ONE DESIGN AT A TIME.

LET'S KEEP IN TOUCH.

(02) 7750.2795

countingsheepstudioph@gmail.com

www.countingsheepstudioph.com

STUDIO: San Juan City, Metro Manila, Philippines

ADMIN: Pasig City, Metro Manila, Philippines