



# COUNTING SHEEP STUDIO

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MARKETING & CREATIVE DESIGN LAB

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## 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

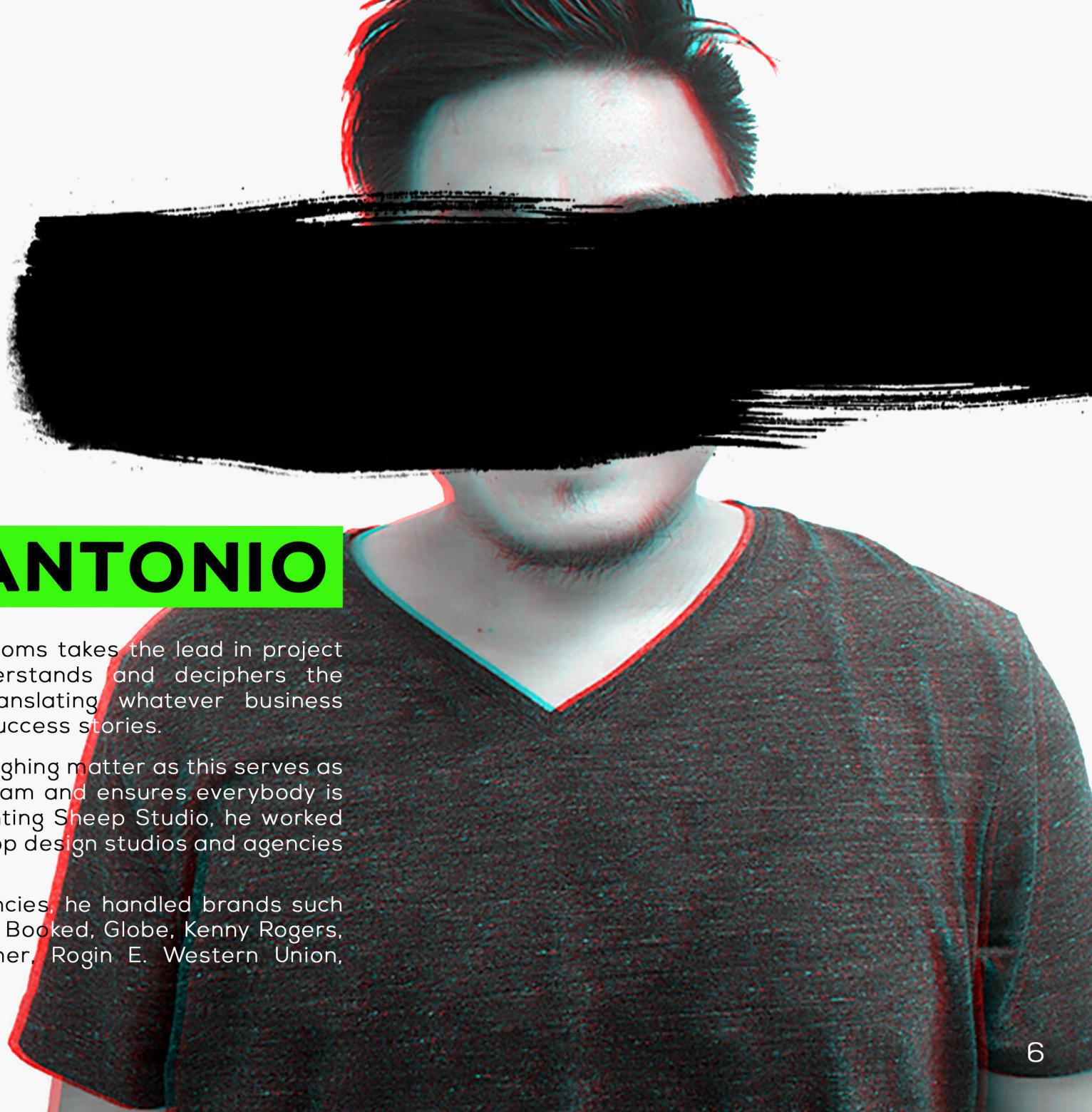
Counting Sheep Studio is the brainchild of three experienced artists who specialize in the creative field. Our unorthodox style in advertising, marketing, events, and conceptualization is what sets us apart from other design labs.

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.

# TEAM SHIPU

Meet the brains behind the brawn.



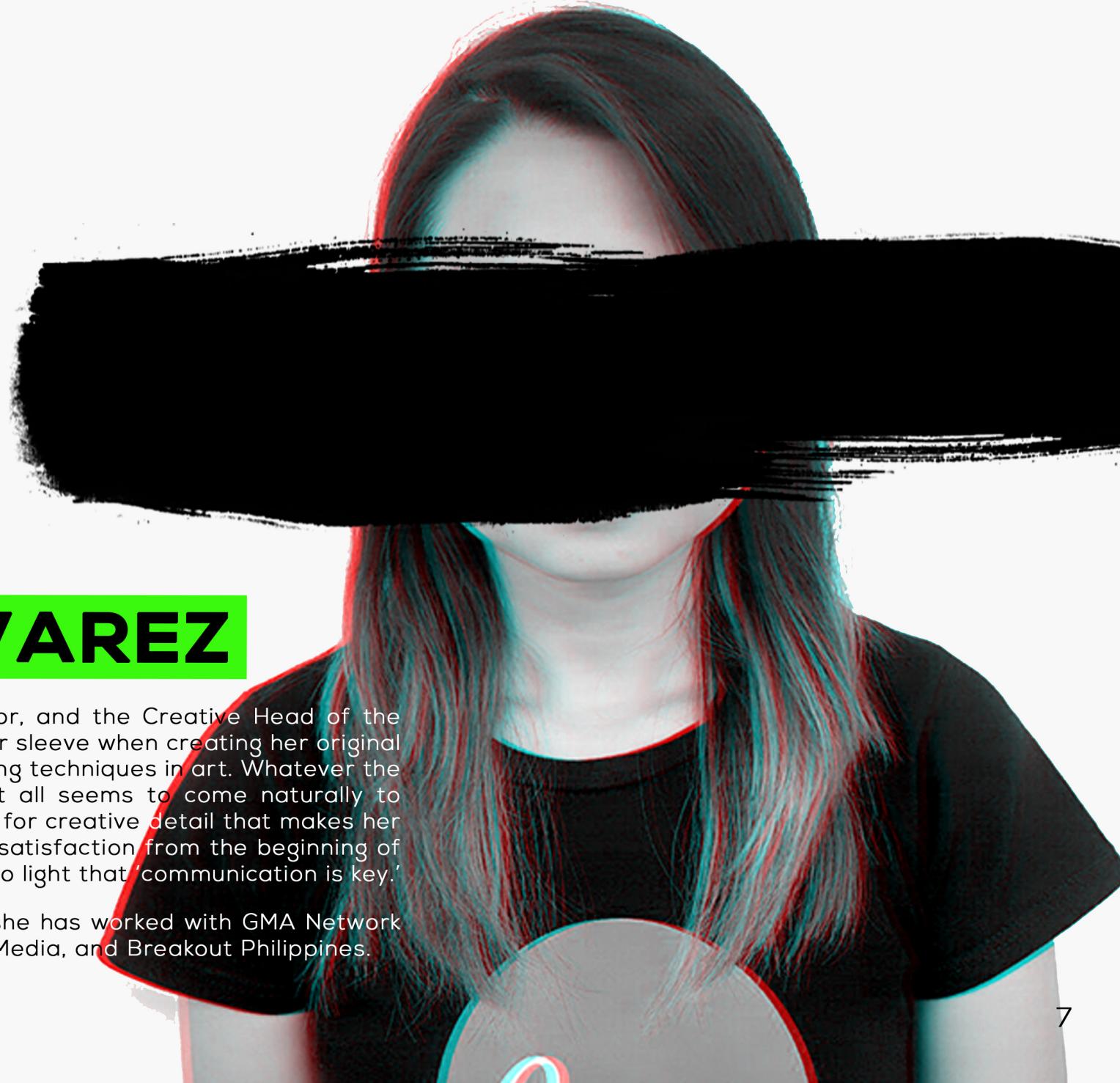
# JOMAR ANTONIO

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.

## 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.'

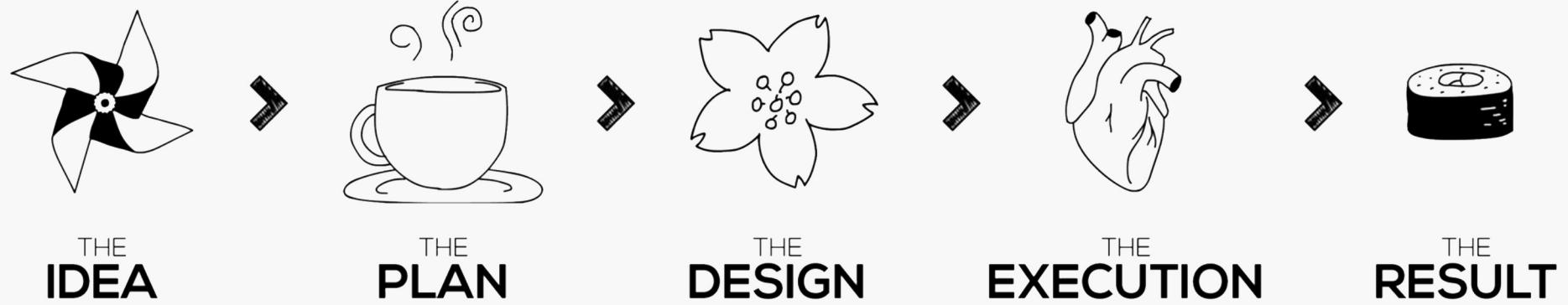
Before the birth of the studio, she has worked with GMA Network for KMJS, TwoAnyone, Ambient Media, and Breakout Philippines.



# 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 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

The logo consists of the words "THE CORE" in a bold, black, sans-serif font. The letters are arranged in two lines: "THE" on top and "CORE" on the bottom. The entire text is set against a solid black square background.

## **DIGITAL + SOCIAL MEDIA**

Website Development and Design  
Digital Management  
Social Media Planning and Handline



# THE WORKS

2019 - 2025



INTERNATIONAL EDUCATION PROFESSIONALS

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

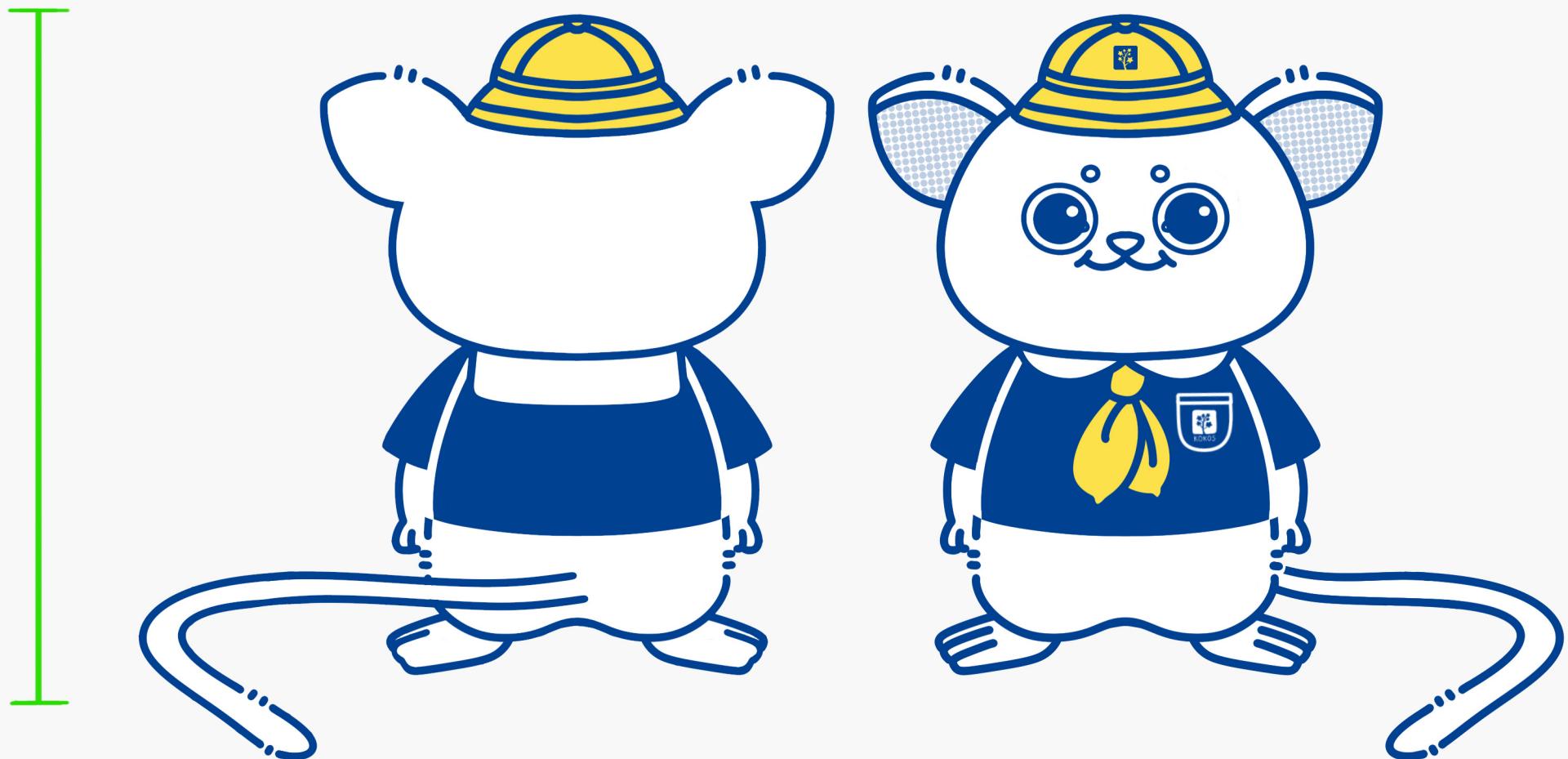
CHECK IT OUT! →

#### SERVICES RENDERED:

Mascot: Toto the Tarsier | Social Media Marketing + Planning (Content & Copy - Static + Video)

META Advertising Placement + Management | SAF 2023 Branding + Implementation

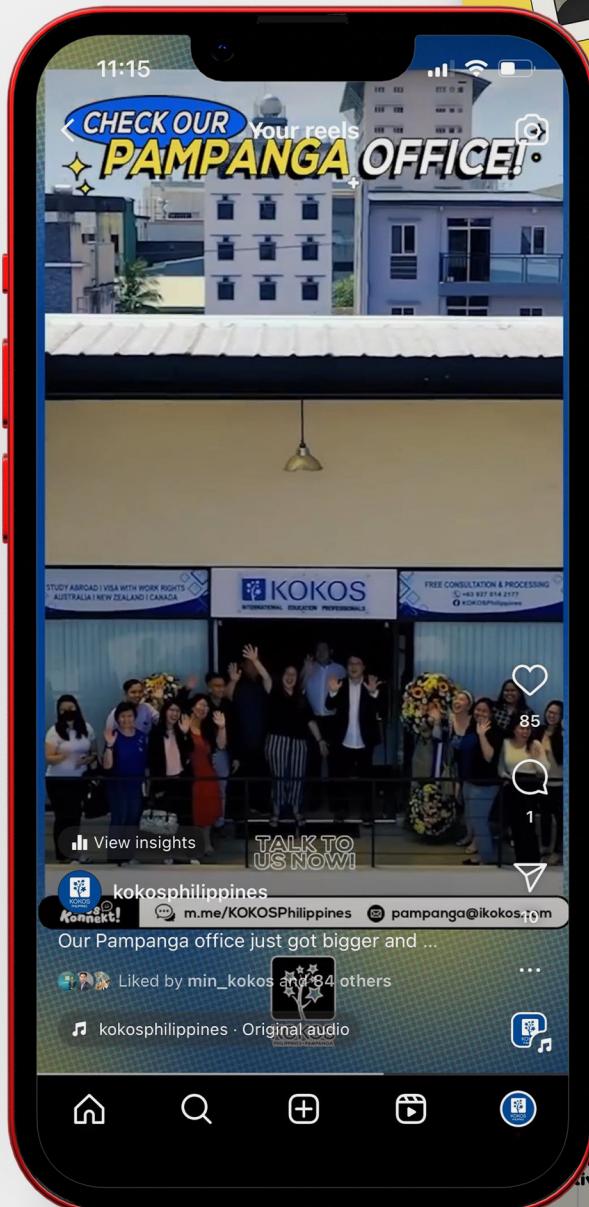
Marketing Collateral (Print) Design + Layout



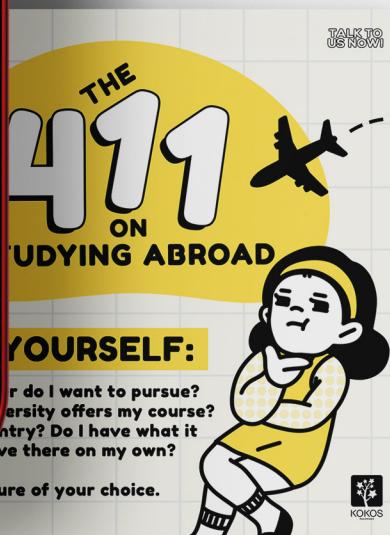
**Toto is the official mascot of KOKOS Philippines branch  
His name comes from the word 'Katoto', meaning 'friend'.**

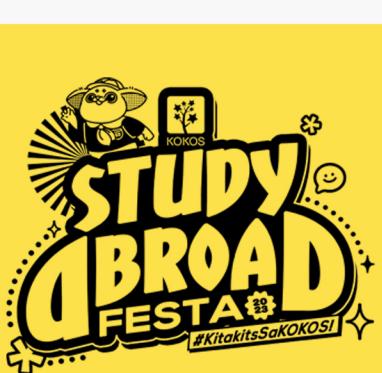
**MASCOT: Toto the Tarsier**

## SOCIAL MEDIA



Here's Toto's advice here for you today.





SOME OF THE BEST THINGS IN LIFE ARE

# FREE

AVAIL OF OUR SERVICES ONLINE OR IN-PERSON!

**ADD-ON SERVICES\***

- STUDY ABROAD & SCHOLARSHIP CONSULTATION
- SCHOOL APPLICATION & DOCUMENTATION & PROCESSING
- STUDENT VISA PROCESSING
- PRE-DEPARTURE ORIENTATION
- VISA PROCESSING OF STUDENT'S DEPENDENTS

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

## CONTACT US:

MAKATI CITY (HQ)

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PAMPANGA BRANCH

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📞 0927-014-2177  
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CEBU BRANCH

✉ cebu@ikokos.com  
📞 0920-482-4887  
📍 8F Unit 8002 Nitro Tower Archbishop Reyes Avenue Lahug, Cebu City 6000

DAVAO BRANCH

✉ davao@ikokos.com  
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📍 Door 11 JJ's Commune, Loyola Street, Obrero, Davao City 8000

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

SEIZE THE DAY!

## STUDY ABROAD FESTA 2023

#KitakitsaKOKOS!

LET'S KONNEKT TO A PLACE NEAR YOU!

OCT. 1 DAVAO SMX Lanang Premiere OCT. 7 MAKATI Fairmont Makati OCT. 10 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

STAMP \* SMILE \* RALLY

LET'S GO GLOBAL!

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

COMPLETED YOUR CARD?  
SWING BY OUR DROPBOX!

NAME: CONTACT NUMBER: EMAIL ADDRESS:

Two (2) Apple AirPods (Gen 3)

OK LANG NAMAN

KEEP ON RUNNING

KEEP ON!

EVENT MATERIALS

Helps you adapt into new environments quicker  
Will be sharpened to a T  
It's a once-in-a-lifetime opportunity catered to you

CHECK OUT THESE COOL STUFFS

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## SOCIAL MEDIA MATERIALS



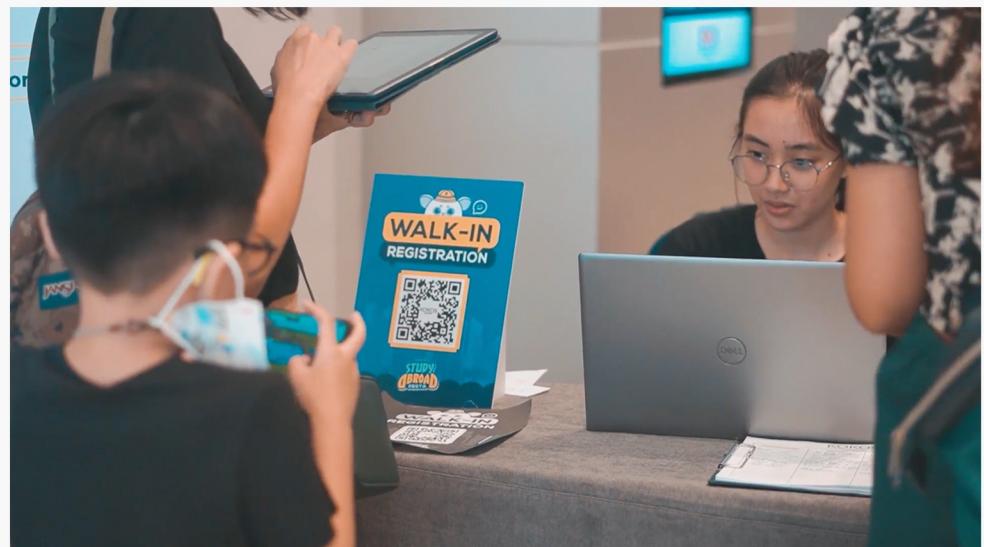
Backdrops utilizing the KOKOS PH SAF concept.



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

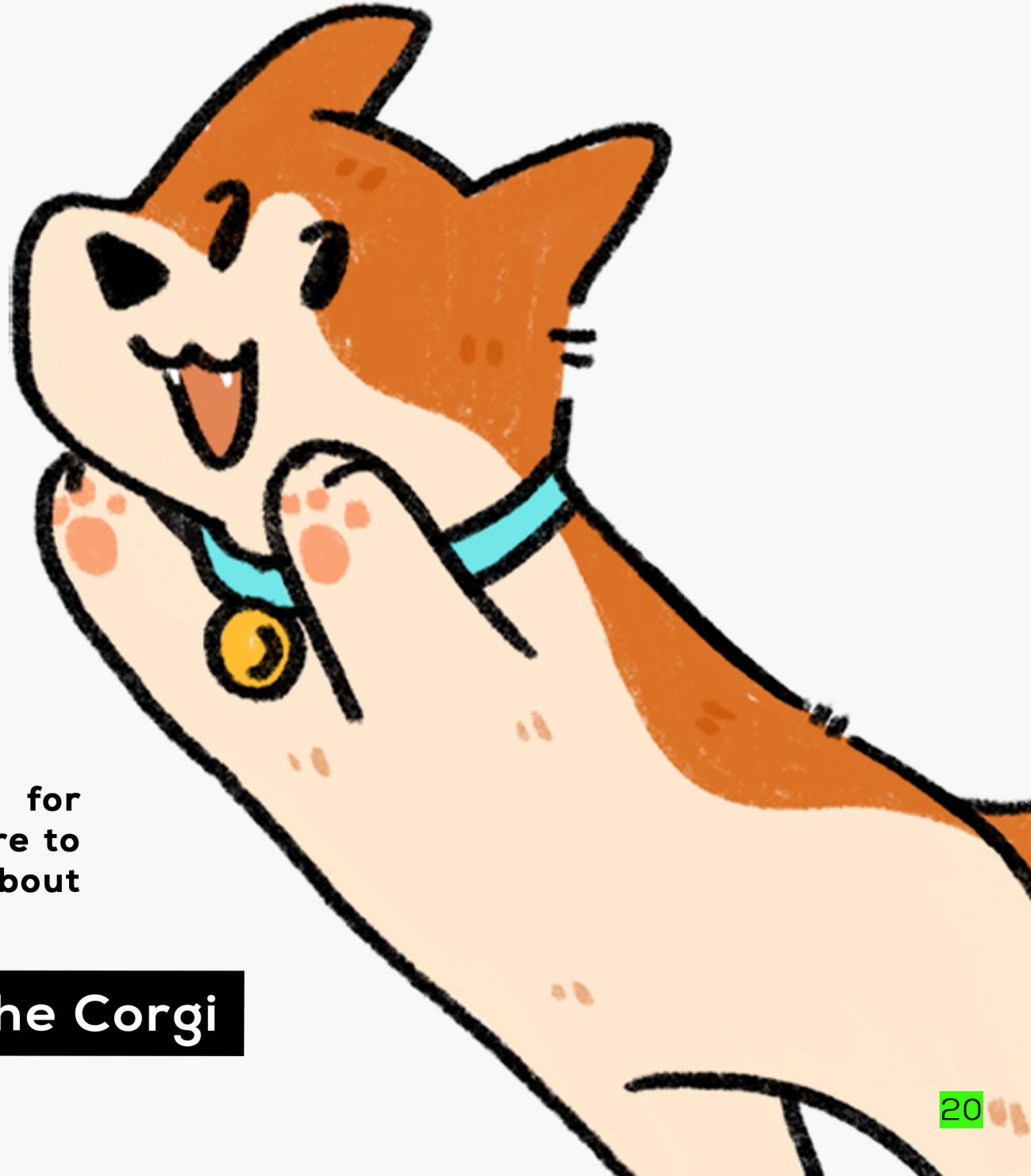
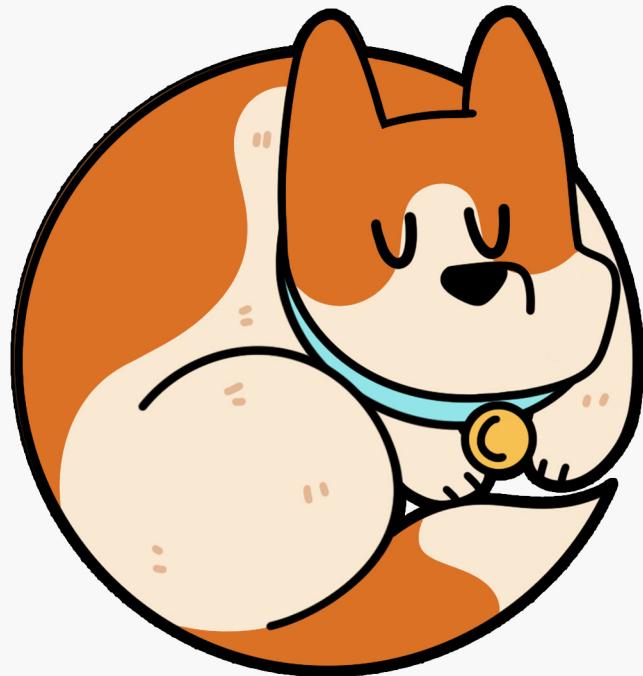


Spectra is an oral beefy tablet that packs a punch against pesky pests such as ticks, mites, fleas, and common worms from your precious furbaby.

[CHECK IT OUT! →](#)

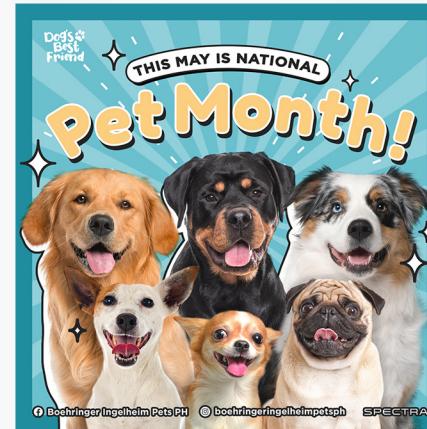
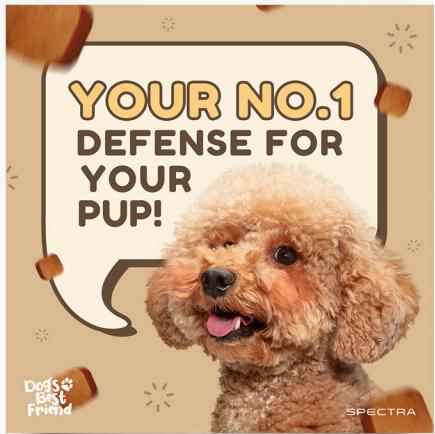
### SERVICES RENDERED:

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

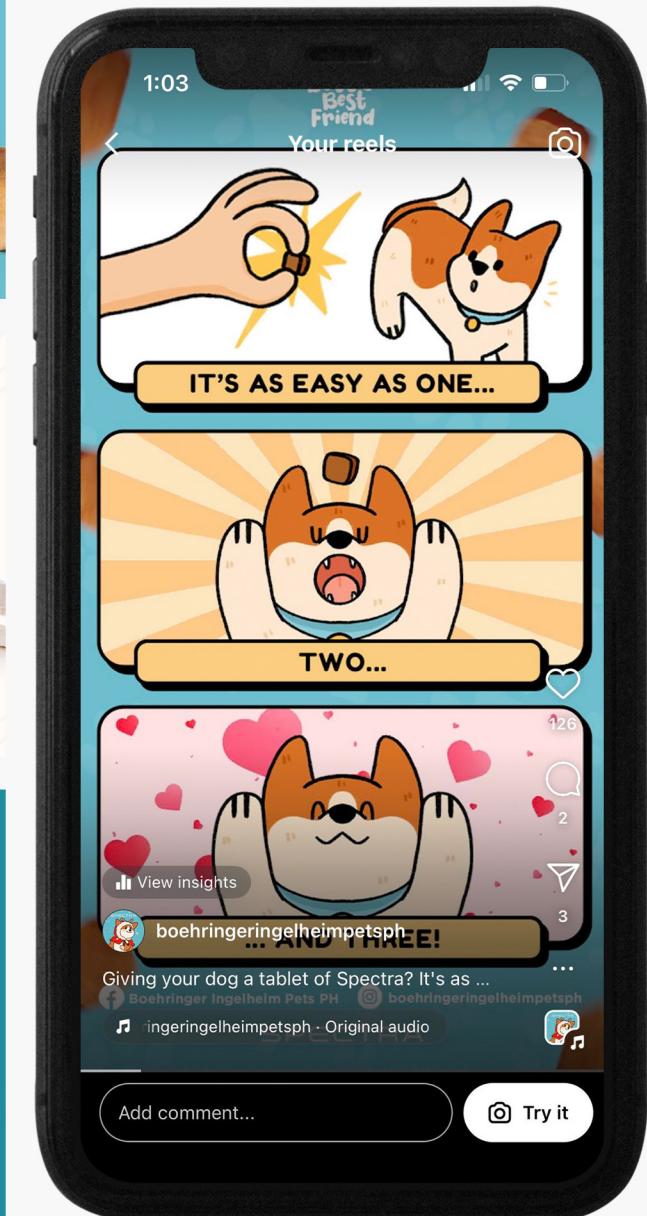


**Spectre** is the official mascot for Spectra. This loveable dog is here to be your companion in learning about all things pet health.

**MASCOT:** Spectre the Corgi



# SOCIAL MEDIA



2020 - PRESENT



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

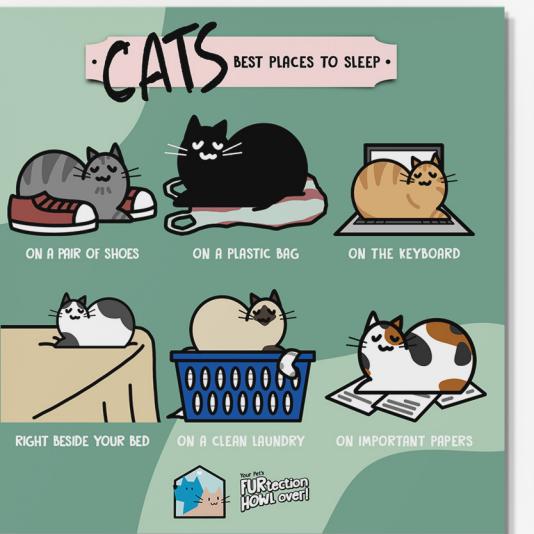
CHECK IT OUT!

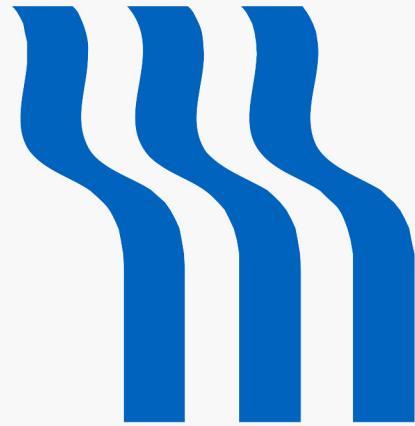
#### SERVICES RENDERED:

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

META Advertising Placement + Management | Community Management

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





2021, 2023 - PRESENT

# FRESENIUS KABI

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

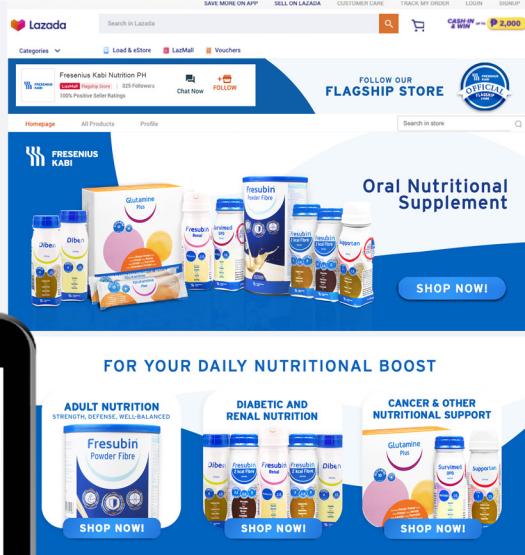
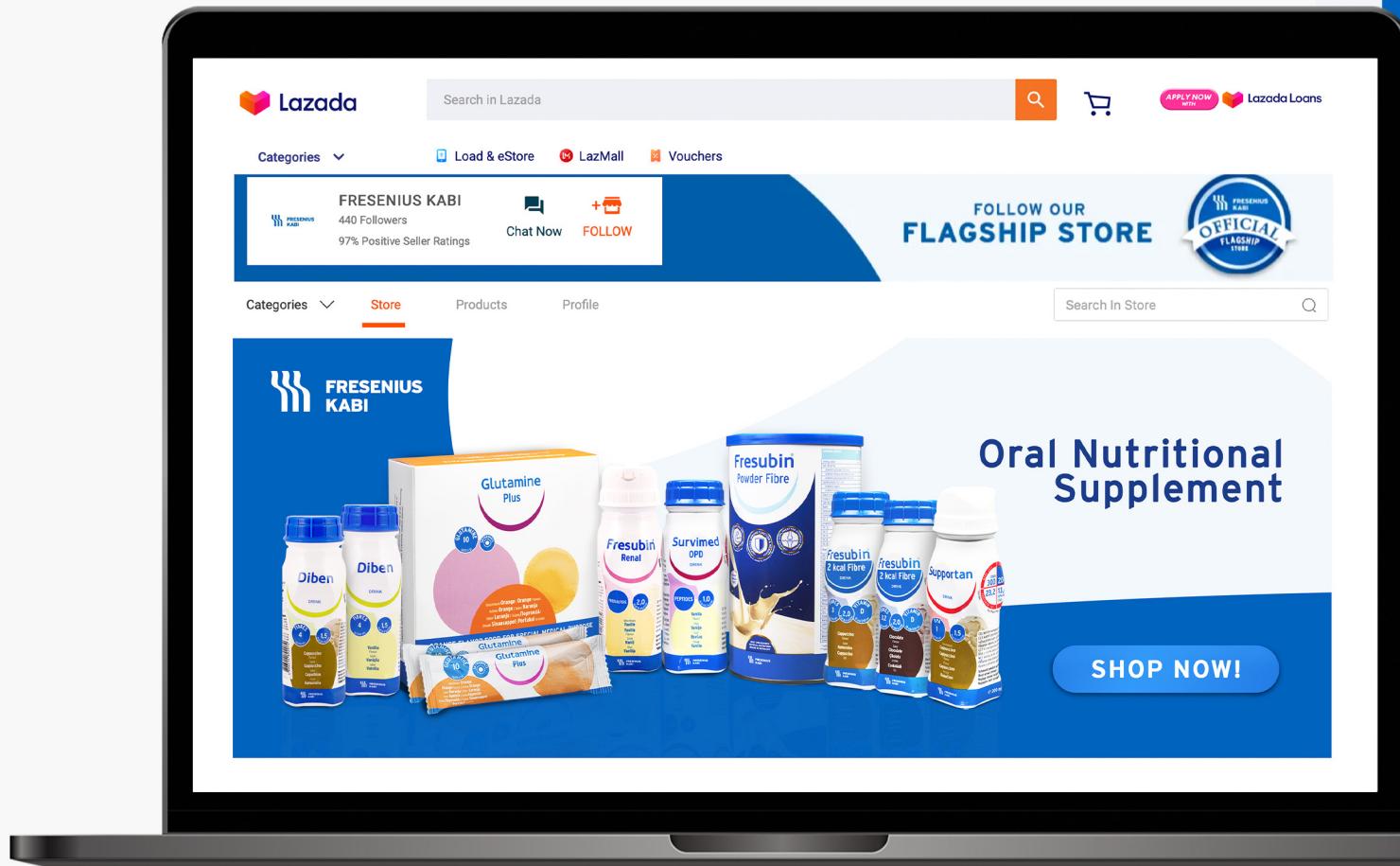
CHECK IT OUT! →

## 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 >**  
LazMall 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**  
₱749.00  
★★★★★ (288)

**CANCER & OTHER NUTRITIONAL SUPPORT**  
**SHOP NOW!**

**Special Nutrition for Patients on Dialysis**

**Fresubin 2KCal Fiber Drink Chocolate (4pcs)**  
₱703.00  
★★★★★ (123)

**Fresubin 2KCal Fiber Drink Cappuccino (4pcs)**  
₱703.00  
★★★★★ (103)

**For malabsorption or maldigestion**

**Survimed OPD Drink EasyBtl 200ml**  
₱175.75  
★★★★★ (123)

**Special Nutrition for Cancer**

**Supportan Drink Cappuccino 200ml**  
₱200.00  
★★★★★ (309)

**Immune System Support**

**Glutamine Plus Orange Powder 22.4g (10pcs)**  
₱1,638.00  
★★★★★ (309)

**Special Nutrition for Diabetes**

**Diben Emulsion 200ml Cappuccino**  
₱175.75  
★★★★★ (298)

**Supportan Drink Cappuccino 200ml**  
₱200.00  
★★★★★ (309)

**Special Nutrition for Cancer**

**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!



2021 - PRESENT



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 IT OUT! →

SERVICES RENDERED:

Web Design



2021

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

### **SERVICES RENDERED:**

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

**Marketing Collateral (Print) Design + Layout | Packaging Design**



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

#### SERVICES RENDERED:

**Logo Revamp and Brand Identity**

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

**Marketing Collateral (Print) Design + Layout**



2019 - 2025

# 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.

#### SERVICES RENDERED:

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



# DERMCARE

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

## 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.

### SERVICES RENDERED:

**Brand Identity | Social Media Marketing + Planning (Content & Copy - Static + Video)**

**Marketing Collateral (Print) Design + Layout | Campaign Strategy**

2014 - 2016

# cello's 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.

**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.

#### **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**



**CHANGING THE WORLD.**  
ONE DESIGN AT A TIME.

# LET'S KEEP IN TOUCH.

(02) 7750.2795

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[www.countingsheepstudioph.com](http://www.countingsheepstudioph.com)

**STUDIO: San Juan City, Metro Manila, Philippines**

**ADMIN: Pasig City, Metro Manila, Philippines**