

A Section on What's New in the Advertising World



**Magising Sun Xpress Load retailer kit!**  
*So malin na puhunan, Xpress ang kita.*

**So P533 lang na puhunan, meron ka nang:**

- ✓ 11 Sun Xpress Load Prepaid SIM worth P500
- ✓ 20 Sun Super Value Sun Prepaid worth P100
- ✓ P500 worth of load
- ✓ Merchandising Materials

*Magising ang kita sa Sun Xpress Load! Puhunan sa produkong ito sa Sun Shop.*

**The Sun Xpress Kit:**

**SUN CELLULAR**

**MORE AFFORDABLE SUN PREPAID RETAILER KIT.** Continuing Sun Cellular's aim at reaching more of its target market, The SUN Shops, as distributor outlets for its assorted prepaid products introduces a more affordable Sun Prepaid Retailer Sales Kit for those individuals who wish to earn extra cash through dealership of SUN Cellular prepaid products. Now priced at only P533.00 for a Prepaid Retailer Kit, a Retailer gets one Sun Xpress Load Retailer SIM, P500.00 load in the Xpress Load Retailer Wallet, two Super Value SIMs and various Merchandising support. Merchandising materials include outdoor banners, mini posters/ tent cards and SUN Cellular product guide. And as Sun's Retailer, volume purchases of any prepaid SIM pack variant and various reloads are given at discounted rates. With these great offerings, Sun guarantees not only a promising business opportunity but also guaranteed profitability!

**RETAILERS SAY THANK YOU WITH STYLE.** Call it a chain reaction, domino effect or bandwagon – whatever it is, private enterprises have joined the movement to resurrect the fundamental value of expressing gratitude. Retail outlets such as Rudy Project, Time Depot, Royal Elastics, Fully Booked, Coffee Bean & Tea Leaf, Flower Express, All Flip-Flops, David & Goliath, T-box are all behind the movement that aims to remind Filipinos to express their gratitude to everyone who makes their lives in some way better. Through the combined initiatives of Manila Mayor Alfredo Lim and Toblerone, October 20 was officially declared as National Thank You Day and has gained overwhelming support from different societal sectors. As part of this groundbreaking initiative, Toblerone, along with its retail partners have taken a sweet step to make Metro Manila a more appreciative and grateful city. Join the nation in reviving the art of saying thank you. Come to the Mall of Asia on October 20 to catch live performances from Stonefree, True Faith, Cynthia Alexander and other upcoming bands. Admission is free. Don't be left out in this celebration of Filipino gratitude.



**FIGARO'S GOT YOU COVERED!** Rainy days, gloomy days and lazy hot Sundays come and go. But still stay warm and fresh, whatever the weather, for Figaro has got you covered right under their new stylish umbrella! Every P250 purchase on food and beverage will get your Rain or Shine card stamped. Fill up all five slots until October 16, the Rain or Shine umbrella is yours! You can now enjoy your favorite cup of coffee in the shade, whenever and wherever, at all Figaro outlets nationwide.

