

# Company Presentation

168 Marketing





## Company Profile

168 Marketing is a premiere toy distributor in the Philippines, distributing to major toy stores and departments stores nationwide.

168 Marketing has marketed and developed numerous toy brands over the years, specializing in toddler toys, toys for girls, and STEM/educational toys.

## **Mission**

We are always in search of something that strays away from the norm, and to provide something that current stores lack. We aim to make playtime extra fun by providing creative, nurturing and educational toys that will interest kids of all ages.

## **Vision**

Our company aims to be the leading distributor of quality toys for children in the Philippines.

By using the right marketing tools, sound business practices and unique customer experience,

168 Marketing aims to provide children with products that are integral to their formation and development.

## History

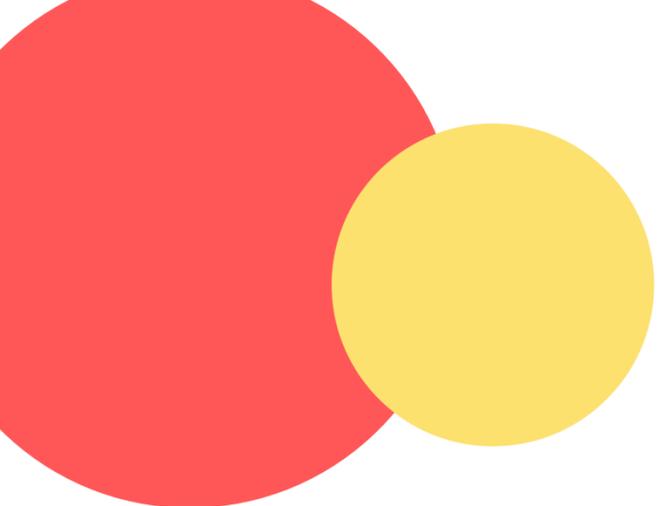
The company has been operating since 1995. Starting from distributing local toys in small stores, the company has grown to become one of the premiere toy distributors in the country

With over 12 partnerships with physical and online retailers, 168 Marketing has been continuously growing its sales reach.



53 Metro Stores  
18 Provincial Stores

# Brands



and more brands under negotiation

# Physical Distribution Channels

The logo for Toy Kingdom, featuring the words "TOY KINGDOM" in a colorful, bubbly font with a trademark symbol, set against an orange rectangular background.

18 Outlets

The logo for All Toys, with "All" in red and "Toys" in blue and yellow, in a bold, sans-serif font.

5 Outlets

The logo for Toy Express, with "Toy" in orange and "Express" in yellow, in a bold, sans-serif font.

11 Outlets

The logo for Rustan's, featuring the name in a black, cursive script font.

4 Outlets

The logo for Toy Town, with "TOY TOWN" in a colorful, stylized font where the letters are connected and have a sun-like motif, set against a white rectangular background.

4 Outlets

The logo for Hamleys, featuring the name in a red, cursive script font with a small red banner below it that says "EST. LONDON 1760".

1 Outlet

The logo for Toys R Us, with "Toys" in orange, "R" in blue with a white star, and "Us" in green, in a bold, sans-serif font.

32 Outlets

Over 70+ outlets nationwide

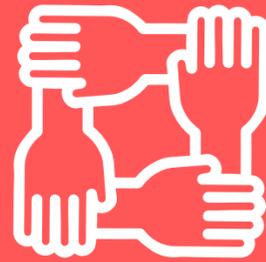
# Online Distribution Channels



# Our Strengths

## Hands on Collaboration

We like to collaborate well with our internal and external teams to create the best results



## Brand Love

We prioritize the care for all our brands and bring customers to advocate and share our products



## Purposeful Partnerships

We share the same goals and purpose with our clients and lead all to the right direction



## Trend Savvy

We are always on top and in touch of market & consumer trends and integrate these to our strategies



## Digital Forward

We implement a lean and digital strategy in marketing and selling our products through using creativity and technology



## Continuous Growth

We continuously achieve for innovation and growth in our business processes



# Marketing Efforts

## Relationship Marketing

We prioritize customer loyalty and long-term customer engagement through after sales care and collective feedback

## Digital & Influencer Efforts

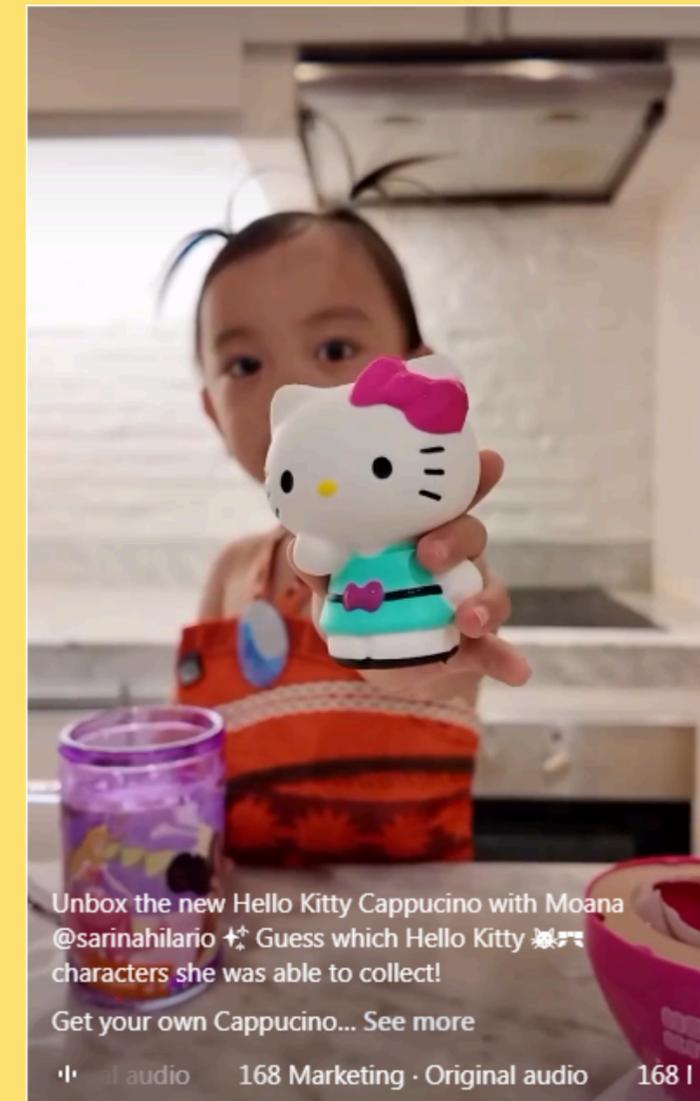
We collaborate with influencers and digital communities to to promote and interact with digital audiences

This can be done through trendy videos and posts

## Continuous Social Promotions

Products to be displayed, promoted, and sold in physical and digital outlets

Social promotions will be done through always-on campaigns, and social media ads, and brochure features during and after its initial launch.



## Kid Influencer Unboxing

# Distribution and Sales Efforts

## Calculated Store Display Placement

We improve store displays placement within Toy and Department Stores, and ensure full stock of Products within each branch.

We highlight the best features of each brand and ensure visual prioritization when customers come to stores

## Retailer Events and Promotional Activities

We collaborate with our retailers and join the best toy events and promotional activities to best showcase and sell our brands.

We find ways to maximize our retail relationships through shared activations and curated strategies

## Creative Sales Promotions

We hire the best sales promoters to share the best impression of our products in our stores and forward our customer care through the initial sales process



# 2025 Strategy



## ***Grow Brands***

Continuous growth for our current brands and expanding our portfolio



## ***Out of the Box Marketing***

Planning and Collaborating with influencers and communities to share our products



## ***Explore Platforms***

Joining better sales and retail channels to better promote and distribute our brands

# Thank You

✉ [MARIEL.SY@168MKTG.COM](mailto:MARIEL.SY@168MKTG.COM)

🌐 [168MKTG.COM](http://168MKTG.COM)

📷 [168marketing](#)

🌐 [168mktg.com](http://168mktg.com)

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