
TOP
FACEBOOK
Fan Pages

Starbucks Philippines

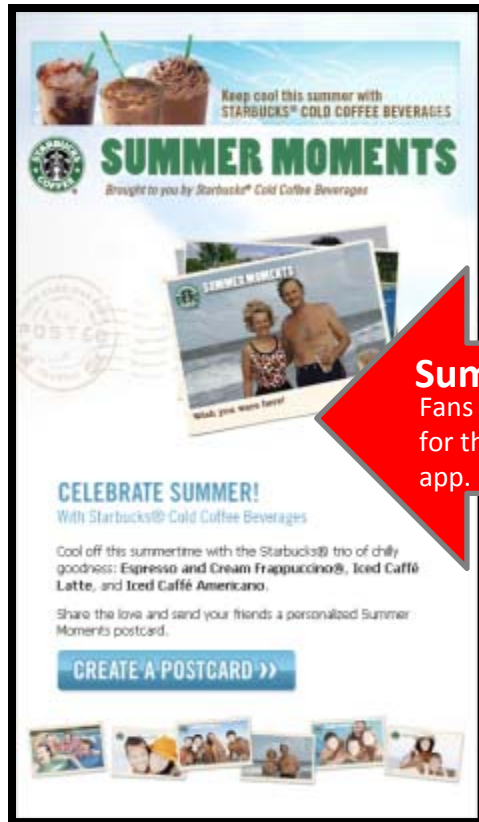
The screenshot shows the Facebook page for Starbucks Philippines. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The Starbucks logo and 'Philippines' text are prominently displayed on the left. The main content area features several posts: a post by Mark Emerson Y. Villafria with a photo of Starbucks coffee, a post by Kyle Guevara asking for Java Chip and Caramel Frappuccino, and a post by Ryan Dela Cruz Maninang asking for violet mugs. A post from Starbucks Philippines promotes 'Soothing Stackers' mugs. On the right, there are advertisements for FarmVille and TravelLife Magazine. A callout box on the left, highlighted with a red circle, displays the text '167,819 People Like This' and a grid of six user profile pictures with their names: Amy Aquinde, Eduardo Encenarez, Jarod RampageS andborn, Noela Diane Sevilla, John Paulo Borga, and Marilou Castaneda.

167,819 People Like This

- | | | |
|---------------------|-------------------|------------------------|
| | | |
| Amy Aquinde | Eduardo Encenarez | Jarod RampageS andborn |
| | | |
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Starbucks Philippines

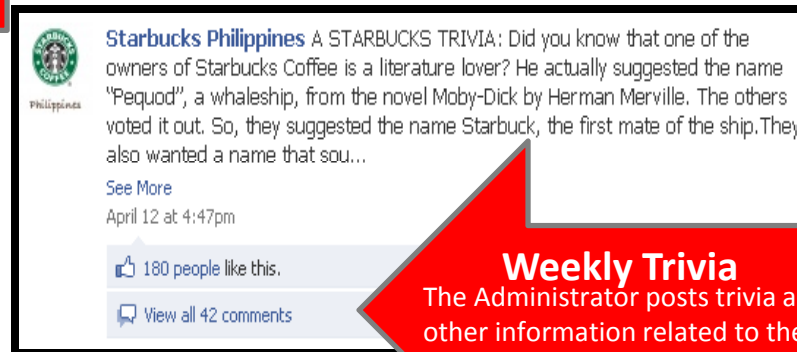
To encourage active participation:



Summer Moments
Fans can create postcards for their friends using this app.



Countdown to Promo
A few days before the start of a new promo, the Administrator uses countdown posts to excite fans.



Weekly Trivia
The Administrator posts trivia and other information related to the brand regularly.

Havaianas Philippines (Official)

facebook Search Home Profile Account

Havaianas Philippines (Official) Like

Wall Info Bring Out Y... Photos Boxes Links

RECENT ACTIVITY

- Havaianas Philippines (Official) commented on Janica Rae Astilas's photo.
- Havaianas Philippines (Official) commented on Dhane Maguddayao's photo.
- Havaianas Philippines (Official) commented on Apple Mae's photo.

John Rafael De Grano i cant wait for my new havs!!!
5 hours ago · Flag

Nylrac C. Garay can't wait sa MYOH..... wen ang schedule here in cebu??
8 hours ago · Flag

Grace Brillantes san ba makakabili ng havs na may butterfly print? wla dito sa bacolod eh, tagal ko ng hinhintay sa seed wla pa rin..
9 hours ago · Flag

Apple Mae To Admin: Will you release havaianas ballerinas and espadrilles soon?? tapos na ung bags sana ito nman next. hehehe I want.. gaganda... hehehe I hope it will release here soon... (!)
11 hours ago · Flag

Snoopy Sweet likes this.

Apple Mae waaaahhhh ang daming styles.. sana talaga soon here at Phil.

88,258 People Like This

- Christal Caringal
- Khail Reyes
- Piar Minelli
- March Desiree Salazar Diola
- Joe Nheil Abagon
- Dioraly Ar-ar Bracero Solamo

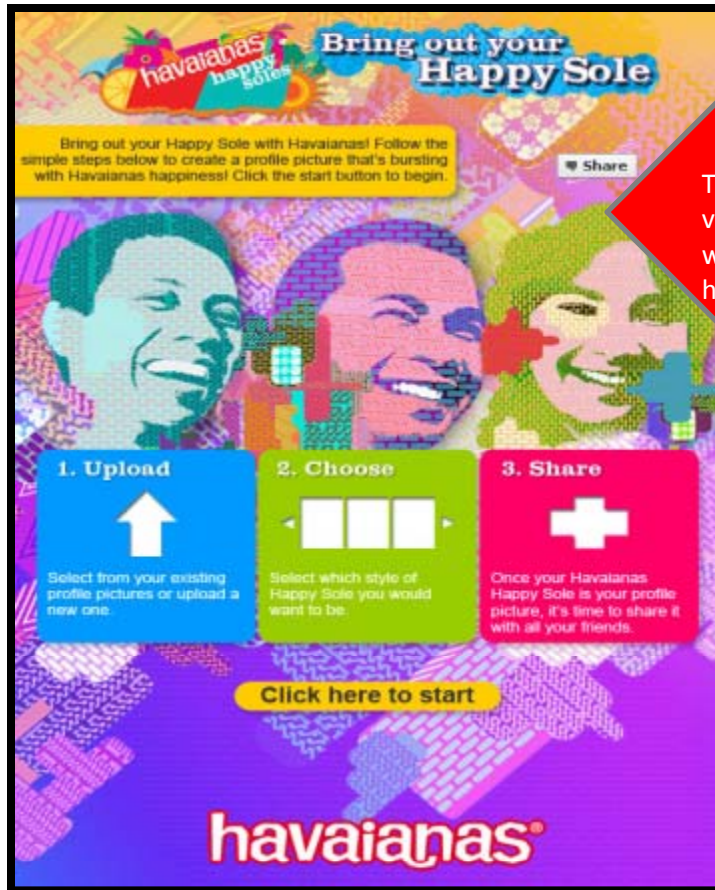
Cara Mia Gelateria
"Like" My Gelato Photo Contest -- get the most "likes" and win a P1,500 GC to Amici/Cara Mia
QuickclickPhoto Booth likes Cara Mia Gelateria.
Like

Go Ahead, Play Your Way
YoVille
From fishing to motocross to shopping all in one day. In YoVille, you can live your dream. Play now.
Like

Bahhh, Bahhh
FARMVILLE

Havaianas Philippines (Official)

To encourage active participation:



Happy Sole

The Happy Sole promo included a video-making contest among fans, as well as, the profile pic app pictured here.

Updates

The Administrator regularly posts updates about events and promos related to the brand.



Krispy Kreme Philippines

The image shows a screenshot of the Krispy Kreme Philippines Facebook page. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The Krispy Kreme logo is prominently displayed at the top left. Below the logo, there are options to 'Add to My Page's Favorites' and 'Suggest to Friends'. A promotional message reads: 'FRESH. HOT. NOW. You can have your favorite doughnuts & coffee anytime, anywhere!'. The 'Information' section indicates the page was founded in November 2006.

The main content area features three posts from Krispy Kreme Philippines:

- Post 1:** 'Krispy Kreme Philippines Skreame-ing for more?' dated October 21, 2009 at 5:30pm. It features a 'KRISPY SKREMES' image and has 853 likes and 260 comments.
- Post 2:** 'Krispy Kreme Philippines Hungry? Grab a Snickers Doughnut. Loaded with nuts, chewey caramel, nougat and chocolate.' dated September 9, 2009 at 2:52pm. It features a 'HUNGRY?' image and has 578 likes and 186 comments.
- Post 3:** 'Krispy Kreme Philippines Have you tried the new Chocolate Kreme Cakes yet?' featuring a 'ARE YOU READY?' image.

On the right side, there are three advertisements: '2009 Best Social App' for FarmVille, 'You Had Me At "Yo"' for YoVille, and 'Throw a Party!' for a virtual party app.

A red circle highlights a popup window titled '87,213 People Like This'. The popup displays a grid of user avatars and names:

- Apap Ybabelp
- Regina De Leon
- Jonna Mari Fanco
- Vincent Alain Adviento
- Joy Cabal
- Jhoana Buan

Krispy Kreme Philippines

To encourage active participation:

Trivia

Random trivia about the brand like branch locations are posted on the site.



Promos

The Administrator alerts the fans of any promo that the brand is having.



 **Krispy Kreme Philippines** Which KK store do you frequent?
August 13, 2009 at 5:36pm
15 people like this.
[View all 129 comments](#)

 **Krispy Kreme Philippines** How many Krispy Kreme doughnuts can you finish in one sitting?
August 13, 2009 at 11:49am
20 people like this.
[View all 75 comments](#)

Questions

The Administrator posts simple questions so that the fans would comment.

Philippine Airlines

The screenshot shows the Facebook page for Philippine Airlines. The main post is titled "FLY THE FLAG: Singapore" and includes an image of a Philippine Airlines plane. Below the post, a red circle highlights the text "64,555 People Like This". Below this text is a grid of six user profile pictures and names:

Ana Victoria Batalla	Wilma De Vera	Rossella Patalinghug
Greengin ger Spa	Julie Fe Angus	Keziah Baguio Cobo

Philippine Airlines

To encourage people to join:



Receive Updates

The Administrator encourages fans to suggest the page to their friends so that they too can receive promo updates.

Philippine Airlines

To encourage active participation:



PAL celebrates Independence Day
An **Adventure with my HERO**
Story Writing Contest

How to Join:

1. Open to all Y Flyer members residing in the Philippines. Participants must include their title of entry, name, age, Y-flyer membership number, travel date and routing (destination) of a flight flown in the last 12 months or scheduled to be flown in the next 12 months.
2. Participants must include their contact details or email address.
3. Two categories:
 - a) Elementary
 - b) High School/College
4. Story should mention a Y-Flyer's personal hero and a recent PAL travel experience.
5. Story should not exceed 1,000 words.
6. Only one entry per Y-Flyer member is allowed.
7. Entries should be emailed to corpcomm@pal.com.ph
8. Deadline for submission of entries: June 12, 2010.
9. The 10 finalist entries (screened by PAL panel of judges) will be posted on the PAL Facebook where the entries will be subject to votes from website visitors.
10. Winners will be notified through email or phone.
11. Winning entries will be featured in the in-flight magazine of Philippine Airlines- Mabuhay.

Prize:

1. Three Business Class Tickets to Hong Kong for one winner in the Elementary category.
2. Two Business Class tickets to Hong Kong for one winner in the High School and College category.

Soaring to 70



12-Day Independence Sale
Fly the Flag

Place and Patriot. Gen. Emilio Aguinaldo, the first Philippine President, met with U.S. Consuls E. Spencer Pratt and Rowville Widman in Singapore between April 22 and 25, 1898 and agreed to be transported from Singapore to the Philippines via Hong Kong to rally Filipinos against Spanish colonial rule. Aguinaldo proclaimed Philippine independence on June 12, 1898.

Singapore USD 152

Selling Period: June 3, 2010 only
Travel Period: September 30, 2010
One featured flight only for 12 days

Every ticket purchased is automatically qualified to join the Soaring to 70 Grand Seat Raffle Promo

- Special 12 Economy Class M-in-Promo inclusive of surcharges
- Excludes of government taxes and landing service fees
- Limited seats • Upgradeable and applicable with charge
- Qualified to earn Mileage Miles • Mileage accrual applies
- For sales in the Philippines only • Other special conditions apply

Book and buy through www.philippineairlines.com using Mastercard or Visa credit card. Or purchase tickets at PAL, travel offices and your travel agent.
For booking and queries, please call PAL Reservations Manila: (02) 815-8888, Cebu: (032) 540-0191, Davao: (082) 220-0191, or visit www.philippineairlines.com.
For more details about the promo, log on to www.philippineairlines.com.

Soaring to 70

Contests

There is a special tab for PAL's contests. The flyer pictured here is the first contest they announced on Facebook.

Promos

The Administrator posts updates on PAL's promos regularly.

NESCAFÉ Philippines

The screenshot shows the Facebook page for NESCAFÉ Philippines. At the top, there's a navigation bar with 'facebook', a search bar, and links for 'Home', 'Profile', and 'Account'. Below this, the page header includes the brand name 'NESCAFÉ Philippines' with a 'Like' button and tabs for 'Wall', 'Info', 'Photos', 'Video', 'Events', and 'Samalamig'. A main banner image features a Nescafé Classic drink and a packet with the text 'I Like NESCAFÉ SAMALAMIG'. The main content area contains a contest announcement: 'NESCAFÉ Philippines I LIKE NESCAFÉ SAMALAMIG CONTEST' with three numbered steps: 1. Be a fan and 'LIKE' NESCAFÉ Philippines Fan Page. 2. Email a photo of you with your NESCAFÉ Samalamig drink along with a short essay to nescafe@samalamig.com. 3. Most liked photo entries get a chance to win iPads! Below the text are three small images of people holding their contest entries. A post from 'Official Entries of I Like NESCAFÉ Samalamig 3' is dated 'Yesterday at 9:04pm' and includes a 'View Feedback (471) · Share' link. Another post from 'NESCAFÉ Philippines' is dated 'Yesterday at 12:44pm' and includes a 'View Feedback (14) · Share' link. On the right side, there's a 'Create an Ad' section and a 'Facebook Pages' section with a description: 'Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.' and a 'More Ads' link.

55,348 People Like This

Sean Rubio	Ardy Santos	Hazel Flores
Janice Ilagan	Kaga Jimenez	Ako Miko

NESCAFÉ Philippines

To encourage people to join:



NESCAFÉ Philippines I LIKE NESCAFÉ SAMALAMIG CONTEST

1. Be a fan and "LIKE" NESCAFÉ Philippines Fan Page.
2. Email a photo of you with your NESCAFÉ Samalamig drink along with a short essay to nescafe@samalamig.com.
3. Most liked photo entries get a chance to win iPads!

...

[See More](#)



Official Entries of I Like NESCAFÉ Samalamig 3
9 new photos

Yesterday at 9:04pm · [View Feedback \(474\)](#) · [Share](#)

I LIKE Nescafe Samalamig

Liking the fan page is part of the mechanics of joining the competition.

NESCAFE Philippines

To encourage active participation:

Contests and Events

The Administrator hosts contests that encourage fans to *share*. The Administrator also puts up event announcements that encourage online users to participate offline, as well.



NESCAFE Philippines Get a chance to win awesome prizes at Nescafé 3in1's U&Mix Photo Contest! It's as easy as 1-2-3!

1. MASH-UP photos of you and your friends using the U&Mix Facebook Application (<http://apps.facebook.com/youandmix>)
2. Submit your mashed-up photo with your contact details, then SHARE.
3. Photos that garner the most "LIKES" ...

[See More](#)



February 9 at 2:52



Ray-Ban Philippines Official Site

facebook Search Home Profile Account

Ray-Ban Philippines Official Site Like

Wall Info Photos Discussions

Ray-Ban Philippines Official Site + Others Ray-Ban Philippines Official Site Just Others

NEVER HIDE

Ray-Ban Philippines Official Site This season, Ray-Ban comes up with new offerings of frames and optics that expresses your personal style. They say one sees the world in a different way through new lens. Similarly, with Ray-Ban Frames, if correctly chosen, can change the way in which the world looks at you.

In this intense heat, direct sunlight is ine...
See More

Ray-Ban Prescriptions
19 new photos
Tuesday at 11:57am · Share

77 people like this.
View all 8 comments

Budjie Fernandez forever na to? :)
Tuesday at 12:54pm · Flag

Makmarken Serrano kuya nagssell po b kau nean??
Tuesday at 5:30pm · Flag

Ray-Ban Philippines Official Site Help me cook up a nice FB promo. Has to be interesting enough and I want FB fans to enjoy participating in it.
May 30 at 3:56pm

24 people like this.
View all 25 comments

Create an Ad

Want to win iPhone 4G?
WIN IPHONE 4G
TWANGOO.COM
The next generation of iPhone should be released soon... Register on twangoo.com and be amongst the first to receive it... for free!
Like

Canada Jobs
CANADA
Apply direct. Canada jobs available now.
Like

Spring is in the Air
YoVille
Brighten up your day in

50,870 People Like This

 Mj Barrientos	 Lorraine Narciso	 Meliza Gloria Sulla Amit
 Berna Biatchy	 Michelle Bernice Samonte Basildes	 Katherine Picardal

Ray-Ban Philippines Official Site

To encourage people to join:

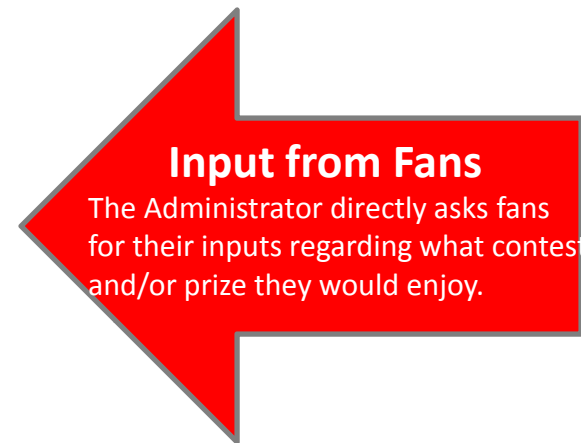


Ray-Ban Philippines Official Site

To encourage active participation:



Ray-Ban Philippines Official Site I'm thinking... since I can't do a virtual raffle on FB, what could be the best game and mechanics for my next week's contest? The most fantastic and feasible idea gets a special prize from me. A gift pack from Ray-Ban composed of a nice sling bag, Colorize t-shirt and a cap. I will stop the contest when I find "the" idea.
January 14 at 1:46pm
21 people like this.
View all 42 comments



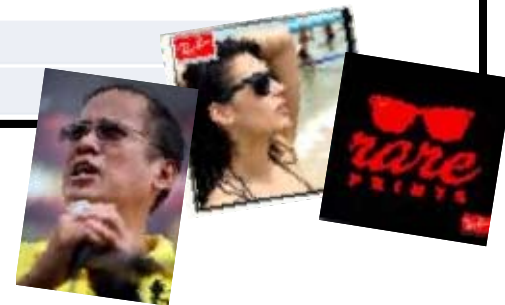
Input from Fans
The Administrator directly asks fans for their inputs regarding what contest and/or prize they would enjoy.

Regular Contests and Updates

The Administrator regularly creates simple contests and posts content related to both the brand and current events.



Ray-Ban Philippines Official Site Over 8700 friends and fans after 4 days. WOW! The first set of weekly Ray-Ban sunglasses will be awarded on anuary 16. Keep suggesting this page to your friends. Meanwhile, I am giving today a Ray-Ban colorize shirt and bag. The 37th correct comment (both the fan and the one to refer him/her) will get the prize. Question: Which year was Ray-Ban launched?
January 10 at 1:53pm
11 people like this.
View all 102 comments



Nikon Philippines

The screenshot shows the Facebook page for Nikon Philippines. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The main content area features a post from Nikon Philippines, dated Monday at 3:21pm, with 24 likes. The post text reads: "Become a fan and inquire on the fastest growing '6 minute' photobook solution franchise as featured in Entrepreneur magazine May issue: http://www.facebook.com/?ref=logo#1/pages/KIS-Photobook-Maker-Philippines/253191706318?ref=ts". Below the text is a link to "KIS Photobook Maker Philippines" with a description: "Columbia Digital is the exclusive distributor of KIS Photobook Maker and Photo-Me products for the Philippine territories 129 Gregorio Roxas Street, San Francisco Del Monte, Quezon City, Metro Manila. Right in front of Sienna College. -For Product Inquiries- Direct L... Consumer Product: 662 people like this. See More".

Below the post, a red circle highlights the text "38,810 People Like This". Below this text is a grid of six profile pictures of people who liked the post, with their names listed below each picture:

- Marek Jabłoński
- Leafar Blancas
- Oscar Jr Jimenez
- Kim Corona
- Inest Bandaso
- Norbert Kárpáti

On the right side of the page, there are three advertisements: "LEWIS & PEARL COLOGNE", "Game within a Game" (YoVille), and "#1 in the World? Me?".

Nikon Philippines

To encourage people to join:



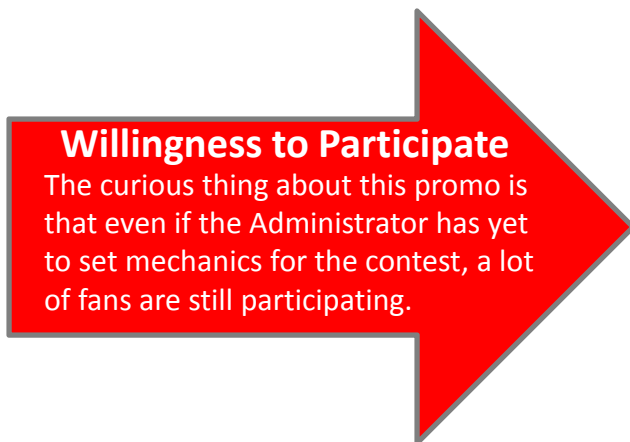
Nikon Philippines Invite your friends to join our fan page. As soon as we hit 40,000 members we will be giving away prizes! The prizes will be a DSLR body, lens and flash. 3 items!!!
March 19 at 1:06pm

415 people like this.

View all 178 comments



Promise of Prizes
The Administrator promises to giveaway free merchandise to the photography enthusiasts as incentive for suggesting the page to friends.



Willingness to Participate
The curious thing about this promo is that even if the Administrator has yet to set mechanics for the contest, a lot of fans are still participating.



Anj Dms I suggested Nikon to ALL of my friends!!! yey!
March 19 at 1:35pm · Report

Robert Villamil How do you choose the winner(s)?
March 19 at 1:36pm · Report

Kristian Paulino wOw a PrizE
March 19 at 1:37pm · Report

Nikon Philippines We will announce the mechanics when we reach 40,000 thanks for your patience.
March 19 at 1:38pm · Report

Nikon Philippines

To encourage active participation:



Regular Updates

The Administrator regularly posts about workshops, contests and promos.