



COMPANY PROFILE AND SERVICES



ABOUT US

The Magis Group is an independent marketing communications services agency specialized in crafting impactful campaigns for your brand. Our team of communication, brand marketing, and event experts is dedicated to delivering your message and vision to the market with precision and creativity.

We offer a full gamut of communications and marketing services, including public relations, digital marketing, branding, content creation, event management, and strategic consulting. Our passion is helping established corporations, organizations, and startups build robust communications and marketing strategies, sharing their brand stories with the right audiences to ensure they resonate and inspire.

The name 'Magis' is derived from Latin, which signifies 'more, better, fuller, or greater.' Inspired by this principle, we strive to provide the best version of ourselves to our clients, empowering them to excel and achieve greatness for their own customers and stakeholders.



THE MAGIS GROUP

MAGIS COMMUNICATIONS MANILA

Communications

- Communications Strategy & Planning
- Corporate Communications
- HR/Internal Communications
- Employer Branding
- Change Management Communications
- Organizational Communications Management

Public Relations and Media Services

- PR Strategy and Planning
- Media Relations
- Press Conferences & Media Junkets
- Media Training

Brand Marketing

- Strategy, Planning & Execution
- Creatives

MAGIS DIGITAL

- Digital Media Strategy & Execution
- SocMed Influencer Management

MAGIS EVENTS & ACTIVATIONS

- Corporate Events
- Product Launches
- Mall Shows and Displays
- Trade Shows
- Fabrication and Warehousing

MAGIS LOGISTICS

Vehicle Logistics

- Vehicle / Fleet Management
- Driver / Chauffeur Services
- Executive Shuttling

DRIVE M

Professional Drive Events Management and Curation

- Drive Program Design
- Instructor-led Driving Exercises
- Event Management

MAGIS CONSULT

Crisis Management and Executive Coaching

- Crisis Response Strategy and Management
- Executive Coaching and Training
- Reputation Rehabilitation and Recovery

M GIFTING & BESPOKE LIFESTYLES

Premium Gift Solutions

- Curated gifts with company branding
- Premium branded gift hampers

Bespoke Lifestyle Events

- Private lunches and dinners
- Bespoke tours and activities



OUR PRINCIPALS

Our founders, Joseph AC Ayllón and Patty ES Dimaano-Moncera, have more than 40 years of combined management experience in the various disciplines of communications and marketing.

Together, Joseph and Patty lead Magis Communications Manila into becoming a partner of choice for today's growing enterprises.



JOSEPH AC AYLLÓN **President and CEO**

Joseph has close to 30 years of expertise in corporate communications, change management, media relations, and marketing. Throughout his career, he has held various senior leadership roles across multiple sectors, including automotive, power and energy, telecommunications, ICT, and aviation. He has led strategic initiatives and driven business growth while working with notable companies such as Chevron, Ford Philippines, Jaguar Land Rover, Mercedes-Benz, Globe Telecom, and Lufthansa Technik.



PATTY D. MONCERA **COO & VP Finance**

Patty brings more than 20 years of experience in marketing, communications, public relations, and stakeholder management, gained from various industries, including automotive, fuels, retail, and transport & logistics. She has extensive experience on both the client and agency sides, having worked with companies such as Maersk, Ford, and EON.



OUR TEAM

We are a team of dedicated professionals with laser-sharp focus in our respective fields. Our founders and principal consultants bring decades of combined experience, establishing themselves as recognized experts across various communications and marketing disciplines.



WHY WORK WITH THE MAGIS GROUP

TEAM CREDENTIALS

Our team members bring decades of combined experience in brand marketing, communications, public relations, and stakeholder management across various industries. With diverse backgrounds on both the client and agency sides, we offer a unique blend of skills and perspectives, which enable us to deliver tailored solutions that effectively address your specific needs and drive your business forward.

CONSULTATIVE APPROACH

We believe in a consultative approach that prioritizes understanding your business and its unique challenges. We work closely with you to develop a deep understanding of your goals and objectives, allowing us to create customized strategies that align with your vision. Our collaborative process ensures that we are not just service providers but strategic partners dedicated to your success.

INTEGRATED SOLUTIONS

Leveraging our extensive expertise in communications, brand marketing, and events, we offer a seamless, integrated experience. Our holistic approach ensures that all aspects of your campaigns work together to amplify your message and achieve your business objectives. We are committed to meeting and exceeding your KPIs, ensuring measurable results and a strong return on investment.



BRANDS WE'VE WORKED AND PARTNERED WITH





Astara is a global provider of mobility services based in Madrid, Spain. They expanded to Asia in 2021 starting in the Philippines where they have established their ASEAN Hub.



PUBLICITY & EVENTS

- Brand Launch
- Media Management
- Press Conferences
- Exclusive Interviews
- Media Roundtable
- Courtesy Call to Ambassadors
- Media Monitoring

COMMUNICATIONS

- Speeches
- Media Releases
- Executive Messaging
- Briefing Workshop and Manuals

SOCIAL MEDIA

- Content planning and account management (LinkedIn)



Peugeot, a French automotive brand founded in 1810 and part of Stellantis, produces a wide range of cars, SUVs, and commercial vans. Peugeot has a strong global presence and emphasizes sustainability with advanced technologies and electric vehicles.



PUBLICITY & EVENTS

- PR Strategy and Comms Plan
- Press Management
- Media and Product Launches
- Auto Show Staging and Management
- Exclusive Interviews
- Media Roundtables
- Courtesy Call to Ambassadors
- Media Monitoring
- Vehicle Lend-out Program
- Media Drives

COMMUNICATIONS

- Speeches
- Media Releases
- Executive Messaging
- Briefing Workshop and Manuals

PARTNERSHIPS

- Selection and Management of fuel partner

SOCIAL MEDIA

- Content Production
- Influencer/SocMed Partnership
- Content Partnership



Established in 2008, GAC Motor produces a wide range of vehicles including SUVs, sedans, and electric cars. The company is known for its quality and innovation, with a growing presence in both domestic and international markets.



PUBLICITY & EVENTS

- PR Strategy and Comms Plan
- Press Management
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- Auto Show Staging and Management
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- Media Roundtables
- Media Monitoring
- Vehicle Lend-out Program
- Media Drives

COMMUNICATIONS

- Speeches
- Media Releases
- Executive Messaging
- Briefing Workshop and Manuals

SOCIAL MEDIA

- Content Production
- Influencer/SocMed Partnership
- Content Partnership
- Celebrity Brand Ambassador Management



JMC MOTOR is a Chinese automobile brand established in 1968. The company has grown significantly over the decades and is known for producing a wide range of vehicles including trucks, vans, SUVs, and passenger cars.



PUBLICITY

- PR Strategy and Comms Plan
- Press Management
- Media Monitoring

COMMUNICATIONS

- Speeches
- Media Releases
- Executive Messaging

EVENTS

- Media Drives
- Product Launches
- Auto Show Staging and Management
- Vehicle Lend-out Program



JAC Motors, founded in 1964, is a major Chinese automobile manufacturer. The company produces a diverse range of vehicles, including commercial trucks, passenger cars, and electric vehicles, for both domestic and international markets.



PUBLICITY

- Press Management
- Media Roundtables
- Media Monitoring

COMMUNICATIONS

- Speeches
- Media Releases
- Executive Messaging

EVENTS

- Product Launches
- Auto Show Staging and Management



AION is a Chinese electric vehicle manufacturer headquartered in Guangzhou, China. A subsidiary of GAC Group, it was established in 2017 as the GAC New Energy Automobile. Its current name was adopted in November 2020.

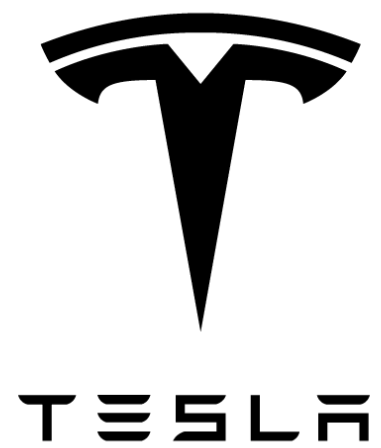


PUBLICITY

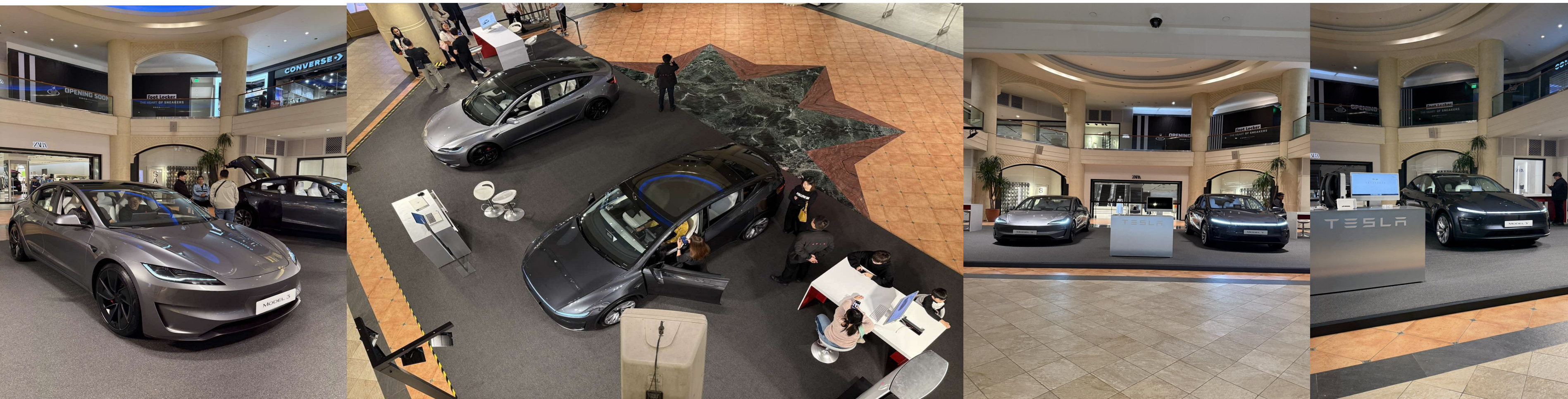
- Press Management
- Press Releases
- Media Monitoring

EVENTS

- Product Launches



Tesla is a global leader in electric vehicles and clean energy, known for innovations like the Model 3, Model Y, and its solar and battery solutions. In 2024, Tesla officially launched in the Philippines, offering its first EVs through a direct-to-consumer Experience Center and expanding local access to sustainable mobility.



PUBLICITY

- Press Management
- Media Roundtables
- Media Monitoring

EVENTS

- Mall Displays

SOCIAL MEDIA

- Content Production
- Influencer/SocMed Partnership
- Content Partnership



VinFast Auto Ltd., founded in 2017 by Vingroup, is Vietnam's first automotive brand to expand globally and lead the way in producing electric vehicles, including cars and scooters. Headquartered in Haiphong, VinFast began operations in the Philippines in 2024, bringing its vision of innovative EV technology to the local market.



PUBLICITY

- Press Management
- Media Monitoring
- Executive Interviews
- Media and KOL Collaborations
- Content Partnerships
- Vehicle Lend-out Program

COMMUNICATIONS

- Media Releases
- Executive Messaging

EVENTS

- Product Launches
- Auto Show Staging and Management

MARKETING

- Brand Partnerships
- Brand Activations
- Events



Green GSM (Green and Smart Mobility Philippines) is an all-electric ride-hailing service launched in the Philippines by Vietnam-based Green and Smart Mobility (GSM) Joint Stock Company. It utilizes a fleet of VinFast Nerio Green electric vehicles, aiming to provide a sustainable and technologically advanced transportation option. The service is available through the Green GSM app, hotline, or by hailing a taxi on the street.



PUBLICITY

- Press Management
- Media Monitoring
- Executive Interviews
- Media and KOL Collaborations
- Content Partnerships

COMMUNICATIONS

- Media Releases

SOCIAL MEDIA

- Influencer/SocMed Partnership
- Content Partnership



Aboitiz Power Corporation, a major energy company in the Philippines, focuses on power generation, distribution, and retail electricity services. It is committed to sustainable energy solutions, with a diverse portfolio that includes renewable sources such as hydroelectric, geothermal, and solar power.



PUBLICITY

- Press Management
- Exclusive Interviews
- Media Roundtables
- Media Monitoring

COMMUNICATIONS

- Media Releases
- Executive Messaging

EVENT MANAGEMENT

- Launch Program Event Concept, Staging and Production
- Media functions

PARTNERSHIPS

- Management and coordination with vehicle partner



The German Club Manila is a social and cultural organization catering to the German community and promoting German-Filipino relations. It offers a range of activities, events, and networking opportunities for members, fostering a sense of community and cultural exchange.



PUBLICITY

- PR Strategy and Comms Plan
- Press Management
- Exclusive Interviews
- Media Monitoring
- Selection, contracting and coordination with media partners

COMMUNICATIONS

- Media Releases
- Executive Messaging
- Briefing Workshop

SOCIAL MEDIA

- Influencer/SocMed Partnership
- Content Partnership



Bonifacio Art Foundation, Inc. (BAFI) is a non-profit organization promoting arts and sciences. It runs The Mind Museum, BGC Arts Center, BGC public art program, and Mind S-Cool.



PUBLICITY

- Press Management
- Exclusive Interviews
- Pitching
- Media Monitoring

COMMUNICATIONS

- Media Releases

SOCIAL MEDIA

- Influencer/SocMed Partnership
- Content Partnership



ENEOS Motor Oils is a top-quality lubricant brand made by Japan's leading oil company, ENEOS Corporation. In the Philippines, ENEOS brings powerful performance to every drive, offering high-quality automotive oils that are trusted worldwide and easily available to drivers across the country.



PUBLICITY

- Press Management
- Media Monitoring
- Executive Interviews
- Media and KOL Collaborations
- Content Partnerships

COMMUNICATIONS

- Media Releases

EVENTS

- Trade Event
- Event Staging and Management

SOCIAL MEDIA

- Influencer/SocMed Partnership
- Content Partnership

AISIN

AISIN is a global leader in automotive parts and technology, trusted for over 60 years for its high-quality, reliable, and innovative products that keep vehicles running safely and efficiently.



60TH ANNIVERSARY

AISIN THROUGH THE YEARS

1940s	1950s	1960s
Founded as Tokai Koku Kogyo Co., Ltd., manufacturing aircraft engines. Introduced its first automotive part, the clutch discs — in 1947.	Renamed Shinkawa Kogyo Co., Ltd. and began producing engine parts like oil pumps, door hinges, and bumper jacks.	Merged with Aichi Kogyo Co., Ltd. to form Aisin Seiki Co., Ltd. in 1963, expanding its automotive components lineup.
1990s	1980s	1970s
Pioneered voice navigation systems and femtosecond fiber lasers, while earning ISO9001 and ISO14001 certifications.	Became the first Japanese company to win four JQC and TPM awards, launched IMRA, and opened its first overseas R&D center in France.	Achieved major milestones: opened the first dedicated quality testing facility, expanded to the U.S., and won the prestigious Deming Prize.
2000s	2010s	2020s
Launched key innovations like the power sliding door, electric-assisted parking brake, 8-speed PWD AT, the electric water pump for cooling, and the AISIN WAY.	Marked 50 years with a major business restructure, a refreshed logo, the Virtual Company (VC) System, and continued innovation.	Transitioned to the Company System, established AISIN Corporation, and enhanced operations in AAI and AAMEA.

“At AISIN, quality is not an option — it’s our promise. Every product carries our commitment to safety, reliability, and performance.”

Mr. Keisuke Fukuda
Chief Representative | AISIN Philippines
Senior General Manager | AISIN ASIA PTE. LTD.

Let's go back to basics.

Guess the car part.

Clue: Keeps things cool when your engine heats up.

Know Your Parts. AISIN 'Yan.

ADVICS

- Brake Wheel Cylinder
- Brake Booster
- Brake Disc
- Caliper Piston
- Brake Drum
- Seal Kit
- Brake Master Cylinder
- Brake Pad
- Brake Shoe

PUBLICITY

- Press Management
- Media Monitoring
- Media and KOL Collaborations
- Content Partnerships

COMMUNICATIONS

- Media Releases

SOCIAL MEDIA

- Content planning and account management (facebook, Instagram and YouTube)
- Influencer/SocMed Partnership
- Content Partnership



The World Bank is a global financial institution that supports developing countries by providing funding to reduce poverty and drive sustainable development. It offers financial assistance—through loans, credits, and grants—to help nations invest in critical sectors such as infrastructure, education, healthcare, and environmental sustainability.



EVENTS

- Special Report Events
- Event Staging and Management

ONLINE STREAMING

- Zoom Events management
- Facebook Livestream

COLLATERALS PRODUCTION

- Executive Reports
- Office collaterals and visualizations



Giro d' Luca is an annual cycling sportif held in the breathtaking province of Bohol, Philippines. Established in 2013, the event offers cyclists of all levels a unique opportunity to explore the scenic landscapes and vibrant culture of Bohol in a non-competitive, camaraderie-driven setting. As part of the Full Ironman in Melbourne, Giro d' Luca emphasizes endurance, wellness, and community spirit. Open to all cycling enthusiasts, it celebrates both the sport and the stunning beauty of the region.



PUBLICITY

- Press Management
- Media Monitoring
- Media Creative Seeding

PROJECT MANAGEMENT

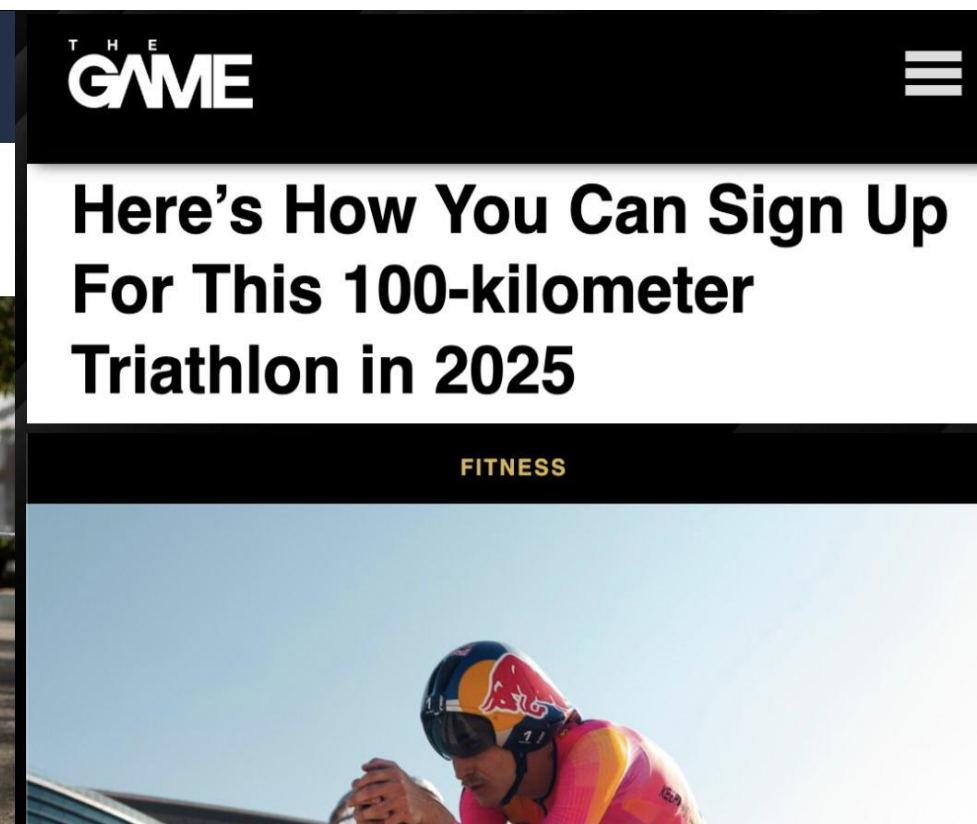
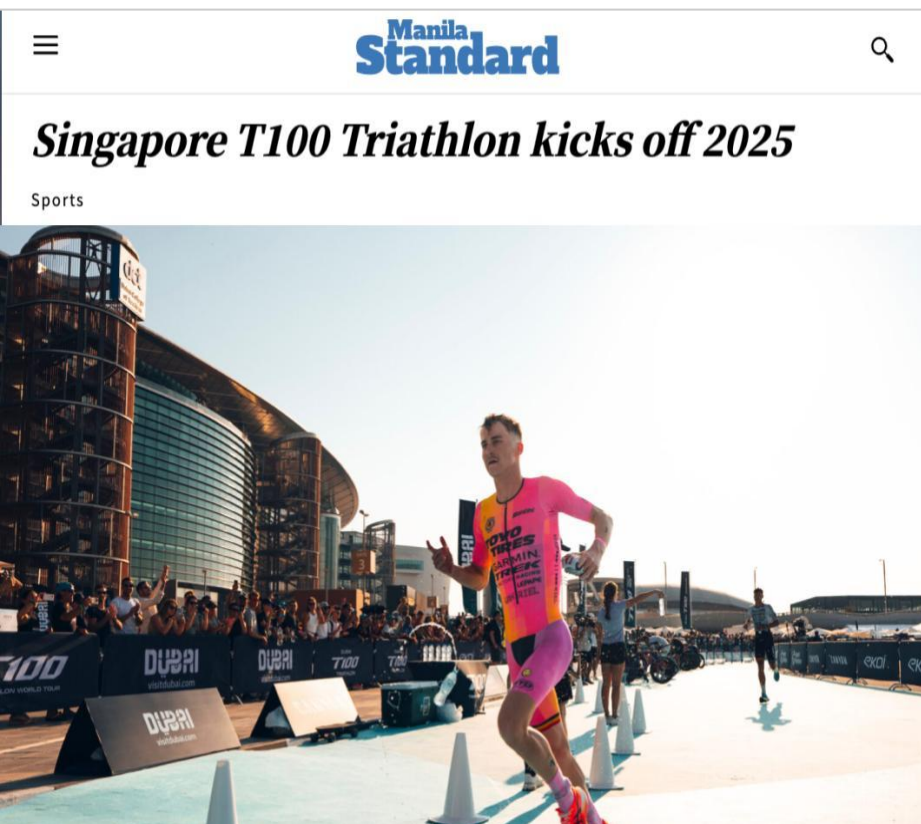
- End-to-end project management

SOCIAL MEDIA

- Social Media Monitoring
- Social Media Management

T100

The T100 Triathlon, officially known as the T100 Triathlon World Tour, is a global race series for both professional and amateur triathletes, organized by the Professional Triathletes Organisation (PTO). Launched on January 30, 2024, as the successor to the PTO Tour, its inaugural season includes seven races. Athletes compete for points throughout the series to claim the T100 Triathlon World Championship title, officially recognized by World Triathlon as the world championship for non-drafting, long-distance triathlon.



PUBLICITY

- Press Management
- Media Monitoring

COMMUNICATIONS

- Media Releases



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