



BRAND BRIEF · 2026

The wall the barangay already looks at.

Pasig City · Below-the-line · Live map · Proof photos

Skip the tower. Buy the corner.



A Filipino household still walks to a sari-sari before it opens an app. ADROOM posts the brand on that wall, on the jeepney that passes it, on the sidecar that turns at the chapel, and on the stall where the peso is already out.

124

mapped walls

14

LTFRB JeepWraps lines

170–1,400

eyeballs / wall / day

■ 700–5,500

posting / month



01 Sari-sari fascia

Vinyl wrap, 3x5 tarp, lightbox, GCash kit. Contracted by the month. Two storefront photos after posting. The pin on the live map holds the brand, the end date, and the fee.

How it helps the brand: the SKU sits where the SKU is sold. No skip button. The suki already trusts the wall.





02 JeepWraps

Sold by the LTFRB line, not by one jeep. T3174 Baclaran–Divisoria via Taft. T379 Baclaran–Blumentritt via Mabini, Quiapo. T348 Arroceros–Cubao via España. Topper, rear, flank, or modern wrap.

How it helps the brand: the same faces see the same panel twice a day. Route is targeting. Photo on the line is proof.

03 The rest of the walk home



Tricycle sidecar



Palengke header



Terminal wall



School-gate / fiesta

Plus LED fascia, in-store merchandising, sampling & barkers, waiting sheds, UV Express wraps, directional signs. One brief can mix the wall and the ride.

READY TO BOOK

Three packs. One meeting.

Barangay 20

■ 48,000 / 30 days · 20 fascia in one city. Print, post, two photos.

Corridor 80

■ 186,000 / 30 days · 60 fascia + 12 jeepney + 8 sidecars. Weekly photo drop.

Archipelago 240

■ 520,000 / 30 days · Luzon / Visayas / Mindanao mix. Desk planner included.

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