



STOREFRONT BRIEF · PSA EYEBALLS

Fascia that still sells.

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



Predicted daily eyeballs

Each pin carries a planning estimate: $\text{PSA 2020 city-to-barangay population proxy} \times 1.8 \text{ sari-sari trips per person per day} \div \text{stores in the barangay} \times \text{traffic factor (corner, school, market, terminal)}$. Sample book: 170 to 1,400 eyeballs a day.



What the brand gets

- Vacant-first matching on the live map.
- Print + post + two storefront photos.
- Contract end date on the pin. No silent expiry.
- NCR corners from ■1,800/mo. Town walls from ■700.
- 10-day post-and-photo SLA on booked packs.

