



# MODERN ADS & PROMO, INC.

*We Value Your Brand*

Founded 1994

## MERCH GUIDE & PORTFOLIO

# We Value Your Brand

**Modern Ads** is the merchandise **marketing arm** of organizations and businesses who aim to share meaningful experiences with their audience through **branded merchandise**.

For **28 years**, Modern Ads has established itself in product merchandising and manufacturing, gaining the trust of brands and businesses across industries. We actively participate in **Brand Value Fulfillment**– the entire experience of **ideation to production, to packaging and distribution** of branded merchandise.

Our strength lies in *excellence and efficiency*, and we take pride in the trust and loyalty of our world-class clientele. With our proud history, of Modern Ads is now your **one-stop branded merch partner worldwide**.





# Table of Contents

	Title Page	
	<b>We Value Your Brand</b>	
1	Branded Box	30
4	Apparel	31
5	- Jackets	32
15	- Polo Shirts	34
18	- T-shirts	35
21	Bags and Pouches	36
26	Health and Safety	37
28	Drinkware	38
	Workforce Merch	
	Ready to Brand	
	Pillows and Blankets	
	<b>Brand Value Fulfillment</b>	
	- Machineries	
	- People	
	- Logistics	
	<b>Thanks to You</b>	



# Branded Box

*Elegant, neat, personal*– this is how we describe our custom branded box.

**Packaging** has a constant and significant role in product presentation as well as gaining lasting impressions, so in 2021 we have reinvented the classic rigid box into a more customizable and personal gift box carrying your brand name and everything you represent.

*Made completely from scratch* by our skilled craftsmen, the **Modern Ads Branded Box** is a high-demand packaging option by our brand partners, and is well-loved and appreciated by their community.



# Why Branded Box?

## Safe and Sturdy

The Branded Box is *four times thicker* than regular carton packaging, can protect your product and can withstand long transit time.

## Reusable

It is *infinitely functional*; they can be reused, recycled, and repurposed over and over.

## Customizable

Every box type has its own *features and functions*, and we'll guide you along the way to choose the perfect packaging structure for your promotional campaign, employee incentive project, or gift to your clients and team members.



# Quality, Style, Value.

These are the top three requirements in packaging.  
It's not enough to think about the product alone; *think of the box, too.*





# Apparel

How do you reinforce your **message** to your community, at the same time make your brand constantly *visible* in your audience' line of sight? One of the most effective ways is to make your brand **wearable**.

*A strong visual brand recall agent and practically a walking advertisement, we at Modern Ads no longer wonder why **Corporate Apparel** remains a classic merch that never goes out of style.*

# Two is Better Than One

Can be worn two ways and sometimes three, there is no other garment more *versatile* than the **Reversible Jacket**. Most businesses go for the reversible jacket for that *easy switch* from corporate to fun, from simple to elaborate, or perhaps a little bit of both.

With that said, the designs of either sides are usually contrasting to each other. Fabric combinations are also an option, as the jacket is to serve more than one purpose.

**How would you design your own jacket?**





# Reversible Jackets



The history of the **Bomber Jacket** goes way back to one of its largest influences, the aviator jacket. Its *light, durable, waterproof* characteristics are what made it a staple must-have in most apparel collections.

Moreover, the bomber jacket's simple structure of commonly one solid color and minimal accents makes it ideal for brands who want it *simple and muted*, with only the **logo** serving as the *center of attention*.



# Varsity vs. Bomber



The **Varsity Jacket** is a complete opposite. It sets the wearer apart to easily *stand out* from a crowd. Talk about eye-catching!

Usually two-toned with large decorative designs, the famous button closure and striped cuffs and collar, the varsity jacket implies a *dynamic lifestyle*, suitable for those who spend the day performing multiple functions with a team.



# Classy and Loud

Want the *best of both worlds*? We at Modern Ads understand the need for apparel evolution, and with our **in-house garments factory**, we can make your corporate swag customized to the last button.





# Outdoor Swag

Through years of partnering with brands and *listening* to what their community needs and appreciates the most, it is the **Corporate Apparel** that serves the most *demand*, *function* and *longevity*.

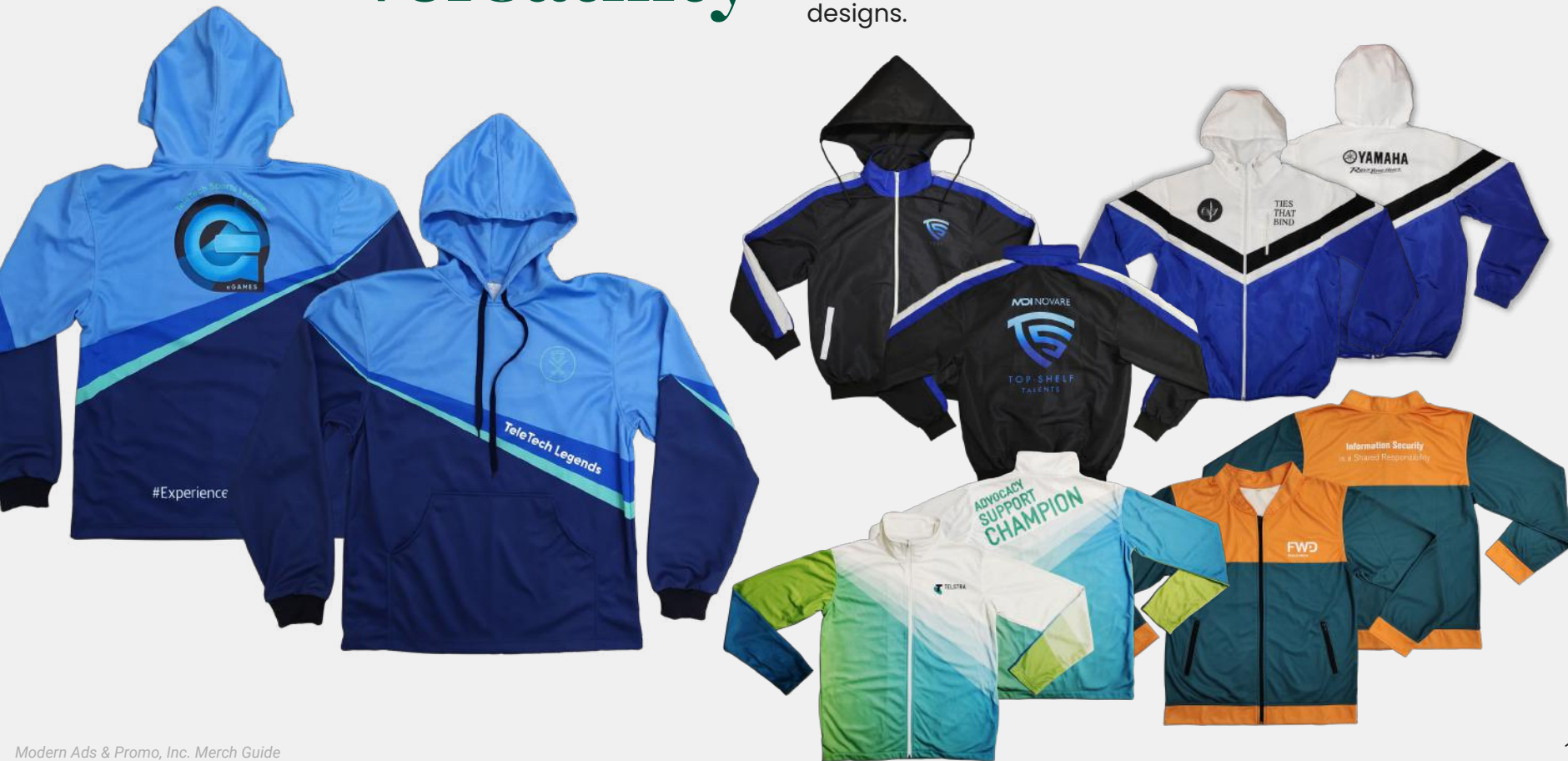
One staple piece in all brand wardrobes would be **Outdoor Jackets**. *Lightweight, breathable, and rain-proof*, it serves its function all year-round.





# Versatility

It's *versatile*, it's *dynamic*, it's *printable* in all colors. The **Sublimated Jacket** is a go-to among brands who want precision when it comes to printing their brand colors and designs.



# Executive Jacket

Some functions require a *mix* of formal and casual clothing that allows you ample freedom and movement, protection from any weather, at the same time neat and presentable throughout the day.

The **Executive Jacket** is a staple among the logistics and field-work related industries, and brands who value speed, efficiency, and security.





# Hooded and Comfy

Whether your team is working remote or on-site, hooded garments stimulate comfort and encourage a relaxed work setting. When days are hectic and pressure is high, simply being in one's comfort **Hoodie** reminds your team to *take it easy*.



# Polo Jackets

A combination of the classic Polo Shirt and the ever-trusty Executive Jacket, the **Polo Jacket** is known for its *durability* and fabric that can *withstand wear and tear* due to frequent use. Mostly made of wool, cotton, and polyester, it is ideal for both field work and indoor functions.





# Polo Shirts

Originally designed for sports like tennis and polo (where it got its name), the **Polo Shirt** remains as the most *comfortable, breathable* and *classiest* among its kind.

Way back, the Polo Shirt served as an *alternative* to formal business suits and button-downs, but with the rise of a more casual and personal approach on business in almost every service-based industry, it has become one of the *standard corporate apparels* by brands and organizations.

*Highly customizable*, Polo Shirts can carry any logo, brand color, and design to represent your specific campaign.





# Classic Swag

Following its original style, the most popular Polo Shirt structure is simply adorned by the brand logo on the left chest, and sometimes a brand tagline on the back. These elements are **embroidered**, making it the top choice by brands who would want to keep the apparel *neat and formal*.

From a simple monotone garment, the Polo Shirt has been *reinvented* to carry as many brand colors as possible— from simple horizontal cuts to intricate shapes that are consistent with its branding decorative elements.

# Need More Colors?

When logo and colors are not enough and you need to go all out with design, the **Dri-Fit Polo Shirt** is 100% printable to the last detail.

A new *sporty version* of the Polo Shirt, this is a popular option for sports apparel, and basically any industry that involves physical activities and agile manual work.





# Full Freedom

Void of the complexity of traditional printing methods, the **Full Sublimated Shirt** is the new choice in casual and active wear. Design-wise, more and more brands are opting for *eye-catching wearable merch* that emphasizes more on the *message* along with the brand logo.



# Comfort that Protects

There is no need to compromise on function when you need stylish apparel. Dri-Fit fabrics are *highly conformable* and *can be mixed and matched* with other fabric. With its resilience to weather and outdoor elements, it is inarguably the most flexible of all garments.



# Simple and Safe

Exposure to hazards is the primary concern in medical equipment and safety gears. With this in mind, cleanliness and durability are what constructs the **Full Body Suit**.

Made with water resistant fabric and yet breathable material, it serves its purpose in protecting the wearer from external factors, not to mention the non-negotiable feature of comfort.





# Bags and Pouches

Whether your brand is intending for bespoke or corporate merchandise, **Bags and Pouches** remain as one of the most *well-rounded branded merch* chosen by any brand. Exceptionally *visible* and carries (pun intended) high *conversion potential*, the right bag is an investment brands go for and customers happily appreciate.

After all, one can never have too many bags, can't they?







# String Or Tote?

Bags are *functional*– this is a universal rule that applies to any audience of any brand or community that uses it on a daily basis. The *right bag* for the *right brand* and for the *right function*, however, is the ultimate make or break of any bag merch.

Still, two of the most commonly adapted carriers are the **Tote Bag** and the **String Bag**, both printable through the sublimation process, as well as the old school print screen.



# Right Bag, Right Brand

What is your campaign's *purpose*? How do you want your customers to *associate* your brand with your bag merch? These questions will lead you into making the *right design and structure* of your bag, along with the rest of your branded merchandise.



# Function Or Fashion?

Well... how about both? We at Modern Ads believe that **there is beauty in every functional merch**. Regardless of purpose, simplicity (or complexity) of a branded merch, there will always be a meeting point of art and structure.



# Make it Personal

*Loyalty* is one of the most coveted customer association in every business industry. With the ever-expanding range of products and services emerging today, there is also a rising need for a *stronger reason* to make a brand a customer's top choice.

By turning a brand into a part of a customer's *lifestyle*, visibility is doubled and reliability is reinforced.

**How can you turn customers into devotees?**





# Health and Safety

The **heart** of every organization is its **people**. Without its workforce, an idea remains only as such. Without people, no plan will materialize, and even in the digital and machine age, there is no replacement for the human heart in making things happen.

And when manpower faces hazard, we at Modern Ads believe it is only right for brands to provide their teams enough *support*, and most importantly, *assurance* that they are not alone.





# Warm Welcomes

We are a firm believer that **good leadership is genuine and generous to their community**, not only in knowledge-sharing, but also in *humanity and kindness*. We at Modern Ads often find ourselves celebrating true leaders who step up and raise the standard in serving their team with the best intentions, and along with it, making sure each team member *belongs*.





# Tumblers? Again?

Let's admit it– not all branded merch are essential and relevant. Not every bespoke will be used on a regular basis. Yes, some will be put to good use, but some will be set aside along with other home and office accessories.

There is one item, though, that sustains its *high demand*: **Drinkware**. Regardless of the timing, industry, or audience demographics, tumblers and insulated bottles are an ideal part of branded merch kits.

Like always, one question remains: **which drinkware design best represents your brand?**

# Timeless Merch

There are several reasons why Drinkware is a *timeless branded merch*, and here are three of them:



## Familiarity

Ask anyone five branded merch they would love to receive from a business and Drinkware would certainly be on the list. It is the most common simply because it is the *most effective* way to build a relationship with your audience.

## Longevity

On average, a Drinkware is *kept and used for one year*. That's twelve months worth of marketing campaign your community will actively participate in.

## Visibility

When done right, branded drinkware will be carried around and be visible beyond your community because of its practical use.







# For the Workforce

Staple **Workforce Merch** is often regarded as overrated, common and too obvious. The truth is...

*it's true.* In fact, the concept of corporate merch has been around for so long that your team is already *expecting* it. It is an essential element employees look forward to in order to physically *identify with your brand*, and if used correctly, will be an agent of *pride* that they are a part of your business.

**How do you reinforce a sense of belongingness within your team?**



# Ready for Branding

A staple among merch kits of any purpose, **Ready to Brand Merch** are accessible and have faster production lead time. Pick among the crowd favorites, but let's ensure effective merch campaign by creating compelling design and message.



# Lean on Me

Like any other merch, **Pillows and Blankets** serve a *specific purpose*. Be it for *luxury, comfort, or posture support*, these details are taken into consideration before jumping on decisions.

And to complete the set, why not toss a throw blanket, as well?

**Which one serves your team best?** Pick a purpose, then pick a pillow.





# Break Time!

Overwork. Among the top reasons of employee burnout is the lack of rest, even quick break times in the office (or even in remote work), resulting to chronic fatigue, and unavoidably, underperformance. As business owners and leaders start to *champion mental well-being*, **rewarding team members** go a long way, especially when these gifts in kind encourage rest and break from tedious tasks.

From **Mat Pillows** to **Support Cushions**, your team can enormously benefit from the fact that they are *given priority* and are *cared for*.





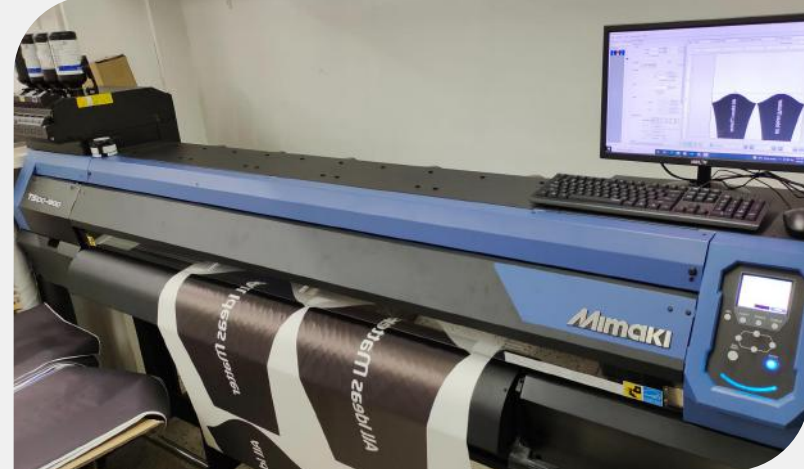
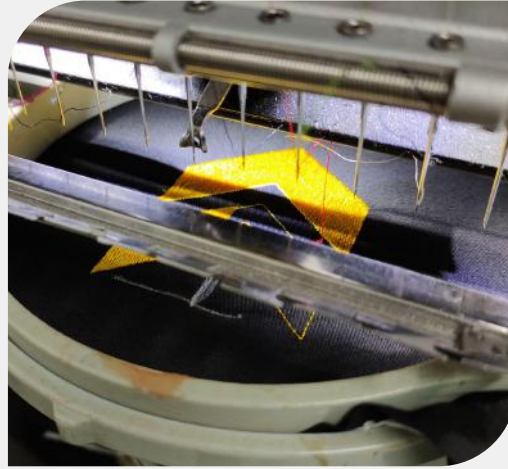


# Brand Value Fulfillment

We have *streamlined* our creative production process to save you time, energy, and resources.

Our **Merch Experts** will actively brainstorm with you to execute your vision and guide you throughout the product development process.

From garments, handcrafted goods, to printing-- Modern Ads manufactures it all. **In-house.**



# Machineries

Powered by state-of-the-art UV printing technology, there is no other result we provide than excellent branded merchandise your community is sure proud to carry anywhere. These machines are a testament to our dedication and investment in creating the best products for our **Brand Partners**.

With the expertise and efficiency of our **In-House Design and Production Team**, we are confident to deliver **Brand Value Fulfillment** to your community.



# Our People

With **28 years** of expertise in branded merchandise and product manufacturing, Modern Ads is a pioneer in creating and re-inventing products that best serve teams and communities.

Our highly skilled **In-House Design and Production Team** create products and experiences that resonate with your brand identity and intended purpose. We value research and market study as the foundation of *effective product experience*.







# Signed, Sealed, Delivered

We take the *art of packaging* seriously. From premium boxes to eco-friendly alternatives, we make sure your audience will get the best of your entire brand experience.

We handle your **Logistics** through our global courier service partner, *monitor and replenish* your stocks while we make sure your goods are *delivered* safe and sound at their doorstep.



# Thanks To You



We give high regard to *giving back* to our community.

Since 1994 until today, we share the **legacy** of extending generosity and well-deserved privileges to our squad. Through educational and financial support to team members and their families, we celebrate success by appreciating them beyond the work they do.

To date, we place *education* as our top priority by granting scholarships to young people in Manila and to our chosen local communities. By extension, **we share this honor with our Brand Partners**, whom without we cannot make this possible.

# Ready to make some merch?

Talk to our Merch Experts and let's start creating.

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## Thank you.

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