



JACOB PANGAN

CREATIVE DIRECTOR



The following slides highlight some of my works across many different industries with clients from a wide range of background.

Each challenge presents its own unique set of problems and opportunities, which has helped me think creatively while finding solutions that help achieve measurable goals.



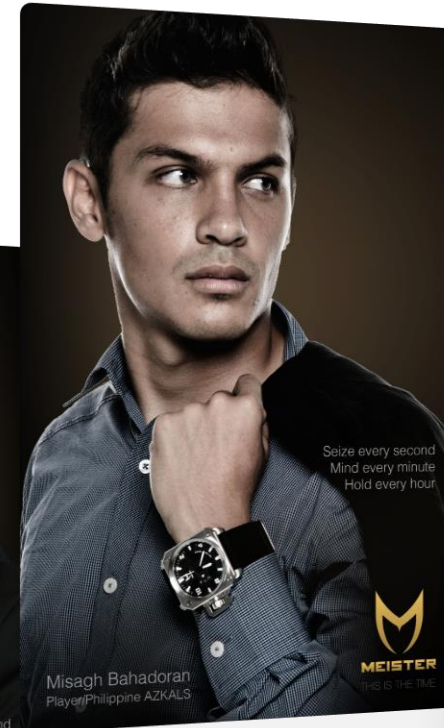
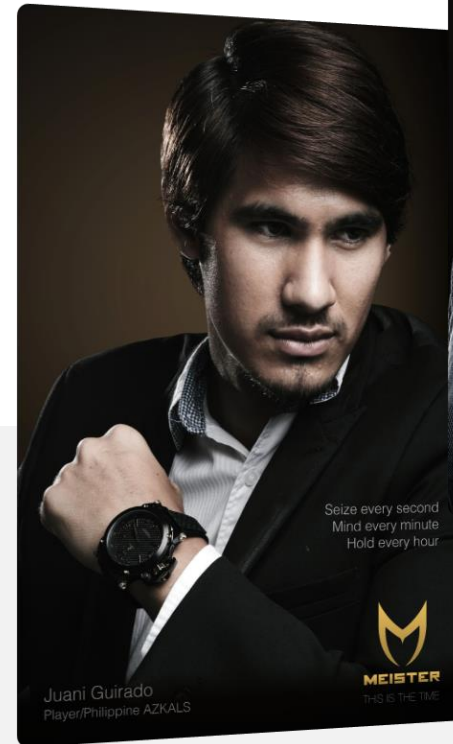
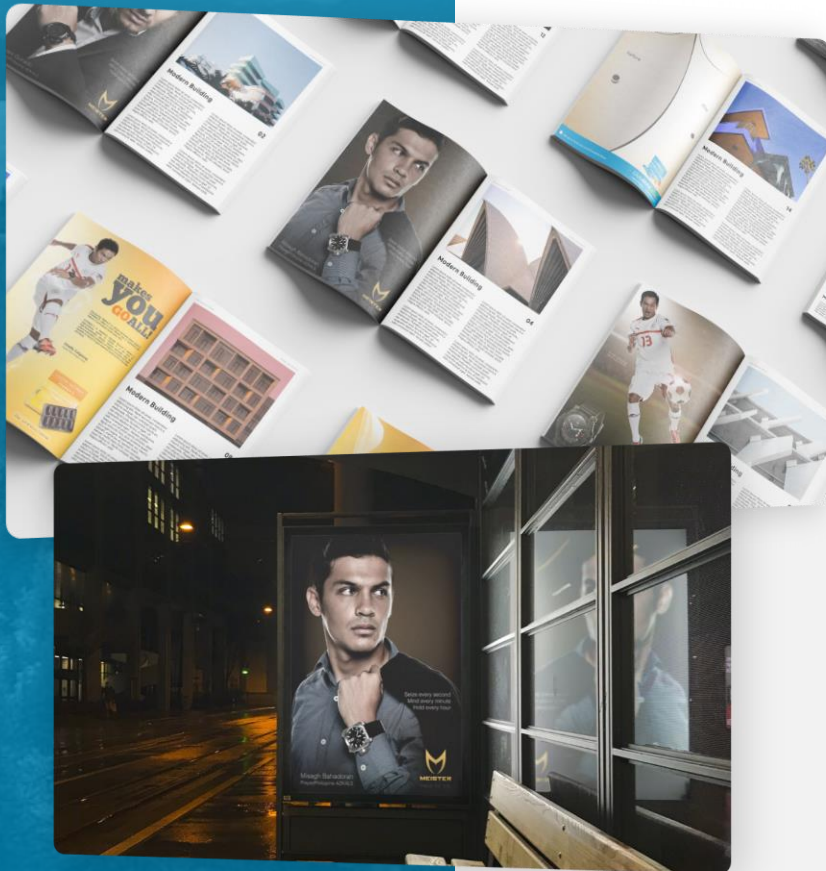
Campaign / Ads

SAMPLE WORK

Creative Direction / Strategic Leadership /
Idea Generation / Quality Control

PRINT AD

MSTR Watch PH

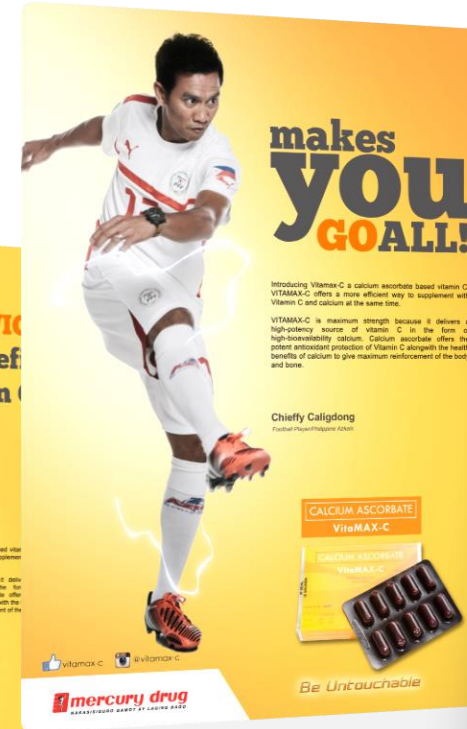


Football fans and watch aficionados will surely love these print ads as we showcase their watches together with the Azkals (Philippines' National Football team)



PRINT AD

VitaMAX



A campaign to promote a Vitamin C supplement that have more benefits than just boosting the immune system.



PRINT AD

GlutaMAX Slim



This different approach in showing results for a slimming and whitening medical supplement is more fun than any other.

PRINT AD

Transcom



This ad was designed to support the company's goal to showcase its culture. In line with the "I'm home" campaign, this was created to show that employees were allowed to bring their families to work on certain days and to ensure their families had a "home away from home" at the workplace.



Marketing / Corporate Events

SAMPLE WORK

Creative Direction / Creative Strategy /
Concept Generation / Quality Control

MARKETING EVENT

Nuffnang Blogopolis



A full-scale marketing event to bring the blogging community in the Philippines together and give them a platform to discover new things, learn from one another, connect like-minded individuals and share their stories.

MARKETING EVENT

Azzaro Decibel



A product launch event to promote rock-and-roll-themed men's fragrance. Guests were able to enjoy the music and drinks at their leisure, with an opportunity to purchase the product.

CORPORATE EVENT

Manulife



A super-hero themed annual corporate event to celebrate the company's sales.

CORPORATE EVENT

MCBL



A movie themed annual corporate event to celebrate the company's sales.

CORPORATE EVENT

Unilever



Basketball-themed company-wide sales event as the company gathers and boost the morale of their employees.

MARKETING BOOTH

PBA Trading Cards



A sales booth strategically placed during the league's season opener.



Branding / Packaging

SAMPLE WORK

Creative Direction / Concept Generation
/ Quality Control



BRANDING AND PACKAGING

Nice Day Coffee



A brand that aims to be part of your everyday life by providing the best coffee experience. Offering a variety of coffee mix to deliver a unique experience that caters to those coffee lovers seeking health benefits.

BRAND LAUNCH

Famous Salon



A brand launch for a clothing brand expanding to the Beauty Salon industry.
Includes logo, web design, and video content.

BRANDING AND PACKAGING

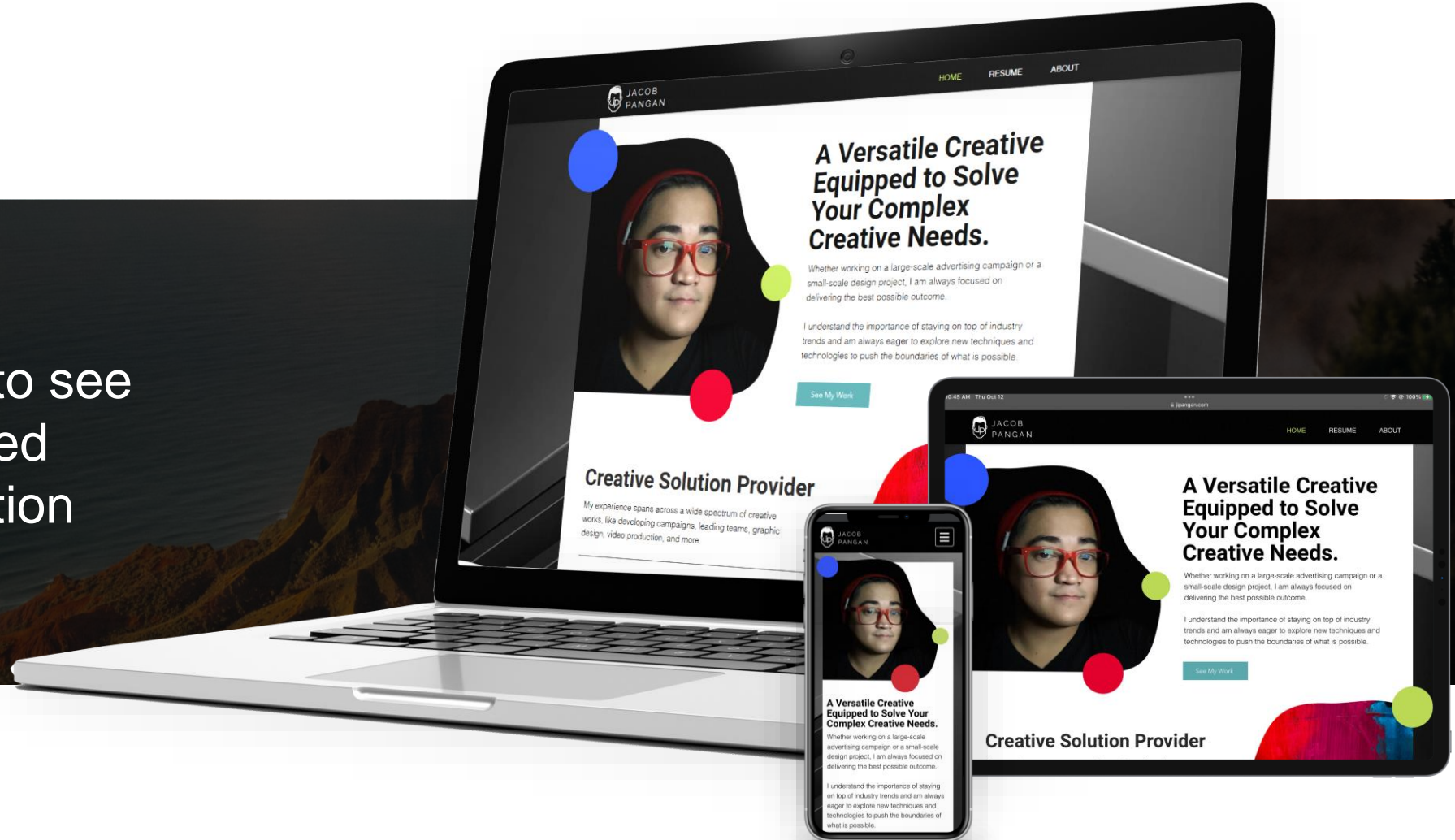
Fling Men's Fragrance



A perfume brand with the emphasis on men's playfulness.



Visit my [website](http://www.jipangan.com) to see my work not limited to Creative Direction



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