

# AMPH Advertising Agency Inc.

EXTENDED **CENTURY CHEMICAL CORPORATION'S**  
LEAD AS PHILIPPINES MARKET LEADER



Century Chemical Corporation (CCC) was established in 1962 by a group of Filipino entrepreneurs to answer to the growing demand for quality paint products in the market. CCC's ever-dedication to quality, customer satisfaction, continuous product research and innovation, concern for the environment, as well as its employees, enable the company to reach the status as one of the leading chemical companies that it is today.



**CENTURY  
CHEMICAL  
CORPORATION**

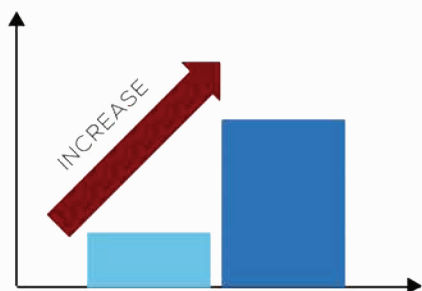
## CHALLENGE



As the market leader, it is important for Century Chemical Corporation to always stay ahead of the competition, especially in view of new local and regional players who are entering the market. Their current advertising efforts consist of sponsorship of highly-relevant events (i.e. car shows, outdoor display) to drive engagement with their consumers, complemented with print advertising to sustain awareness and expand their reach amongst their potential clients.

Mr. Ely Ong Sue, the General Manager of Century Chemical Corporation, said, "With consumers using the Internet as a source of information and using it as a means for research, there is a need for us to be present in the digital space so that when they look for topics related to what we offer, we are there to introduce ourselves or even remind them to use us. This is why when AMPH Advertising Agency Inc. approached and introduced us to Google search marketing, we were excited about the opportunities and exposure this new media will bring us."

# RESULTS



We are very satisfied as our search marketing efforts were able to generate clicks and visits to our websites. We experienced a positive increase in returns of investment through having more people visiting our website and that has in turn increased our brand awareness greatly. Through AMPH Advertising Agency Inc.'s monthly reports and analysis of our campaign, we are able to better plan and execute our marketing strategies based on market demand.

**"We consider AMPH Advertising Agency Inc. as valuable partners who care deeply for our brands. They are a great help to us as they provide recommendations that have great impact to our products."**

Mr Ely Ong Sue - General Manager  
Century Chemical Corporation



As the only agency to be accredited both the Preferred Reseller for Yahoo Search Marketing and Google AdWords Premier SME Partner (PSP), AMPH Advertising Agency Inc. offers a comprehensive range of online services comprising customised website design and conceptualisation, hosting services as well as targeted ad campaigns on leading online platforms such as Yahoo, Google, MSN (Bing), and Facebook.

AMPH Advertising Agency Inc. remains one of the top online marketing agencies in Southeast Asia. Coupled with a dedicated team comprising seasoned marketers who possess great knowledge and understanding of online marketing for the various industries their clients may be in, AMPH Advertising Agency Inc. is confident to be a catalyst of unprecedented growth for your business.

To get expert help, visit our website at [www.AMPH.com.ph](http://www.AMPH.com.ph) or call us at (632) 553 6002.  
You can be our next success story.