

# All-in LGU Visibility Program (ALVP)

Building Stronger Local Economies Through Strategic Market Building.



# WHAT IS ALL-IN LGU VISIBILITY PROGRAM (ALVP)

The **All-in LGU Visibility Program (ALVP)** is a 1-year **digital** and **physical** visibility program designed to help:

- **Communities**
- **Local Businesses**, and
- **LGUs**

make their work, products, and programs become **visible** and **understood**.

# WHAT IS ALL-IN LGU VISIBILITY PROGRAM (ALVP)

**ALVP** is **not** a one-time campaign.

It is a **year-round** system

to help communities and local businesses:

- **attract customers**
- **support tourism, and**
- **keep opportunities coming**

# THE GOAL OF ALL-IN LGU VISIBILITY PROGRAM

The goal of **ALVP** is to help LGUs **increase local economic activity** by building a market for:

- **Local Products**
- **Tourism Assets**
- **Cultural Stories**
- **Community Identity**

# WHO IS THIS PROGRAM FOR

**ALVP** is for everyone **involved in building the local economy,** including:

- Local Government Units
- Local entrepreneurs and MSMEs
- Artisans and producers
- Farmers and fisherfolk groups
- Tourism operators and homestays
- Community leaders and organizations

# WHAT PROBLEM ARE WE SOLVING

## Most communities face the same challenges:

- People **cannot easily find** local businesses
- Local products stay **within small markets**
- **Visitors don't know** what the place offers
- Community efforts are **scattered and undocumented**
- Market building happen **only during events**

# WHAT PROBLEM ARE WE SOLVING

LGUs are already running programs to help grow the local economy.

But most people:

- **don't know about it,**
- **don't understand it,** and
- **don't know where to find it**

Good work that is **hard** to find is often **ignored.**

**THIS IS **NOT** A LACK OF EFFORT.**

**THIS IS A LACK OF  
CONSISTENT VISIBILITY.**

**WHEN PEOPLE DO NOT SEE THE WORK, THEY  
CANNOT SUPPORT IT.**

# WHY THE COMMUNITY NEEDS VISIBILITY

Visibility is not about **popularity**.  
It is about **opportunity**.

## When communities are visible:

- Local products reach more buyers
- Tourists know where to go and what to experience
- Small businesses gain confidence and demand
- Community pride grows
- Support for local initiatives increases

**WITHOUT VISIBILITY,  
EVEN GOOD WORK  
STRUGGLES TO MOVE  
FORWARD.**

# WHAT BENEFITS ARE YOU GETTING

## For the Local Economy

- **Better market building** of local products and services
- **Increased awareness** of MSMEs and artisans
- **Stronger connection** between producers and buyers

# WHAT BENEFITS ARE YOU GETTING

## For Tourism and Culture

- **Clear market building** of destinations, festivals, and culture
- **More reasons** for visitors to come and return
- **Stronger** local identity

# WHAT BENEFITS ARE YOU GETTING

## For the Community and LGU

- **Clear communication** of programs and initiatives
- **Regular documentation** of activities and results
- **Stronger public trust** and engagement

**EVERYONE BENEFITS  
WHEN VISIBILITY IS  
CONSISTENT AND  
CLEAR.**

**HOW ARE WE  
GOING TO  
DO IT**

**ALVP works by  
combining digital  
and physical visibility  
throughout the year.**



# HOW ARE WE GOING TO DO IT

## We support communities through:

- Digital marketing and online features
- Trade shows and road shows
- Local product market building and eCommerce exposure
- eMagazines and storytelling content
- Outdoor and on-ground market building
- Billboards, displays, banners, and creative ads
- Regular reporting and documentation



**HOW ARE WE  
GOING TO  
DO IT**

**We act as**  
**the dedicated**  
**marketing engine**

that supports the  
community and LGU month  
after month, and **year after**  
**year**, not just during events.



**YOU FOCUS ON DOING THE WORK.**

**WE HELP MAKE SURE  
PEOPLE SEE IT.**



**GOOD WORK  
DESERVES TO  
BE SEEN**

**ALVP** exists to help communities, local businesses, and LGUs **grow together** by making their efforts **visible, understood, and supported.**

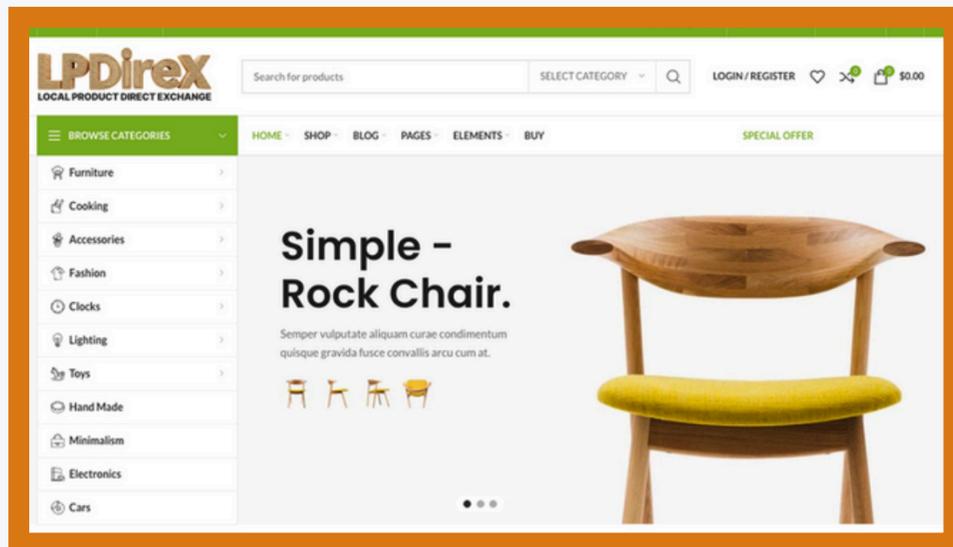
**We use marketing** to solve **community visibility** and **economic challenges.**



**CORDIA SOLVES THE VISIBILITY ISSUES  
IN A UNIFIED ECOSYSTEM.**

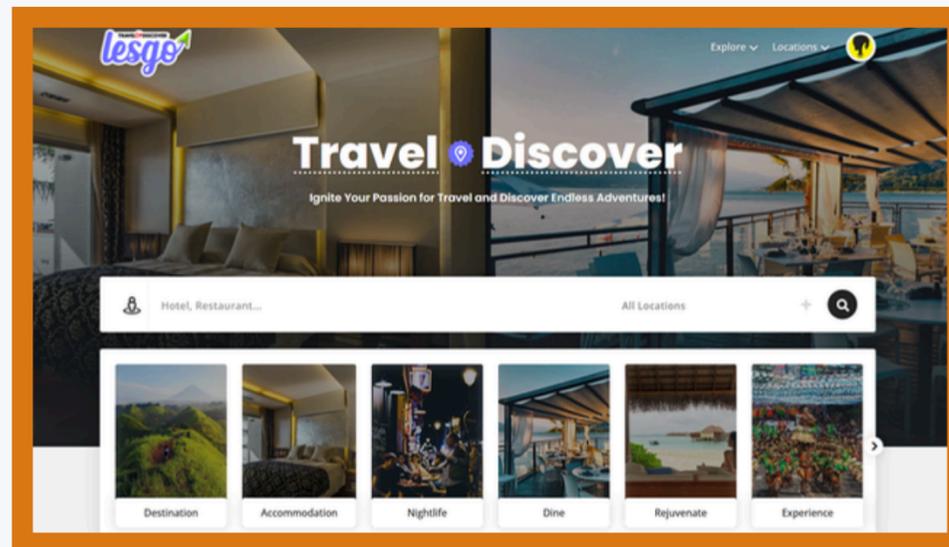
# THE CORDIA ECOSYSTEM

Cordia Ecosystem = Trade + Tourism + Culture + CSR + Digital



## LPDIREX

Local Product Direct Exchange – eCommerce  
**Local Products Visibility**



## LesGo PH

Tourism Website and Listing  
**Tourism & Storytelling**



## Quarterly Trade Shows

4 Major Quarterly Campaigns  
**LGU Identity + Local Pride**

# THE CORDIA ECOSYSTEM

Cordia Ecosystem = Trade + Tourism + Culture + CSR + Digital



## Digital Marketing

Cross-platform Digital Marketing Campaigns

Creative and Branding



## Physical Product Display

Display of Products in Partner Venues

Hotels, Cafés, Restaurants



## Integrated Marketing

Integrated Tourism & Local Commerce Network

Connected Experience

**A FULL 1-YEAR  
TRANSFORMATION  
CAMPAIGNS AND PROGRAMS**



# TOTAL MARKET VALUE OF ALL CAMPAIGNS & PROGRAMS

CAMPAIGN/PROGRAM	MARKET VALUE
Pride of Place	₱250,000
Craft to Commerce	₱200,000
Taste of the Region	₱180,000
Journey to Heritage	₱220,000
Tourism Experience Marketing	₱350,000
LGU Exchange Program	₱200,000
Shop Local, Travel Local	₱220,000
<b>TOTAL MARKET VALUE</b>	<b>₱1,620,000</b>
<b>CORDIA'S ALL-IN LGU VISIBILITY PROGRAM</b>	<b>₱950,000</b>

LGU receives **₱1,620,000** worth of marketing value for only **₱950,000**

LGU SAVINGS: **₱670,000 TOTAL SAVINGS**  
Return on Value: **≈ 170% ROI**

# THE CAMPAIGNS

Year-Long Campaign Structure. Your LGU receives 4 quarterly campaigns:



## Pride of Place

Tourism Branding and  
Local Identity



## Craft to Commerce

Artisan Livelihood and  
Creative Enterprise



## Taste of the Region

Culinary Tourism and  
Food Entrepreneurship



## Journey to Heritage

Cultural Heritage and  
Tourism Storytelling



## PRIDE OF PLACE

Tourism Branding and Local Identity

- **Builds a unified identity** for culture, products, and tourism
- **Boosts recognition** for artisans, food, heritage, and destinations
- **Increases tourism interest** through QR-linked stories
- **Strengthens community** pride and collaboration

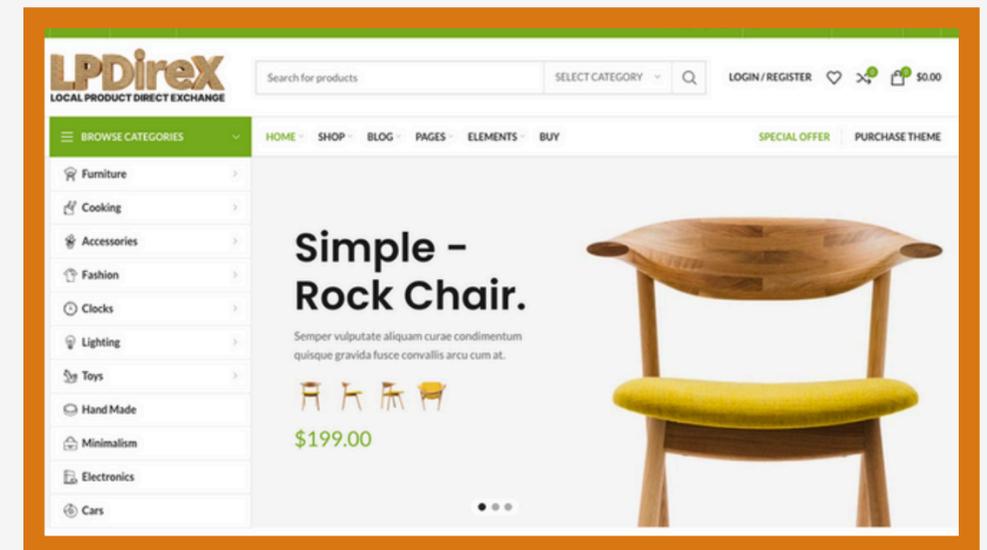




# CRAFT TO COMMERCE

Artisan Livelihood and Creative Enterprise

- **Strengthens** MSMEs and artisans
- **Improves** product presentation and readiness
- **Provides continuous** digital exposure
- **Drives sales** through LPDIREX listings and Trade Shows
- **Elevates regional identity** through craftsmanship





## TASTE OF THE REGION

Culinary Tourism and Food Entrepreneurship

- **Builds market** for culinary identity and local food champions
- **Attracts tourists** through food experiences
- **Highlights local** restaurants & markets
- **Supports culinary** MSMEs and delicacies
- **Includes LGU** to food tourism circuits





# JOURNEY TO HERITAGE

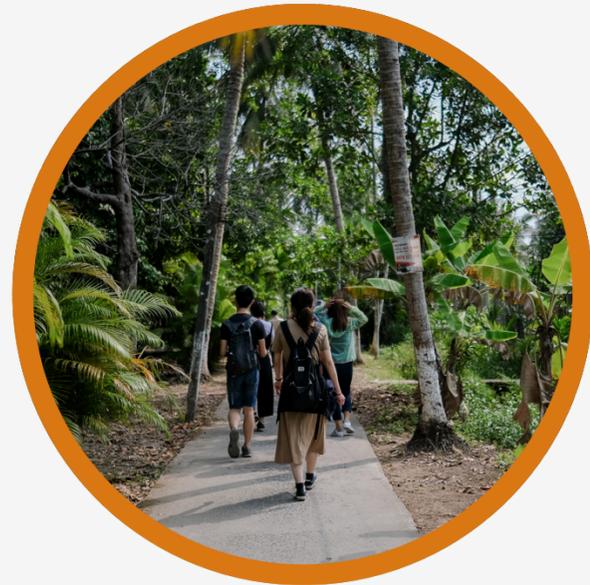
Cultural Heritage and Tourism Storytelling

- **Preserves and build markets** for local heritage & identity
- **Elevates heritage sites** through immersive storytelling
- **Attracts** educational, family, and culture-based **tourism**
- **Builds** cultural pride and reinforces **LGU legacy**



# THE PROGRAMS

In addition to the **quarterly campaigns**, Cordia provides **three enhancement programs** designed to maximize exposure, boost tourism, and unify LGUs.



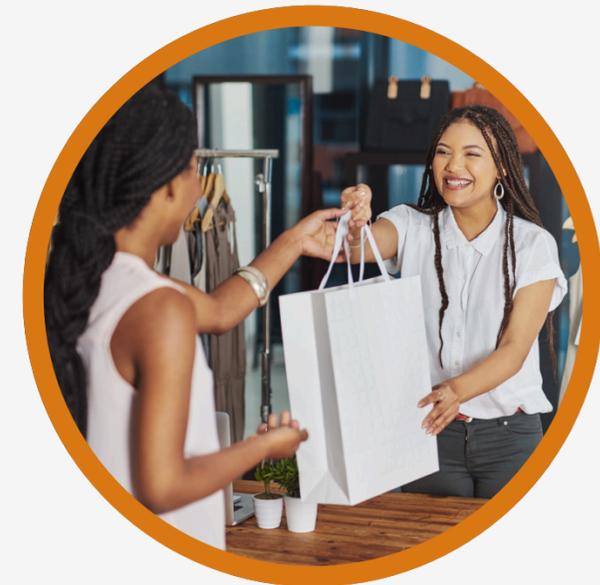
## Tourism Experience Marketing

Immersive Travel and Tourism



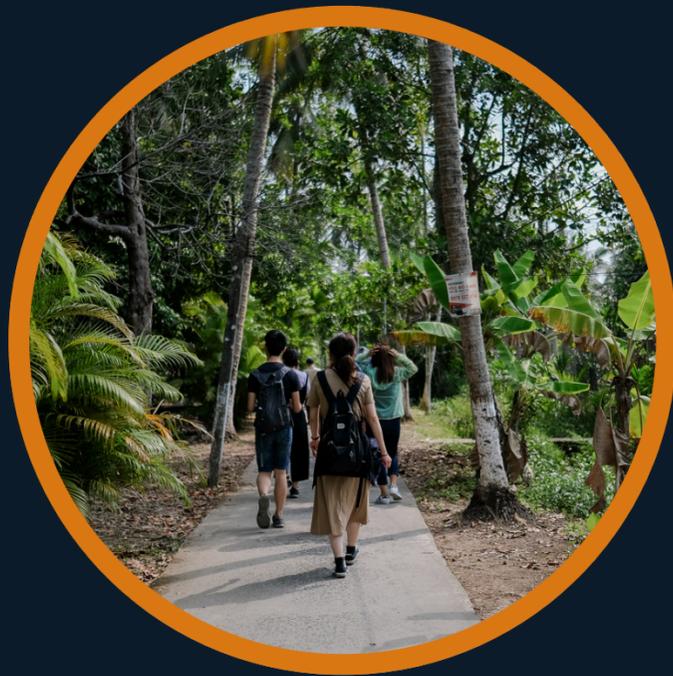
## LGU Exchange Program

Cross-LGU Collaboration



## Shop Local, Travel Local Program

QR-Connected Promotion



# TOURISM EXPERIENCE MARKETING

We partner with DOT-  
accredited operators

- **Places LGU as a destination** with immersive experiences
- **Enhances tourism brand** through "Live Like a Local" experiences
- **Builds market** for destinations through DOT-aligned marketing
- **Engages high-intent travelers** through storytelling



## Immersive Tourism

Travelers can join immersion activities like:

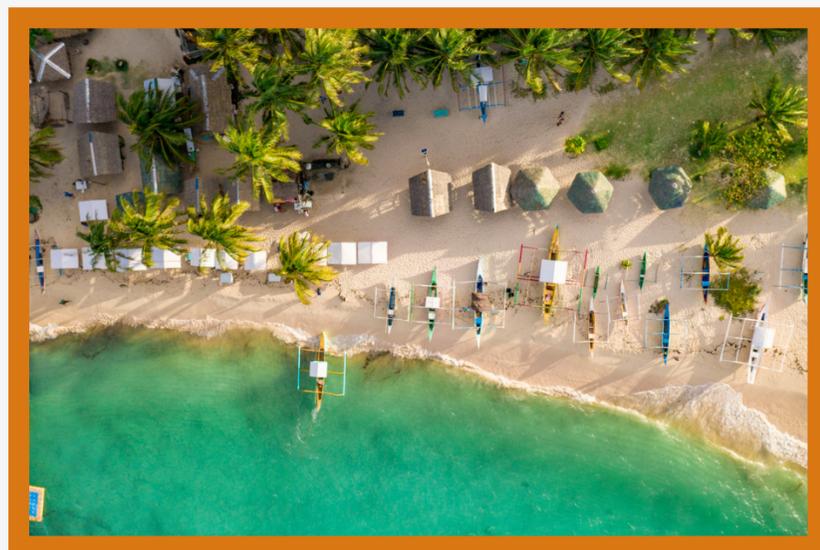
- Homestays
- Local daily routine
- Market visits
- Farming/fishing
- Local craft-making
- Heritage tours
- Destination tours



# LGU EXCHANGE PROGRAM

Cordia act as the bridge to connect LGUs

- **Enables product exchange** between partnered LGUs
- **Expands visibility** across regions
- **Opens new markets** through shared events
- **Strengthens inter-LGU** cooperation and alliances
- **Enables** nationwide **cross market-building**



## Exchange Program

Partner LGUs highlight each other's destinations on:

- LesGo PH
- Local showrooms
- Social media
- Digital magazines
- Twin-LGU exhibits
- Cross-LGU festival features
- Joint roadshows



# SHOP LOCAL, TRAVEL LOCAL PROGRAM

Products and destinations,  
connected through one QR

- **Links products and destinations** through QR-based discovery
- **Strengthens** the tourism-commerce connection
- **Boosts local** sales and visitor foot traffic
- **Creates a unified** LGU identity across products and tourism



## Travelers Browse, Buy, and Explore

Using the QR system, visitors can:

- Discover destinations
- Support artisans
- Buy products online
- Read tourism stories
- Visit LGU microsites
- See artisan info
- Watch destination videos



# ALL-IN LGU VISIBILITY PROGRAM

**₱950,000 / YEAR**

## TRUE VALUE VS COST

Total market value of all services: **₱1,620,000**

LGU SAVINGS: **₱670,000 TOTAL SAVINGS**

Return on Value: **≈ 170% ROI**

- Full digital + physical + tourism marketing ecosystem
- Full-year marketing visibility across Cordia platforms
- 4 major campaigns
- Dedicated LGU subdomain on LesGoPH.com
- Product listing on LPDirex eCommerce site
- Directory listing on LesgoPH website
- National and International exposure through LPDirex + LesgoPH + LGU Exchange
- Tourism Experience Marketing Program
- Shop Local, Travel Local Program
- Product displays in partner venues (hotels, cafés, restaurants, malls, public spaces)
- Product market building + eCommerce
- QR tagging of products
- Tradeshows, roadshows, and events
- Inclusion in Cordia Lifestyle Journal (eMagazine) and live stream shows
- Full analytics and impact reporting



## **QUARTER 1 PRIDE OF PLACE BRAND IDENTITY LAUNCH**

Establish LGU identity, launch visibility, and build foundation for all campaigns.

## **IMPLEMENTATION TIMELINE**

A clear quarterly roadmap showing how Cordia delivers continuous marketing, tourism, and cultural impact for your LGU.

### **ACTIVITIES:**

- Pride of Place Campaign Launch
- LGU Showroom Setup & Styling
- Product curation + QR tagging
- Photo & Video Shoots (products, destinations, culture)
- Digital Rollout on Cordia, LPDIREX, LesGoPH
- Shop Local, Travel Local Program Activation
- Q1 Trade Show / Exhibit
- Media Exposure & PR
- Start of Local and International Exposure and Market Building



## **QUARTER 2** **CRAFT TO COMMERCE** **ECONOMIC ACTIVATION**

Boost product visibility, integrate tourism storytelling, and expand reach across venues and online.

## **IMPLEMENTATION** **TIMELINE**

A clear quarterly roadmap showing how Cordia delivers continuous marketing, tourism, and cultural impact for your LGU.

### **ACTIVITIES:**

- Craft to Commerce Campaign Launch
- Tourism Experience Program (Live Like a Local)
- Q2 Trade Show / Exhibit
- Partner Venue Displays (hotels, cafés, restaurants, malls)
- Updated digital content: product stories & tourism features
- LGU Microsite enhancements
- Expanded photography for product catalog



## **QUARTER 3** **TASTE OF THE REGION** **CULINARY + TOURISM BOOST**

Strengthen culinary identity, widen tourism connection, and drive cross market-building across hospitality and travel.

## **IMPLEMENTATION** **TIMELINE**

A clear quarterly roadmap showing how Cordia delivers continuous marketing, tourism, and cultural impact for your LGU.

### **ACTIVITIES:**

- Taste of the Region Campaign Launch
- Culinary-focused events (demo cooking, heritage recipes)
- Q3 Culinary Trade Show + Food Fair
- Restaurant & café partnerships for market building
- Food + Travel features on LesGo PH
- Partner venue product rotation (seasonal food & crafts)
- LGU Microsite update: culinary tourism section
- Mid-year analytics report & optimization



## **QUARTER 4** **JOURNEY TO HERITAGE** **CULTURAL & TOURISM EXPANSION**

Cultural branding expansion, national exposure, full-year impact delivery, and preparation for Year 2 renewals.

## **IMPLEMENTATION** **TIMELINE**

A clear quarterly roadmap showing how Cordia delivers continuous marketing, tourism, and cultural impact for your LGU.

### **ACTIVITIES:**

- Journey to Heritage Campaign Launch
- LGU Exchange Collaboration (product swap, culture swap, tourism exchange)
- Q4 Trade Show + Year-End Cultural Expo
- Cultural events & heritage storytelling
- Product + tourism documentary feature release
- National-level PR push with partners
- Annual Impact Report (analytics + renewal briefing)
- Year 2 planning + expanded campaign proposals



**DO YOU WANT TO STAY **INVISIBLE**, OR BE **DISCOVERABLE**?**

**WE'RE HERE TO HELP  
YOU **MOVE FORWARD**!**

**LET'S BEGIN YOUR  
ONE-YEAR VISIBILITY  
PROGRAM NOW.**

*Thank you!*

