

Market Access & Visibility Program (MAVP)

Helping local enterprises turn visibility into real market opportunities.



THE MAVP

**MARKET ACCESS &
VISIBILITY PROGRAM**

What MAVP actually does:

- Makes businesses **easy to find**
- **Connects them** to buyers and visitors
- **Prepares them** to earn over time
- **Builds a presence** that compounds

THE MAVP

MARKET ACCESS & VISIBILITY PROGRAM

MAVP helps local businesses by making sure people:

- **Can find them**
- **Understand what they offer**
- **Reach them easily**

MAVP is about **market building**, not advertising and not instant sales.

Sales happen when people can find and reach a business at the **right time**.

**WE'RE NOT SELLING ADS.
THIS IS MARKET BUILDING.
NOT INSTANT SELLING.**

**IN MARKETING, THIS IS CALLED
VISIBILITY AND
MARKET ACCESS.**

THE REAL PROBLEM

THE REALITY ON
THE GROUND

Why growth stalls even when products are good?

Most local enterprises face:

- **No structured platform** to be discovered
- **Fragmented marketing** efforts
- **High cost of promotion** with uncertain results
- **Dependence** on one-off events or word of mouth

THE REAL STRUGGLE

WHAT LOCAL
BUSINESSES ARE
STRUGGLING WITH
TODAY

**Most local businesses already
have good products.**

What's missing is visibility.

- Customers do not know you exist
- Market building is expensive and confusing
- Social media alone is not enough
- Tourists and buyers pass by without discovering you
- LGU programs take time and are not always consistent

THE CHALLENGE IS NOT QUALITY.

**THE CHALLENGE IS
VISIBILITY AND ACCESS.**

WHAT MAVP IS

A MARKET-FIRST VISIBILITY AND ACCESS PROGRAM

The **Market Access & Visibility Program (MAVP)** is a Cordia-led initiative that helps local enterprises reach buyers, travelers, and audiences through:

- **Curated** digital platforms
- **Structured** market building and storytelling
- **Physical** activations and showcases
- **Clear** entry, growth, and scale pathways

MAVP works:

- **Without** waiting for government budgets
- **Without** political branding

WHO MAVP IS FOR

**OPEN TO LOCAL
ENTERPRISES AND
COMMUNITY-
BASED INITIATIVES**

MAVP supports:

- Artisans and makers
- MSMEs and local brands
- Hotels and resorts
- Experience providers and tourism operators
- Spas, wellness centers, and relaxation services
- Creative groups and cultural organizations
- Food producers and agri-based enterprises
- Cooperatives and community enterprises

HOW MAVP HELPS

WHAT YOU GAIN BY JOINING MAVP

1. Visibility Beyond Your Area

Your business is no longer limited to:

- Walk-in customers
- Local word of mouth
- Seasonal foot traffic

You gain:

- National and international visibility
- Online discoverability
- Continuous presence

HOW MAVP HELPS

**WHAT YOU GAIN
BY JOINING MAVP**

2. Credibility & Trust

Your business is presented through:

- Verified listings
- Professional storytelling
- Reputable platforms

This builds:

- Buyer confidence
- Partner trust
- Long-term brand value

HOW MAVP HELPS

WHAT YOU GAIN BY JOINING MAVP

3. Real Market Access

MAVP connects you to:

- Buyers, travelers, and audiences beyond your local area
- Hotels, resorts, and accommodation partners
- Tourism operators and experience hosts
- Corporate and institutional buyers
- Retailers, distributors, and resellers
- Event organizers and venue partners
- New customer segments
- Potential long-term partners

HOW MAVP HELPS

**WHAT YOU GAIN
BY JOINING MAVP**

4. Digital + Physical Advantage

With MAVP, you benefit from:

- Online discovery
- Physical showcases
- QR-linked experiences

This builds:

- Higher engagement
- Better recall
- Stronger conversion

HOW MAVP HELPS

**WHAT YOU GAIN
BY JOINING MAVP**

5. Flexible, Low-Risk Growth

You can:

- Start small
- Test visibility
- Scale only when ready

**No forced long-term commitment.
Growth follows results, not promises.**

MAVP helps your business **get seen,
trusted, and chosen.**

THIS IS **NOT JUST ONLINE MARKETING**

WE COMBINE **ONLINE
VISIBILITY WITH REAL
WORLD EXPOSURE.**

THE MAVP JOURNEY

**HOW ENTERPRISES
GROW WITH MAVP**

STAGE 1: ENTRY

What Happens

- Business is onboarded
- Products, services, or experiences are listed
- Digital visibility begins

Platforms Used

- LPDireX or LesGo PH
- QR-enabled pages

THE MAVP JOURNEY

**HOW ENTERPRISES
GROW WITH MAVP**

STAGE 2: GROWTH

What Happens

- Inclusion in campaigns
- Featured digital exposure
- Eligibility for physical activations

Platforms Used

- Campaign pages
- Social and content features
- Pop-ups or partner displays

THE MAVP JOURNEY

**HOW ENTERPRISES
GROW WITH MAVP**

STAGE 3: SCALE

What Happens

- Priority visibility
- Flagship campaigns
- Stronger storytelling and reach

Platforms Used

- Dedicated feature pages
- National and international market building
- Physical and digital integration

MAVP VISIBILITY ENGINE

HOW THE MAVP
VISIBILITY ENGINE
WORKS

**MAVP is not
a single platform.**

It is a visibility system.

MAVP VISIBILITY ENGINE

HOW THE MAVP VISIBILITY ENGINE WORKS

LAYER 1: **DIGITAL VISIBILITY LAYER**

Digital Platforms

- LPDireX for local products and MSMEs
- LesGo PH for tourism, destinations, and experiences
- Campaign landing pages and feature stories

What This Does

- Makes enterprises discoverable online
- Builds credibility and trust
- Creates long-term digital presence

MAVP VISIBILITY ENGINE

**HOW THE MAVP
VISIBILITY ENGINE
WORKS**

LAYER 2:

PHYSICAL VISIBILITY LAYER

Physical Channels

- Trade shows and pop-up showcases
- Roadshows and partner venue displays
- Printed materials with QR discovery
- Billboards, banners, and creative ads

What This Does

- Drives foot traffic
- Creates real-world engagement
- Connects offline audiences to online platforms

MAVP VISIBILITY ENGINE

**HOW THE MAVP
VISIBILITY ENGINE
WORKS**

LAYER 3: **CONTINUOUS LOOP**

Digital → Physical → Digital

- Online discovery leads to physical engagement
- Physical experiences link back to digital pages
- Stories, data, and traction feed future campaigns

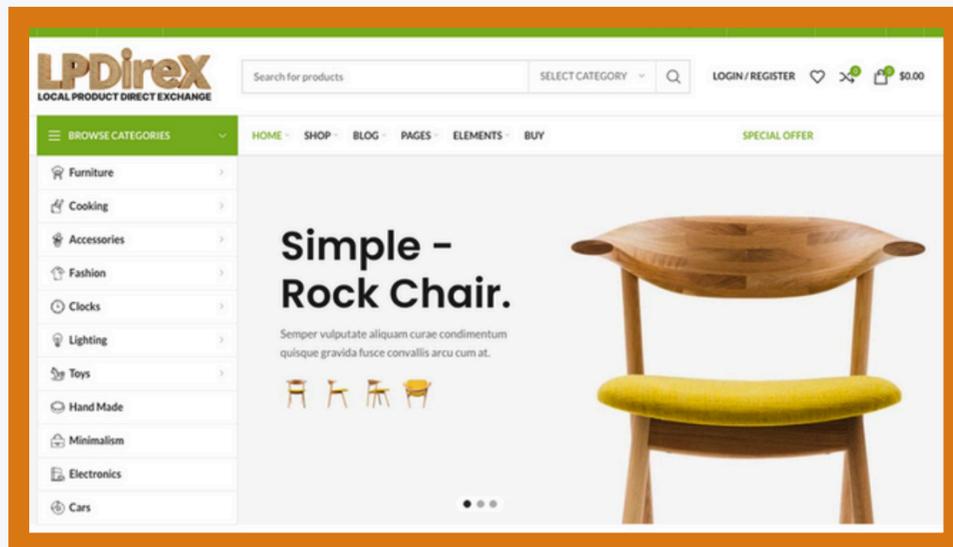
Visibility works best when **digital and physical reinforce each other.**



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

THE CORDIA ECOSYSTEM

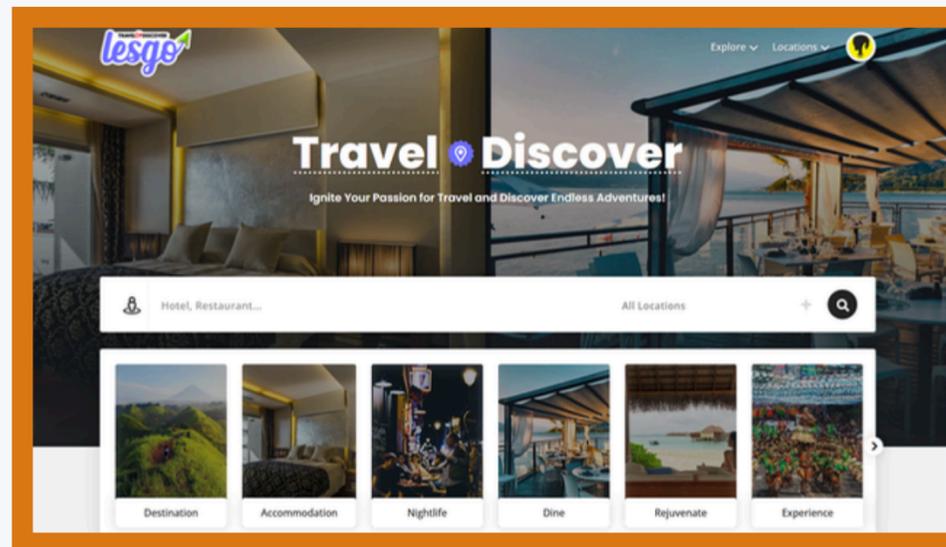
Cordia Ecosystem = Trade + Tourism + Culture + CSR + Digital



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**

THE CAMPAIGNS

Year-Long Campaign Structure, 4 Quarterly Campaigns:



Pride of Place

Tourism Branding and
Local Identity



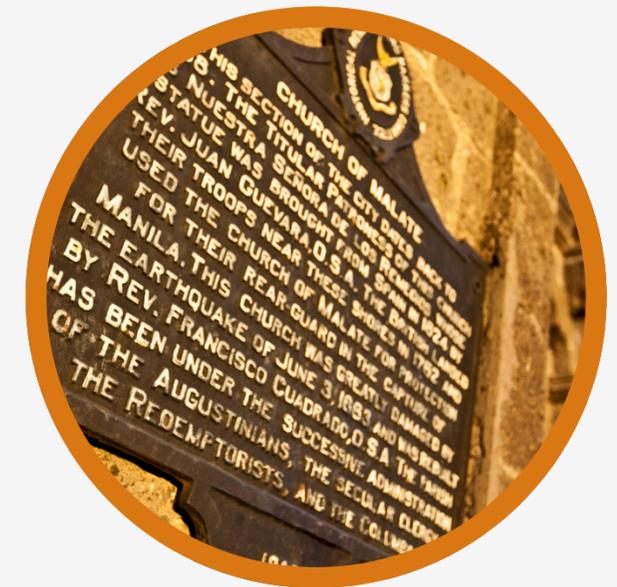
Craft to Commerce

Artisan Livelihood and
Creative Enterprise



Taste of the Region

Culinary Tourism and
Food Entrepreneurship



Journey to Heritage

Cultural Heritage and
Tourism Storytelling



QUARTER 1 PRIDE OF PLACE BRAND IDENTITY LAUNCH

Establish 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.

ACTIVITIES:

- Pride of Place Campaign Launch
- 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.

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
- MSME Microsite creation
- 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.

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)
- MSME Microsite creation: 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.

ACTIVITIES:

- Journey to Heritage Campaign Launch
- 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!

