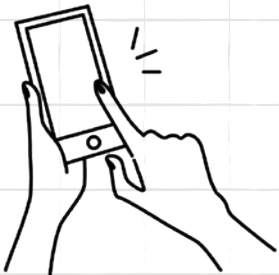




Overwhelming follower count! Over **19 M** on TikTok

# Introducing **MONA**

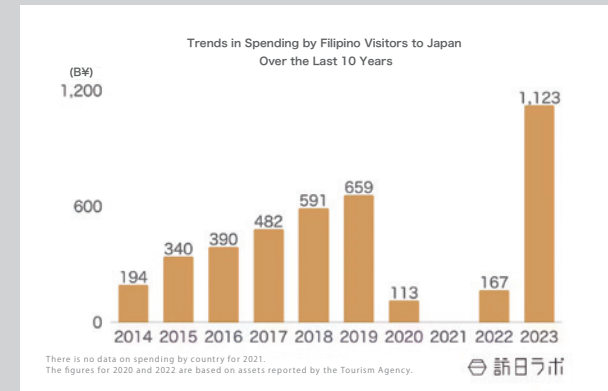
Promotional development through Social Media  
for the Philippine market



# Insights on Inbound Trends from the Philippines

In 2023, the number of Filipino visitors to Japan reached a record high of 622,300, marking the highest ever. Their spending was 1.7 times higher than in 2019. According to the Japan National Tourism Organization (JNTO), which released its tourist statistics on January 17, 2023, there were 622,300 Filipino visitors that year. On the same day, the Japan Tourism Agency also published the results of a survey on tourist spending by foreigners visiting Japan in 2023. It was found that Filipino visitors spent approximately 112.3 billion yen, which is 1.7 times more than their spending before the pandemic in 2019.

## ● Latest Data on Inbound Trends in the Philippine Market



In 2023,  
the number of visitors to Japan reached  
**an all-time high!**

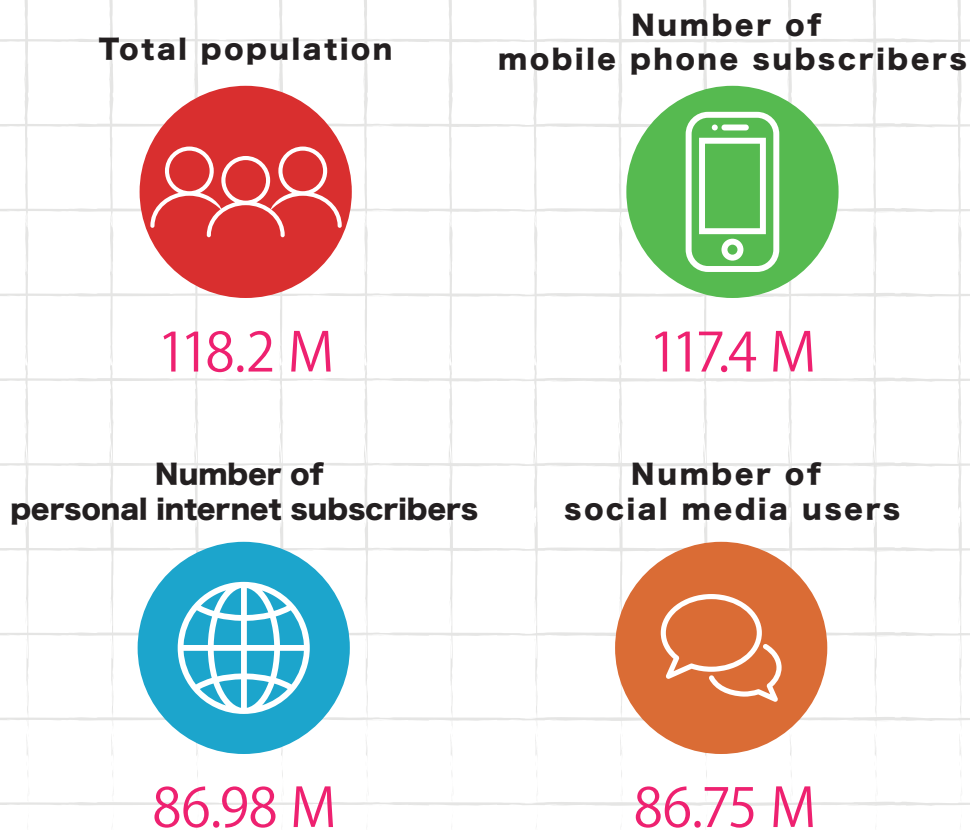
Spending in 2023 was  
**1.7 times higher**  
than in 2019!

Source: 訪日ラボ <https://search.app/S9YoEq4jApBvtJ6z6>

# In the Philippines, social media is the most effective method for promotions.

Key Facts About the Population of the Philippines: Check the updated 2024 social media statistics for the Philippines to develop a social media marketing strategy that responds to the latest trends.  
Source: Meltwater

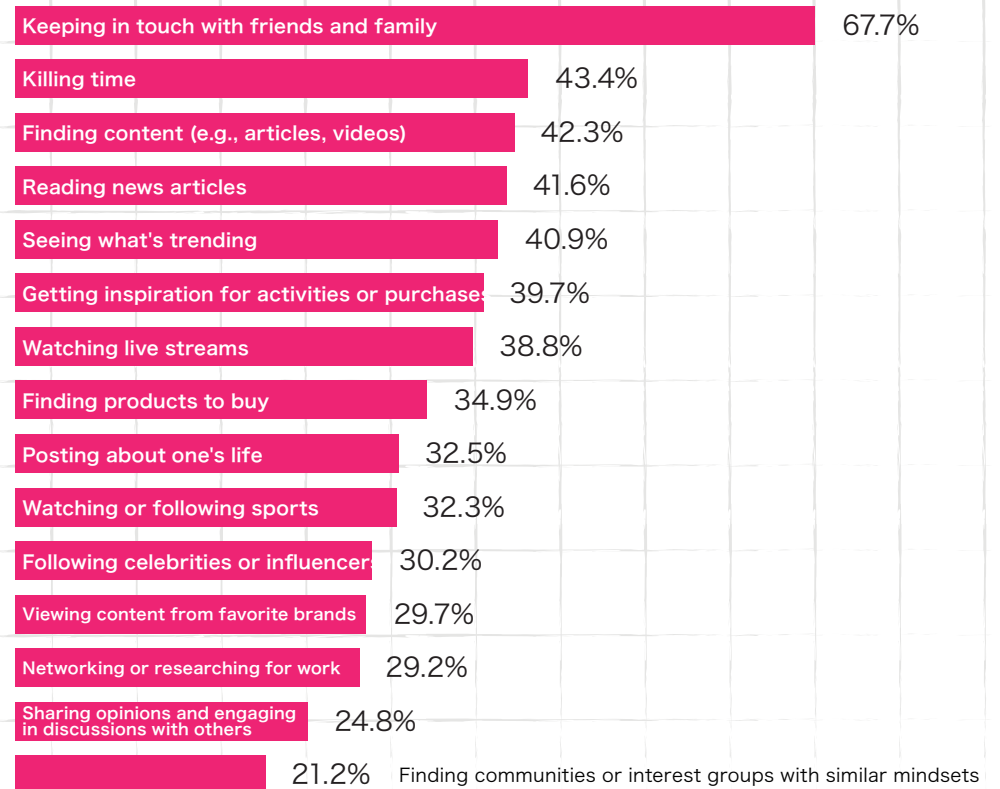
## ● Overview of the Adoption and Usage of Connected Devices and Services in the Philippines



Source: Meltwater <https://search.app/NujDJmca7nHJ82P36>

## ● Main Reasons for Using Social Media

This is a survey result from DataReportal on the most used social media platforms by users in various countries, covering internet users aged 16 to 64 who used social media at least once a month. Note that YouTube is not



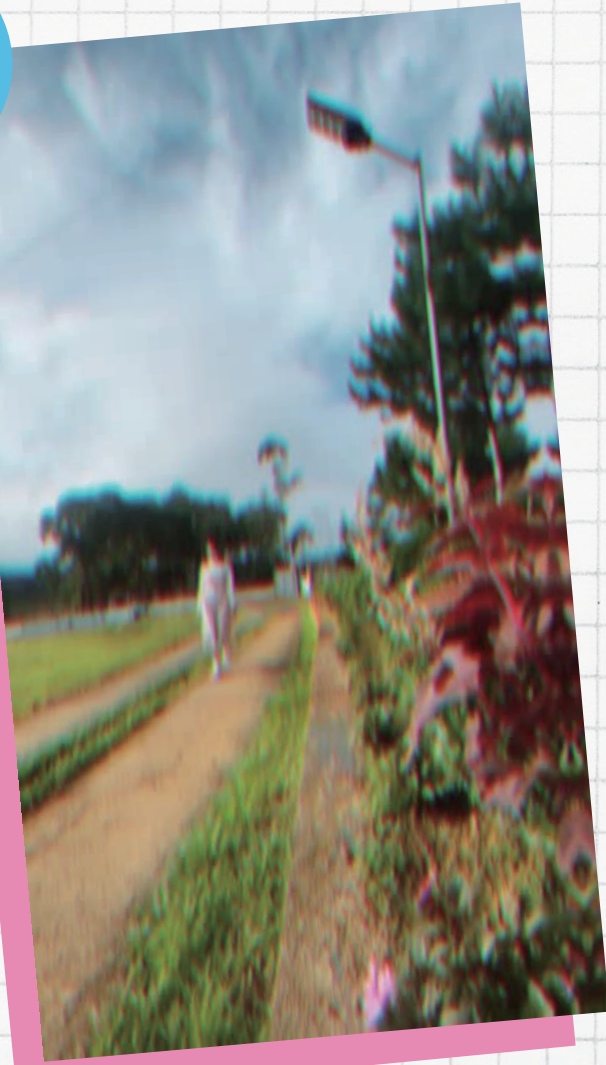
Source: <https://inbound-lab.com/news/social-media-marketing-southeast-asia/> p.3

# Introduction to National Influencer MONA's Profile

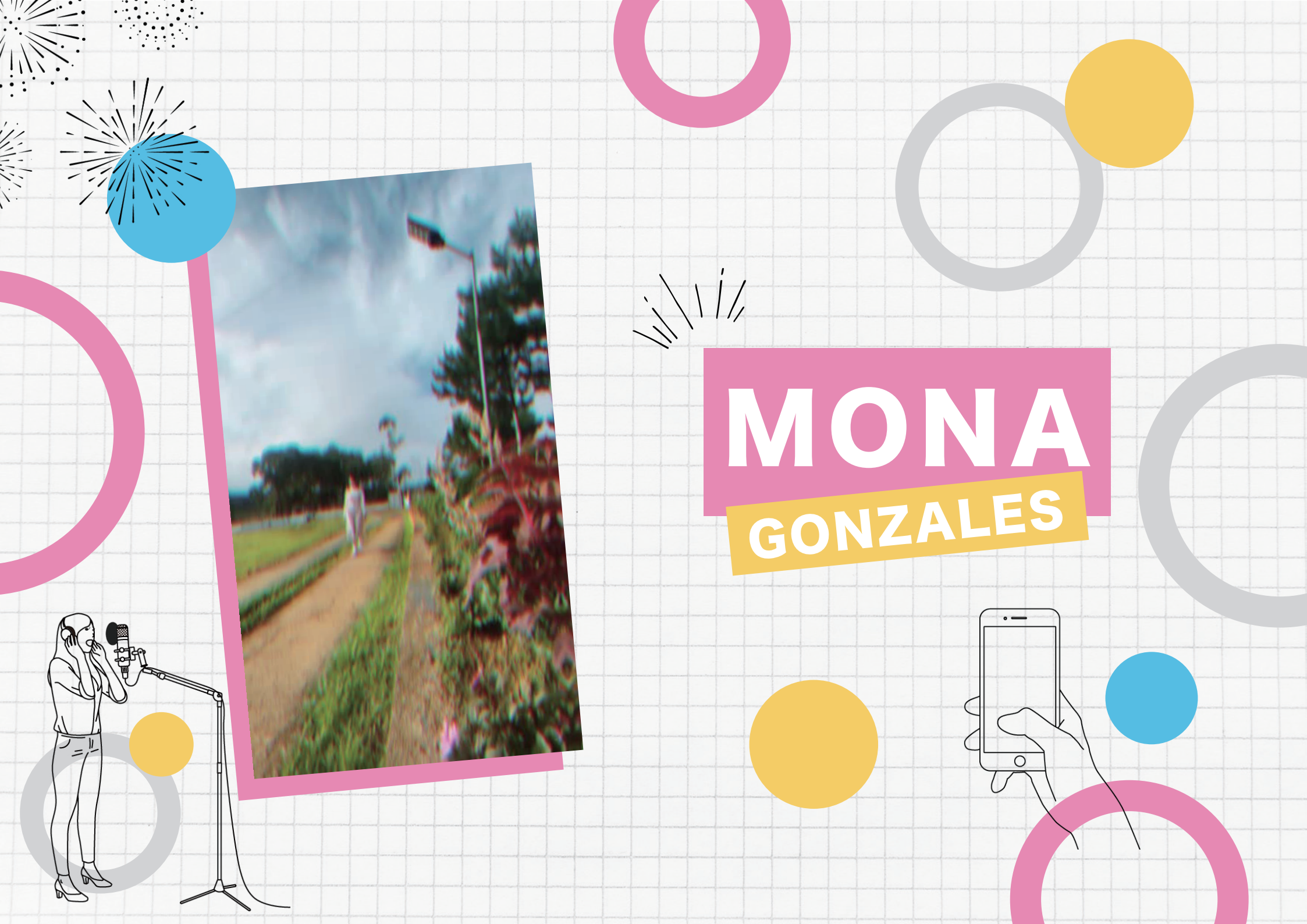
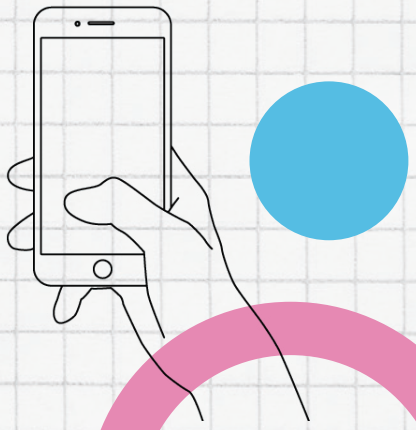
Leading performer of anime songs in Japanese in the Philippines



Find more details about MONA on the next page!



**MONA**  
**GONZALES**



# Follower Counts on Each Social Media Platform



## 19M Follower

323.3M Like



2.42M Follower



1.24M Follower



0.37M Follower



17,000 Monthly Listeners



# Achievements

MOST VIEWED TIKTOK VIDEO 2022

TIKTOK BREAKTHROUGH CONTENT CREATOR OF THE YEAR 2022

TIKTOK LIVESTREAMER OF THE YEAR 2022



BRAND ENDORSEMENTS



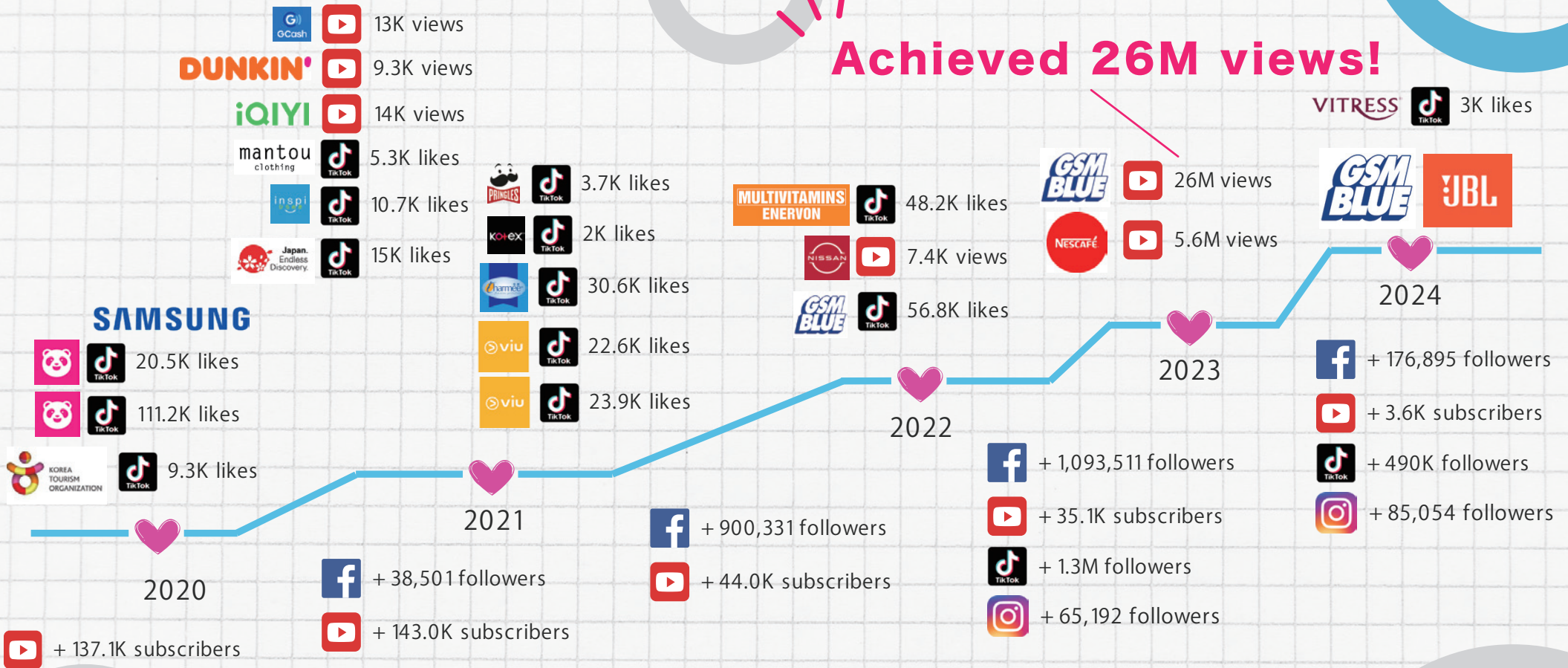
TIKTOK GIMME THE MIC GLOBAL FINALS IN TOKYO, JAPAN

CHEONGSONG APPLE FESTIVAL IN SOUTH KOREA

TIKTOK SOUTHEAST ASIA IMPACT FORUM 2023 INDONESIA

# Growth of Each Social Media Platform

**Achieved 26M views!**





# MONA' S AUDIENCE

**Strong Approach to the Volume Segment in the Philippines**



Coffee lovers

18-34 y/o

Youtube

Language/Dialect swith

Song covers

Popular on various social media platforms, including TikTok!

Philippines

Anime fans

PPop fans

Arabic

TikTok

Japaness

Brazil

KDrama fans

Male fans

India

Middle East

Numerous fans across various countries



# Main Characteristics of the Core Content



MUSIC/SONG  
COVERS

SPOTIFY | YOUTUBE MUSIC  
APPLE MUSIC | NETFLIX IQIYI

ANIME / OTAKU /  
COSPLAYERS / GAMERS



DAILY LIFE  
EVENTS

SKINCARE | DAIRY ESSENTIALS |  
CONVENTIONS

GEN MZ SKINCARE /  
CLOTHING BRANDS



FOOD  
PLACES

FOOD PANDA | GRAB | CARS | TOURISM  
PRGANIZATIONS | KLOOK | KKDAY

FILIPINOS / TRAVEL /  
TOURISM BRANDS



撮影

広告

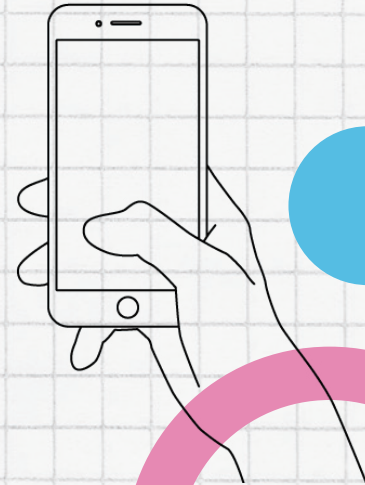
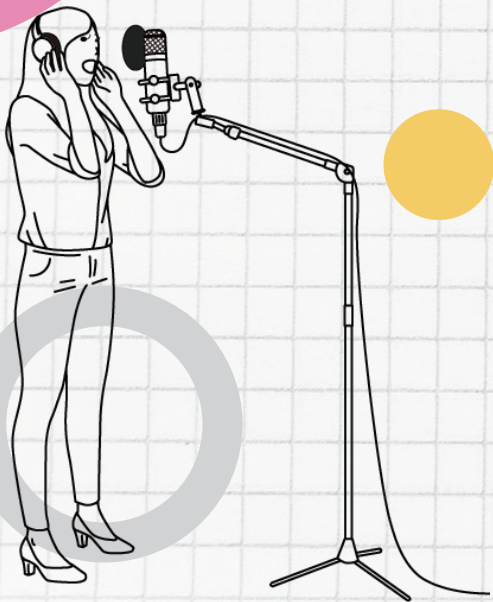
イベント出演

コラボレーション

デジタルコンテンツ



**LET'S CONNECT!**



# Introduction to **Furukawa Meta production**

**Vocal coaching**

**Furukawa, the company owner, serves as the exclusive executive voice trainer.**

**Exclusive Marketing Agency for the Japanese Market**

**Vocal lessons**

