



# GREEN BRUSH

2019



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ROUND AT SM  
SUPERMALLS

# BOYSEN®

# BUG OFF™

ANTI-INSECT PAINT WITH 



## New BOYSEN® BUG OFF™ PAINT: A Safe Way to Get Rid of Harmful Insects

by Jess Convocar and Yasmin Aguila

Home is where families come together to enjoy a happy and safe environment but with the fast-rising number of health cases related to household disease-carrying insects, how are you going to protect your home?

Not only are they unsanitary, these pests such as flies, cockroaches, and especially mosquitoes are a threat to you and your family's health. In August 2019, the Philippine Department of Health (DOH) declared a national dengue epidemic or dengue outbreak. According to DOH, more than 140,000 dengue cases have been documented from the first seven months of 2019, a number 98% higher than the previous year.

While the government has been putting up campaigns to kill these dengue-carrying mosquitoes, and other deadly pests in the community, there are many other ways to help protect your family. General cleaning and getting rid of areas where they survive and propagate are good short-term fixes, but these may not be enough. Preventing these insects from pestering you and the ones you love can start from the comfort of your home.

Now, there is another way to deal with disease-carrying household insects like flies, cockroaches, and mosquitoes. With the new BOYSEN BUG OFF, an anti-insect water-based paint, you can add another level of protection to your home and sleep better at night.

You can paint it on ceilings, walls, and baseboards. Once the paint dries and the insect lands on a BUG OFF painted surface, the microscopic anti-insecticidal crystals enter the insect's legs, attack its nervous system and kill the insect after a while.

Lab tests conducted by the Crop Protection Cluster of the College of Agriculture at the University of the Philippines Los Baños (UPLB) showed compelling results. It was proven that BUG OFF is effective against insect pests like American cockroaches, flies, and mosquitoes when they were enclosed in a BUG OFF painted surface panel for 24 hours. It's ideal to use this anti-insect paint on bigger and wider surfaces where insects usually rest or crawl through.

This revolutionary paint does not give off unpleasant odors and works long term— as the active ingredient is embedded in the paint film— making it effective against harmful insects for at least three years after application. BUG OFF painted panels from the initial test were used by the same UPLB testing body in subsequent bio-efficacy tests years after and yielded the same positive results.

Another salient feature of this paint is that it's safe for humans but fatal to insects. The microscopic crystals that kill the insects cannot be absorbed by mammals— that includes you, the whole family, and your furry friends. It followed proper DOH-Food and Drug Administration (FDA) procedures and is approved by the agency. It is lead-safe and mercury-free with a level of Volatile Organic Compounds (VOCs) that is below US and European VOC limits for a water-based paint. It has also been certified as an 'Environmentally Preferred Coating' under the Singapore Green Label program.

With the company's unchanging vision to serve the Filipino family for over 66 years now, BUG OFF is the newest addition to the paint market leader's growing list of innovative paint products with other benefits than just protecting homes and buildings. In an interview, BOYSEN vice-president Johnson D. Ongking says, "Our products such as BUG OFF further illustrate our steadfast commitment to Filipinos to continuously innovate and offer paints that help protect our home and environment."

## Derek Ramsay Flexes His Arms for TITAN Superflex

by Yasmin Aguila

Derek Ramsay is the new face of TITAN™ SUPERFLEX™ ELASTOMERIC PAINT.

Carrying the weight of the title—Titan brand ambassador—on his shoulders is an easy feat as he remains at the top of his game. He continues to act in TV shows, to run his business, and to play sports. Constantly on the move, he is showing no signs of slowing down.

Although he is always up for a challenge and adventure, he also seeks to create a comfortable and beautiful home where he can rest after his travels. Derek shares, "From choosing the perfect artworks to the right paint color for my walls, I like to be involved in planning and designing my home." Derek also sets the record straight about his paint choice. "I like Titan's eggshell finish, and it has many colors. It's also good that it's self-priming and I could use it for both inside and outside walls. On top of that, it's a durable paint at a reasonable price," he claims.

According to Pacific Paint (Boysen) Philippines, Inc. vice president for sales and marketing Justin C. Ongsue, Derek Ramsay perfectly exemplifies the essence of the brand, which is durability and flexibility, as he has established his staying power and endurance as an athlete and an actor. "Titan promises to provide homeowners with a long-lasting yet affordable elastomeric paint," says Mr. Ongsue.

Titan Superflex Elastomeric Paint is a self-priming flexible coating that forms a durable film, which reflects ultraviolet light and prevents the passage of water and water vapor, recommended for both interior and exterior concrete surfaces. It cures to an adherent film on properly prepared surfaces capable of bridging hairline cracks on vertical walls. The smooth nature of the film minimizes dirt pick-up and ensures long-term durability and color retention.

Titan Superflex Elastomeric Paint is a product of Pacific Paint (Boysen) Philippines, Inc. and is available at major depots and hardware stores nationwide.



# TITAN SUPERFLEX ELASTOMERIC PAINT

STUDIO



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## GIRLFRIEND FOR HIRE

Brlyle is a rich young man who hires his classmate Nami to pretend to be his girlfriend to appease his father. Though it is meant to be purely a business arrangement, real sparks fly as they spend time together.

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## Studio B: Boysen launches a binge-watching platform with local movies and original content

by Ramil Mendoza



A viewing revolution is taking place. In the last few years we have seen how Internet TV, video sharing platforms and other on-demand services have immensely changed our viewing habits. The shift from TV to digital and mobile is happening now and as studies show, well into the future. In 2019, there are 41 million mobile phone Internet users in the Philippines and this number is projected to rise to 44 million by this year (Global Web Index, 2019). According to a Facebook study, Filipinos spend four hours each day on the Internet, scrolling at an average of 300 feet of content per day. Well, that's about the size of the Statue of Liberty!

Also, recent digital and social media studies show that 70% of viewers prefer to discover a brand through content. In the same study, 84% of respondents reveal that they are looking for branded content that entertains, provide solutions and produce experiences (Socialize Manila, Nov 2019). In line with this, human attention span has also been significantly decreasing from an average of 12 seconds in 2000 to 8 seconds in 2013 (National Centre for Biotechnology Information, 2015). This further drops to just 1.7 seconds when people are on Facebook.

These trends and statistics pose a challenge to brands like Boysen to create awareness and content and find a viable platform other than TV or analog forms of advertising. Companies, big and small are making moves for a digital transformation as a means to be ready for the future. And while most of these companies are sifting through volumes of data and proposals to create their digital presence, we have made the bold move and created our own digital space. And we call it Studio B.

Studio B is the right kind of binge you've all been waiting for. If you're into local blockbuster movies, indie films, intelligent talk-show and homegrown music, then you'd love Studio B's curated FREE on-demand videos. You can pause, replay, and resume watching as much as you want, when you want it and how you want it. Binge watching has never been this easy and exciting. Sign up for free and watch your favorite shows on computer, laptop, tablet, or smartphone. You can also download the Studio Boysen app from App Store or GooglePlay.

### Say yes to everything that's free and enjoy entertainment at your fingertips!

In this day and age of content, Boysen has created a digital space with a great mix of shows that will get you hooked on Studio B. From movie cult classics like "Bagets", "Ang Probinsiyano", and "Bituing Walang Ningning", to more recent film favorites like "Diary ng Panget" and "Camp Sawi", there's always an interesting content for everyone.

We also have Boysen Beats, featuring the best local and independent musical artists. There's also Sanity Maintenance Program. It's a talk show where the wit and witticisms of host Jessica Zafra are in full display. Her interesting guests and topics will make you follow the show.

If you're looking for DIY inspirations, painting tips and Boysen videos then Studio B is the perfect place for you! Watch our funny and heart tugging content in form of classic and new commercials, stand-up comedy shows, shorts and even music videos.

### Content to catch and watch:



#### BAKIT LAHAT NG GWAPO MAY BOYFRIEND? (2016)

Kylie, a wedding planner, hasn't had luck with relationships. In all her life, she dated men who turned out to be gay. One of which is her now best friend, Benj. One day, she meets Diego, Benj's childhood friend, and fell smitten at first sight. Is Diego another heartbreak waiting to happen?

Starring Anne Curtis, Dennis Trillo and Paolo Ballesteros

Also see Diary ng Panget, Girlfriend for Hire, Hating Kapatid and This Time.



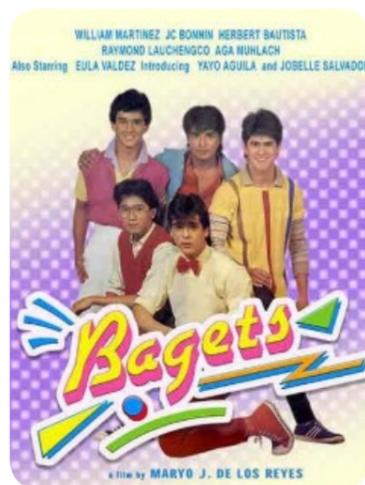
#### ANG PROBINSIYANO (1997)

In this FPJ classic, Kardo, a provincial cop, is set to get justice for his twin brother, Ador, who was framed up and killed in a drug buy-bust operation.

Starring Fernando Poe, Jr.

Also watch Asiong Salonga, Alyas Waway, Mga Batang City Jail and Bad Boy.



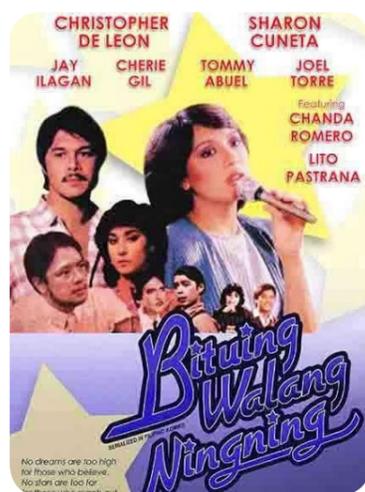


### BAGETS (1984)

Five young men go through the transition from boyhood to manhood. Together, they face the trials and tribulations of growing up and growing old.

Starring Aga Muhlach, William Martinez, J.C. Bonnin, Herbert Bautista, Eula Valdes and Raymond Lauchengco

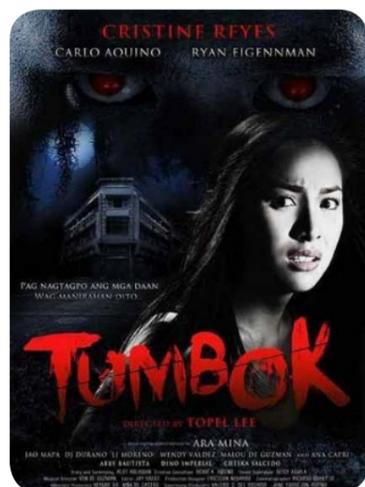
Also see Bagets 2, Dear Diary, T.G.I.S., Hotshots and Ninja Kids.



### BITUING WALANG NINGNING (1985)

Sharon Cuneta plays Dorina, a devoted fan of the singing pop-dance superstar Lavinia Arguelles (Cherie Gil), who is set to overthrow her idol's career in a classic story of love and fame, and what people are willing to give up for it.

Also see Maging Sino Ka Man, Dear Heart, Sana'y Wala ng Wakas and Forgive & Forget.

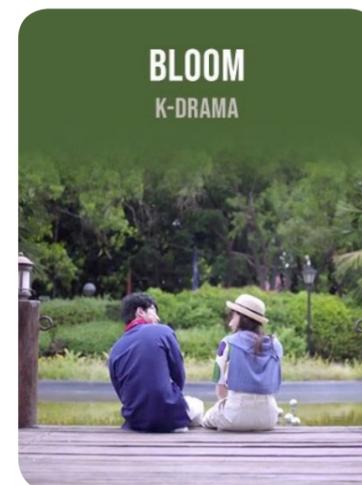


### TUMBOK (2011)

Grace and Ronnie are a newlywed couple who recently moved into a condo unit, which they inherited from Ronnie's deceased father. As days go by, they experience the terrors that come with their new home. Is it too late to move out?

Starring Christine Reyes and Carlo Aquino

Also watch Ouija, Patient X and Sumigaw Ka Hanggang Gusto Mo.



### BLOOM

Witness a love story that goes beyond time. This K-Drama series is one of the most viewed content of Studio B.

We also recommend: Love & Beyond Seasons 1 & 2



### ILARIA EXCLUSIVE MUSIC SESSION

### BOYSEN BEATS

In this chaos of various content and moments, BOYSEN BEATS stands out from the crowd of formulaic music shows by featuring fresh and local music. At its core, the show offers eclectic tunes and engaging talks with singers. Hosted by Skarlet Brown, BOYSEN BEATS is here to bring you closer to the best independent talents local music has to offer.

Watch the performances of U.P. Guitar Orchestra, Simon Tan Trio, Bleu Rascals, Talahib, and many more.



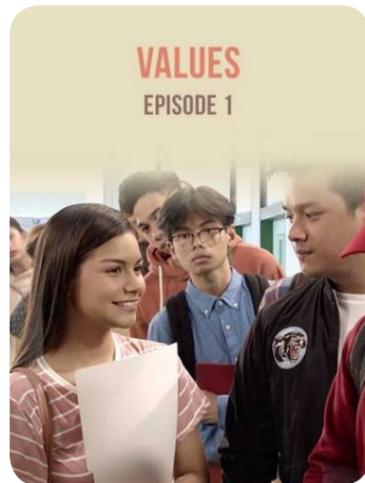
### SANITY MAINTENANCE PROGRAM WITH JESSICA ZAFRA

### SANITY MAINTENANCE PROGRAM with Jessica Zafra

Catch the one and only Jessica Zafra and her guests talk about any topic under the sun... and even out of this world. Her intelligent and intrepid interviews will keep guests off guard and the audience tuned in.

Episodes to watch: All of them.





**VALUES**

Making right decisions— even small ones— can be tough. Watch how you can become a better version of yourself when faced with difficult life choices.

We also recommend: Financial Literacy



**BOYSEN DIY**

Don't let your dream projects go unfulfilled. Painting is easy with the help of ideas, tips and hacks from BOYSEN DIY. Get crafty in no time with beautiful inspirations and technical step-by-step painting videos.



**LOL ROLLS**

Funny comics take the stage in FUNNY FRIDAY to give viewers a glimpse of the lighter side of life. There's also PINTAWANAN where clever and colorful one-liners about painters will make you roll in laughter.

We also recommend: Celso, Celestina, Wanda and Tootsie.



**LEGEND**

- A Studio B exclusive
- Love is in the air
- Bright idea!
- Musical content
- Proudly Filipino
- Action-packed
- DIY Project
- LGBT sensitive
- Classic!
- Drama
- Certified camp
- Scary
- Thought-provoking
- Funny
- Talk talk talk
- New or up and coming



**The Training on Vulnerability Assessment to Strengthen the Security of the Philippine Chemical Industry**

by Gretchen Fontejon-Enarle

The training on Vulnerability Assessment to Strengthen the Security of the Philippine Chemical Industry was conducted last February 19- 22, 2019 at the Dusit Thani Hotel, Makati.

Through the U.S. Department of State's Chemical Security Program (CSP), in cooperation with implementing partners at the Pacific Northwest National Laboratory (PNNL), the training aims to broaden and at the same time, deepen the participant's chemical security knowledge. It also aims to inform and further strengthen the security of the Philippine chemical industry by learning the principles and deployment of user-friendly techniques in conducting chemical facility site assessments using the Vulnerability of Intrusion Systems Analysis (VISA) model.

During the workshop, participants learned how stakeholders could work together to better secure their chemicals. Specifically, participants will learn about the 1) practical self-assessment of their company's detection, delay and response capabilities, 2) self-prioritization and implementation of strategies to mitigate risks, and 3) close collaboration with first responders to improve response effectiveness.

(above)  
The workshop participants are all smiles after the conclusion of the workshop on Vulnerability Assessment to Strengthen the Security of the Philippine Chemical Industry.

The case study tour was hosted by Pacific Paint (Boysen) Phils., Inc.- Solvent- Based Manufacturing Plant located at the First Cavite Industrial Estate (FCIE), Dasmariñas City, Cavite.

Twenty-one (21) delegates from the academe, government representatives from the Philippine National Police (PNP) and Anti-Terrorism Council and representatives from the chemical industry participated in the 4-day workshop.

## Department of Environment and Natural Resources- Environmental Management Bureau (DENR-EMB) visits BOYSEN facility in First Cavite Industrial Estate (FCIE), Dasmariñas City, Cavite

by Gretchen Fontejon-Enarle

Seventy-five (75) officers and staff from the national and regional offices of the DENR-EMB visited the Boysen facility in FCIE last April 25, 2019. Engr. Edwin Navaluna, Chief of the Chemical Management Section (CMS) and Engr. Joel Maleon, Senior Supervising Specialist, headed the visiting team.

The plant visit was a venue to share the best practices of Boysen on chemical safety and security management. It was also an opportunity for the people from the DENR-EMB to see a paint factory and its operations, processes and procedures that will assist them in the development of future policies on lead management and the effective implementation of the Chemical Control Order (CCO) on Lead and Lead Compounds. Engr. Jennelyn Cua, the company's Environment, Health, Safety and Security (EHSS) Engineer together with other process engineers facilitated the plant tour.

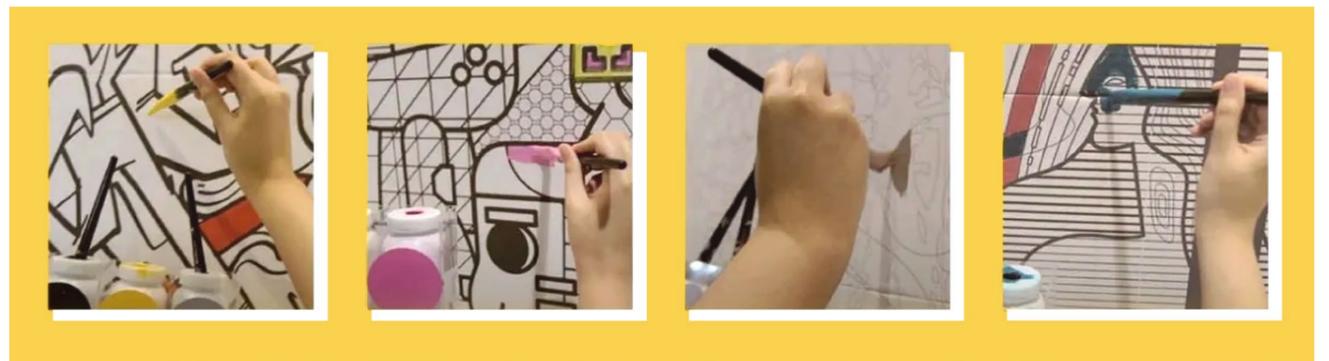
Engr. Gretchen Fontejon-Enarle, the company's Sustainability Leader, discussed the lead phase-out program of Boysen and the implementation of Globally Harmonized System of Classification and Labeling of Chemicals or the GHS for mixtures in detail. A demonstration of the software that Boysen uses in the generation of Safety Data Sheet (SDS) was also conducted.



Engr. Gretchen Fontejon-Enarle explains some of the plant's processes to the visiting team from DENR-EMB.



Our guests from DENR-EMB are all smiles after a fruitful day in our plant facility in Dasmariñas City, Cavite.



### Boysen Color Stories

Boysen launched Color Stories, its latest exhibition booth, in Interior & Design Manila in March 2019 at the SMX Convention Center. The booth concept was also used in Worldbex, Conex, and Philconstruct exhibits this year.

The booth Color Stories has a minimalist design with lots of open spaces. Boysen chose four Filipino artists to make their creative interpretation of the personality of the color palette given to them – ENGAGE, ENABLE, ENLIGHTEN, ENCHANT – from the Boysen Color Trend 2019.

Like other Boysen booths since 2016, Color Stories is very interactive. This means that visitors get to paint on huge canvases. Choose the color palette that appeals to you, line up, paint on the canvas and personally experience the paint colors. What better way to make your choice on what wall color you'd like your living space to have, right?

# I Tried Painting at Boysen Color Stories and Here's What Happened

by Yasmin Aguila



I was there when Boysen Color Stories made its debut in Interior & Design Manila (IDM) at the SMX Convention Center last March 7, 2019. I was welcomed by the smiling faces of the event crew and Aiza Ramadhan, one of Boysen's event coordinators. Her instruction was pretty straightforward, "just choose a color palette that appeals to you, line up, and paint."

## My Color Stories Experience

Boysen's interactive booths are always a hit among booth visitors. People seem to be naturally drawn to hold a paint brush and try coloring. For me, painting takes me back to my childhood when I used to have one of those art sets for kids –the complete set with watercolor, color markers and a free coloring book. I colored all day with the TV playing cartoon shows in the background. This feeling is similar to my Color Stories experience, like being a kid again and painting an enormous coloring book.

There were no rules; I just went for it and painted. It could be messy but they handed out tissues after you paint. Before I left, I got to take home postcards of the paintings with my name written on them, mementos of my fantasy collaboration with notable Filipino artists.

## Seeing The Bigger Picture

The booth Color Stories welcomes your artistic vision –that is its appeal. Its minimalist design with lots of open spaces invites you to take part in it. Whether you are there to paint or to use the artwork as a backdrop for your selfies, it embraces you with no judgment. From your color palette choice, to your painting technique and to your decision where to paint, these are all subtle ways to convey your artistic side freely.

It doesn't matter if you are a pro or not, Color Stories will bring out the inner artist in you. It is worth celebrating when the lines are blurred to pave way for accessibility. When booths like Color Stories are open for all, for the amateur, for the average, and for the young and young at heart, it adds a new dimension to the way we appreciate and make art. We are no longer passive consumers of art, but rather an active participant in making the world more colorful.



**Rapid Reactions.** These comments are just a few examples of how booth exhibitors react to Boysen Color Stories. The artwork the the top is by WeWillDoodle for the Engage color palette, while the artwork at the bottom is by Aman Santos for the Enchant color palette.



## New Chapter: Boysen Color Stories in Worldbex

by Jess Convocar

Boysen once again pushed their limits and exceeded expectations as they introduced to the Worldbex community their newest booth, Color Stories, on March 13-17, 2019 at the World Trade Center, Pasay City.

Bringing home the best booth award from the Interior & Design Manila 2019, Boysen Color Stories brought the fun and colors to a wider audience. Professionals, students, families, and casual goers enjoyed the 5-day exposition that showcased some of the industry's biggest building and construction businesses in one place – for free. Boysen is one of the headliners, and it sure is a hit. Since day 1, the booth never ran out of visitors who wanted to be a part of at least one of the four 4.6-meter-tall masterpieces. Due to the great number of people lining up to paint, the team even had to replace the canvases with new ones, two days into the expo. I get them. At one point in our lives, we all enjoyed coloring superheroes and beautiful princesses while comfortably lying down on the bed or the floor. And Boysen Color Stories is like our childhood incarnate. Who wouldn't want to miss out on painting a giant coloring book? Definitely not me.

### Making Their Own Color Story

There were four artworks featured in the Color Stories made by four talented Filipino artists, each with their own unique story to tell. The palettes Enable, Engage, Enlighten, and Enchant from the Color Trend 2019 were used to give life to the paintings. Those were the same palettes that the visitors used to paint their own interpretation of the artwork. Yup, there were no right or wrong colors to use, no right or wrong brush strokes. Once they were inside the booth, they wore the apron and then painted their heart out. Once they stepped out of the booth, they saw how the collective effort of everyone who took part of their chosen artwork looked like.

### So Much to Do, So Little Time

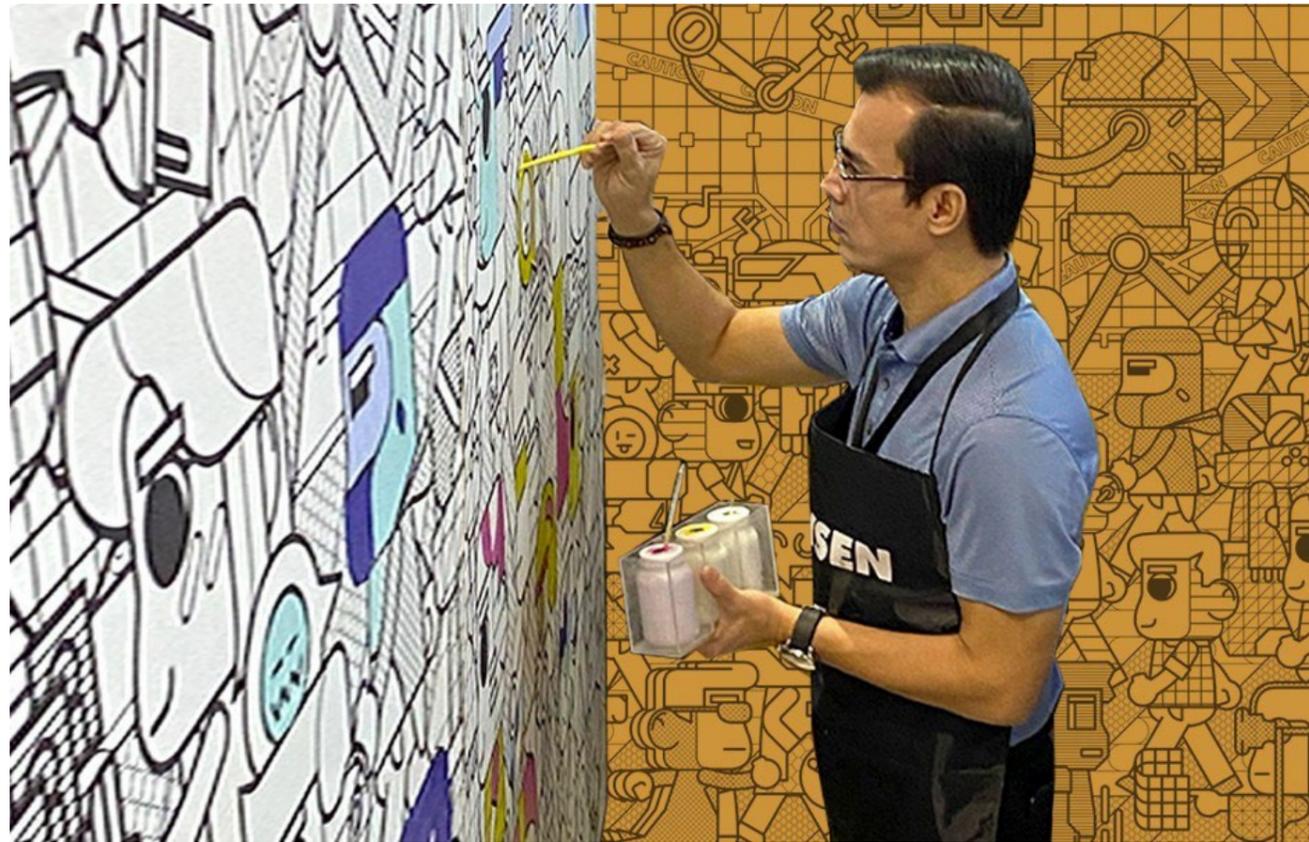
Literally. Each visitor was given five minutes to paint on the canvas. I heard people complaining about the limited time but Boysen wanted to accommodate everyone. Some of them lined up again to continue painting their story if they weren't satisfied. They either lined up one more time and wait for their turn, or painted the other artworks. Visitors never ran out of something to paint since Boysen prepared four giant canvasses, which were replaced with fresh ones once they were filled.

## People Told Us Their Color Stories



**Color Commentaries.** Here are some of the colorful stories shared by our booth exhibitors during Worldbex.

Color Stories in IDM & Worldbex are just two of the many steps in store for you all throughout the year! Let your inner child take over every once in a while. See you (again) on the next one!



## The Yorme Effect on Boysen Color Stories

by Jess Convocar

Everyone at the 4-day exhibit was on a high when Manila Mayor Isko Moreno Domagoso came to the Boysen booth to paint the giant coloring book that is the Boysen Color Stories.

It was supposed to be a normal Thursday afternoon for the Boysen exhibition team, the first day of the much-awaited year end trade event, PHILCONSTRUCT 2019. Everyone was busy in their respective stations as they cheerily invited people to hold the brush and paint their own stories on the bigger than life canvases. The four palettes, ENGAGE, ENABLE, ENCHANT and ENLIGHTEN, stood high and mighty in the middle of a jampacked SMX Convention Center. These are all part of the Boysen Color Stories.

Mayor Isko was roaming around the vicinity to check out the booths and meet the exhibitors when one person from the team daringly invited Yorme in the booth. The very accommodating City head gave in to the request and wore his apron proudly, ready to paint away. He chose the ENABLE palette. He was all smiles when he started to move his brush from one end to another. Spending almost 15 minutes of painting, with half of the entire PHILCONSTRUCT community surrounding him, he finished his artwork.

(opposite page)

Manila Mayor Isko Moreno Domagoso (center) is flanked by Boysen VP for Sales and Operations Mr. Justin C. Ongsue (second row, right), Engr. Ruben D. Cueto, Boysen VP for Marketing (front row, left) and officials of Philconstruct 2019.

Once done, people started asking for selfies in which Yorme gladly obliged. The Boysen team was even able to snag a photo with him. See pictures.

The number of people coming in doubled a few moments later. Even after Mayor Isko left the booth. Such an amazing and overwhelming effect, or epek, if I were to be jologs. The Boysen team was not able to escape his charm too. I and my officemates can attest to that when our very formal Viber group turned into a Mayor Isko Fans Club in a snap.



## How was the Yorme effect?



Boysen Color Stories ran for four colorful days from November 7 to 10, 2019 at the SMX Convention Center. If you missed your chance here, follow Boysen Paints Philippines to know where you can catch the next Boysen Color Stories stop. See you there!

## The Color Storytellers

Meet the artists and the stories behind each themed artwork.



# ENLIGHTEN



Aman Santos is a visual artist, arts professor, and editorial designer. With an MFA in painting and a bachelor's degree in visual communication under his belt, he effortlessly creates lasting imagery.

His translation of the Enlighten palette emanates a sense of warmth and comfort. The refined outlines coupled with translucent layers of colors in his painting perfectly encapsulate the delicacy of the Enlighten palette. At the center of it all, you'll find a cocooned man searching for his own enlightenment.



*Paint used in activity is intended for architectural coatings and not for use on canvas. This is for exhibit purposes only.*

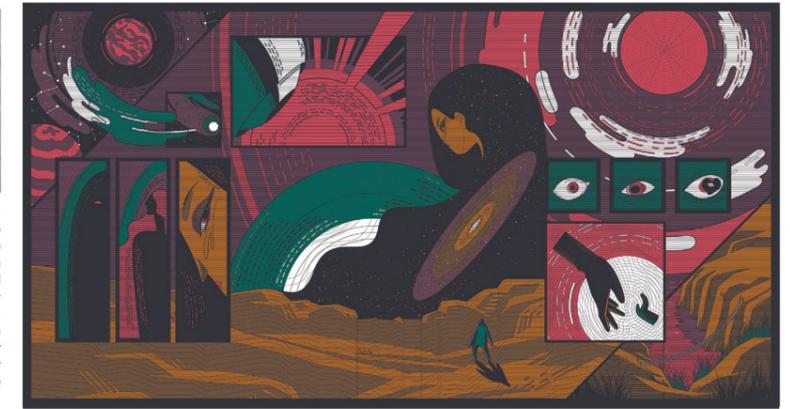
**BOYSEN** mix & match  
color stories



# ENCHANT



Tof Zapanta is a designer, art director, illustrator, and storyteller who isn't afraid to devour himself in the beauty of bareness while still keeping his mysterious aura. His take on the Enchant palette revels on the luxurious and sensual colors and figures, which is easily recognizable in many Tof Zapanta artworks. Here, he captures the story of a man under a starless night sky who found his light in her enchantress. There's certainly more to it but that is his magic, he leaves his audience wandering, craving for more.



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**BOYSEN** mix & match  
color stories



# ENGAGE



With Nelz Yumul acting as the driving force of WeeWillDoodle, they made their statements, and their impact, known. Using the loud and passionate hues of the Engage palette, they prove that it is in creative collaborations that one can reveal his true colors. Or in this case, multi-colors. Their total engagement to each and everyone's quirks translates to their masterpiece that is a combination of their fun and playful individuality.



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**BOYSEN** mix & match  
color stories

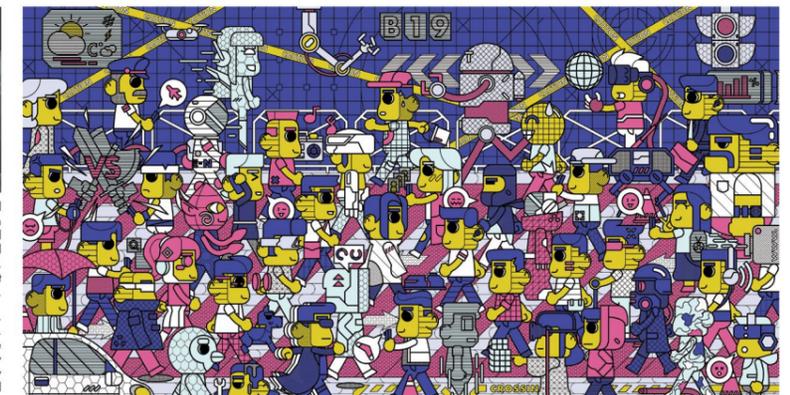


# ENABLE



JJ Valderrama is a graphic designer and interior designer. He is experienced with graphic design projects, especially in printed media, having worked for a magazine and a number of freelance projects. Currently, he handles hospitality and commercial projects at architectural firm EUDO.

He pictures in his artwork the life on the grid, showing its fast-paced and dynamic nature. His manipulation of high-chroma colors of the Enable palette conveys the high energy of characters, wired differently yet united by their singular need to truly understand each other's perspective.



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**BOYSEN** mix & match  
color stories

## Colors all year round at SM Supermalls

by Ramil Mendoza and Yasmin Aguila



(above)

Primer Pic. Araw ng Dabaw pageant winners are joined by representatives of Boysen's Davao office before the launch of the exhibit.

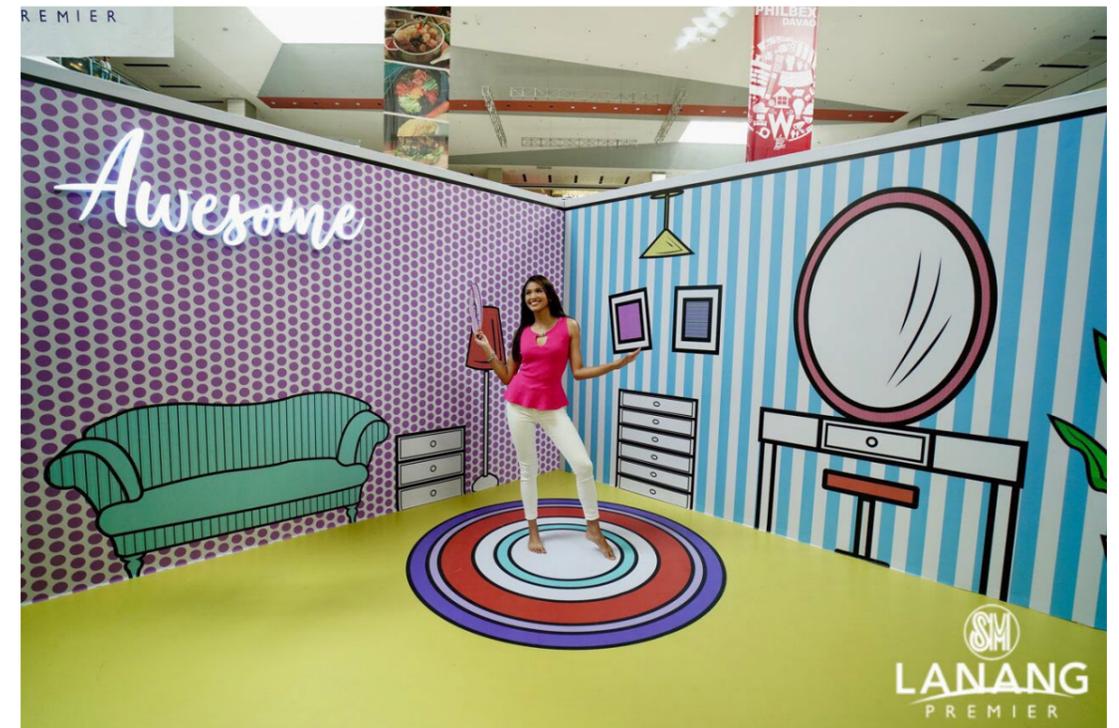
The year 2019 is another banner year for Boysen and SM Supermalls' numerous project partnerships nationwide. The colorful projects started with SM Supermalls Mindanao's Project Hue Colorscapes last April 26 at SM Lanang Premier.

The event, simultaneously held in other Mindanao SM Supermalls, featured various installations and "Instagrammable" spaces created by homegrown visual artists.

Project Hue Colorscapes ran up to May 19, 2019. It was a fun and vibrant summer for mall visitors as they brought Instagram gaming to a whole new level and posted their photos using ARTSCAPES installations and murals as the background.

Kids and kids at heart dove into a pool of colors with the pop up PLAY POOLS and created moments while bringing art to life at the ART COMMUNE.

According to the post-event report given by Russel D. Alaba, AVP for Marketing of SM Supermalls Mindanao region, there was an 18% increase in sales and foot traffic across all SM Mindanao malls during the Project Hue Colorscapes run.



**Colors in every corner.** You will never run out of things to do at the exhibit as there is something exciting happening wherever you go in the exhibit area.

The following day, SM City Fairview launched its Parkway area with a mural painting designed by WeWillDoodle. The street art-inspired mural was the centerpiece of the celebration while Miss Earth 2019 candidates and the National University Men's Basketball team adding color and pomp to the event.

The artwork was an instant hit with mall goers as it provided a nice backdrop for selfies and groupies.



**Family picture.** This family is all smiles with colorful artwork of WeWillDoodle as backdrop.



(top)

**Mark the spot.** Engr. Vergel V. Dyoco, Boysen Marketing Manager pose in front of the wall mural sponsored by Boysen.

(bottom)

**Ready for launch.** Boysen Marketing Manager Vergel V. Dyoco and SM SVP for Strategy Development and Premier Malls Marketing Jonjon L. Agustin are all set to open the new parking wing of SM City Fairview.



In May 2019, Boysen partnered with SM Mall of Asia to give birth to a colorful playground, the Boysen Colorscope. This new booth was a grand interactive installation with three unique and technology equipped areas like Color Voids, Color Wheel Halls, and Color Scope.

### Color Voids

Match your mood with the perfect emoji backdrop for your selfies, and play a motion sensor game where you catch smileys to make a virtual colorful world.



### Color Wheel Halls

Take your selfies inside the colorful halls. Marvel at the enormous tower blocks of bold hues and watch out for hidden paint trivia.



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