

# MahyCo

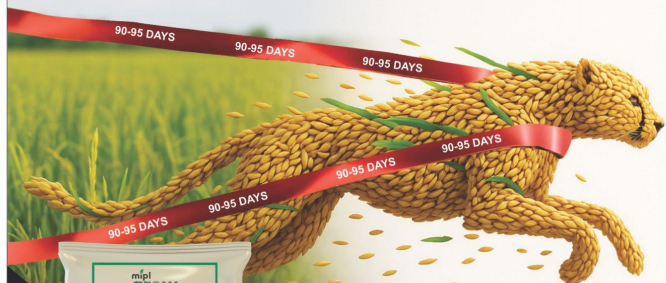
Pitch for:

Ninety 95 | MHC 24

Geography: Philippines

**ONE YEAR...  
THREE HARVEST...**

*Ninety*<sup>95</sup>



MARKETED BY:  
Jardine Distribution, Inc.



**ULTRA EARLY  
MATURITY**  
Harvest in just  
90-95 days



**IDEAL  
FOR 3RD  
CROPPING**  
More Production



**LODGING  
TOLERANCE**  
Higher  
Resilience

**mipl  
grow**

**MHC 2**  
**ALL CONDITIONS HYBRID RICE**



MARKETED BY:  
Jardine Distribution, Inc.



**HIGHER  
YIELDS**



**GOOD  
EATING  
QUALITY**



**DISEASE  
AND PEST  
TOLERANCE**



**LODGING  
TOLERANCE**

**mipl  
grow**

# About the hybrids

## **TH 3-5 Ninety 95**

- Ready in 90-95 days.  
Hence the name.
- Faster maturity
- Faster harvest
- More harvests
- Faster go-to-market and  
ROI
- It's all about speed here.

## **MHC 2**

- Looks white
- Tastes great
- Has an aroma
- Strong tolerance against  
lodging and diseases
- Can be trusted

# Philippines Rice Market

**5M**

Hectares under rice

**30%**

Hybrid adoption rate

**100%**

Govt subsidy on hybrids

**#1**

Facebook penetration SEA

## Farmer Reality

- Small landholders (3–4 ha = large); but trade-savvy
- "Seeing is believing" — peer validation & demo plots drive decisions, not ads
- Retailers have minimal influence; progressive farmers are key word-of-mouth nodes
- Language: Tagalog first — all communication must be in local language

## Digital Landscape

### Facebook

Primary — dominant in rural areas

### TikTok

Fastest growing — highest viral potential

### YouTube

Demo & long-form product content

### Viber

Direct farmer community messaging groups

Mahyco currently has zero digital presence in the Philippines. This campaign builds the brand from the ground up.

# The Competition

# Competition



**SL-8H** **SL-12H** **SL-18H**  
*Super Hybrid Rice Seeds* *Super Hybrid Rice Seeds* *Super Hybrid Rice Seeds*

**Magsasaka ang BIDA!**

Translation:

**The farmer is the star!**

or more colloquially,

**The farmer is the hero!**

Translation:

Super Laki ang ani: The harvest is super big.

Super Laki ang kita: The income is super high.

Super Lucky ang magsasaka: The farmer is super lucky.



The All-Season  
Champion in Taste



Champion in Harvest,  
Champion in Milling Recovery



BIOSEED



**BioRice**  
**650**

**Sulit sa Taas  
ng Ani!  
Sulit sa Bilis!**

**EARLY NA!  
Pang Tag Ulan Pa!**



**HYBRID RICE SEEDS**  
**Genetics for Improved Agriculture**

Disclaimer: Images shown in this brochure may differ from actual product

Worth it for the High Yield!  
Worth it for the Speed!  
It's Early (maturing)!  
Plus, it's for the Rainy Season!

# 4-Phase Launch Roadmap

## 01

### THE DISRUPTOR

**May 5–15**

Week 1–2

Create FOMO around the speed story. Tease Ninety 95 — don't reveal yet. Let curiosity build.

## 02

### THE REVEALER

**May 16–25**

Week 3–4

Full product launches. Ninety 95 first, MHC 2 follows. Tagalog copy live. All major creatives deployed.

## 03

### THE VALIDATOR

**May 26–Jun 7**

Week 5

Demo plots, farmer testimonials, peer-to-peer proof. Seeing is believing — let the field speak.

## 04

### THE CONVERTER

**Jun 8–30**

Week 6

Sowing window open. Hard CTAs, dealer connect, Mahyco brand takes its full bow.

*Strategic Principle: The products lead, the brand follows. Mahyco brand gets its full moment only in Phase 4.*

# The brand persona/The mascot behind the message

**Be remembered before you are believed.**

Mahyco is a stranger in this market. Nobody knows the name, nobody trusts the claim. A mascot changes that overnight, because farmers don't warm up to logos, but they remember characters.

The running rice mascot does in two seconds what a data point can't do in two minutes. It *shows* speed. No translation needed, no Tagalog copy required. A little guy sprinting past everyone else is universally understood.

And on TikTok and Facebook, where the campaign lives , *a character/mascot has a natural advantage.*

**It's shareable, sticker-able, meme-able.**

It can show up at a harvest festival, in a Viber group, on a retailer's wall.

In a market where Mahyco is starting at zero, the mascot is a creative choice, and a strategic one as well.

# Mascot Variants



Hi, I am MahyCo



Kumusta, ako si MahyCo

# The Campaign Concepts

Ninety 95

# High-Speed Hybrid

Harvest in just **90-95 days**



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**PWEDENG ANIHIN**  
hanggang 95%  
dahil hindi lugasin.



**PWEDENG ITANIM**  
SA 3RD CROPPING  
kasi madaling anihin



**MATIBAY ANG**  
KATAWAN  
HINDI DAPAIN

**mipl  
grow**

## High-speed Hybrid

Harvest in just **90-95 days**



## High-speed Hybrid

Anihin sa loob lamang ng **90-95 araw**



# HIGH-SPEED HYBRID

Harvest in just 90-95 days

*Ninety*95



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**grow**

# HIGH-SPEED HYBRID

Harvest in just 90-95 days

*Ninety*95

95 days



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# The Campaign Concepts

MHC 2

# MHC 2

एकदम स्वादिष्ट



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# MHC 2

TASTE & AROMA MINE BEST



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GOOD  
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DISEASE  
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MHC 2

# The Hybrid Hero

Great Taste. Great Tolerance.



# Disrupt. Then Reveal.

## PHASE 1

### The Disruptor

May 5–15 | Lead: Ninety 95

- Teaser reels — mascot running, bangka speeding. No product name revealed yet.
- "What if you could harvest 3 times a year?" — curiosity posts in Tagalog
- TikTok hook: "90 days?!" — short, punchy clip. Trend-led, no hard sell.
- Seed content through Jardine's existing farmer network on Facebook Groups.
- YouTube 15-sec bumper teaser — speed & intrigue, no brand reveal.

Facebook Reels

TikTok

YouTube Bumper

## PHASE 2

### The Revealer

May 16–25 | Both Products

- Ninety 95 full reveal — all speed creatives, AI Gemini videos, bangka poster. Tagalog copy live.
- MHC 2 reveal 2–3 days later — Hybrid Hero superhero creative, taste-led storytelling.
- Full poster suite deployed across Facebook + TikTok native-format launch videos.
- YouTube: full-length product reveal films using AI-generated video content.
- Jardine's network co-amplifies all content for maximum organic reach.

Facebook

TikTok

YouTube

Viber

# Validate. Then Convert.

## PHASE 3

### The Validator

May 26 – Jun 7 | Proof Content

- Jardine demo plot footage — raw field videos, crop seminar clips.
- Progressive farmer testimonials in Tagalog — short, authentic, selfie-style.
- "90-95 days vs 110-120 days — you decide" visual comparison content.
- TikTok: Before vs After field content. Duet/Stitch with farmer voices.
- Paid boost on best-performing Phase 2 posts via Facebook Ads.

Viber Groups

Facebook

TikTok

YouTube

## PHASE 4

### The Converter

Jun 8–30 | Sowing Window Open

- "Sowing starts now. Are you ready?" — urgency-first content across all platforms.
- Dealer locator posts — Jardine contact details, nearest stockist, how to buy.
- Viber: MDO-driven direct farmer messaging with purchase nudge.
- Consolidated recap reel — both products, both benefits, one strong close.
- Mahyco brand gets its full moment — brand consolidation post across all channels.

All Platforms

Viber Direct

Paid Media

# Creatives Arsenal Mapped As Per Phases

| CREATIVE                          | BRAND     | PHASE            | PLATFORM                  |
|-----------------------------------|-----------|------------------|---------------------------|
| Mascot running video              | NINETY 95 | Phase 1 — Tease  | TikTok, Facebook Reels    |
| Mascot rowing bangka video        | NINETY 95 | Phase 1 — Tease  | Facebook, TikTok          |
| Bangka boat poster (farmer)       | NINETY 95 | Phase 2 — Launch | Facebook, YouTube         |
| "Ready, Steady, MAHYCO!" poster   | NINETY 95 | Phase 2 — Launch | Facebook, TikTok          |
| Seed race poster (animated seeds) | NINETY 95 | Phase 2 — Launch | Facebook, TikTok          |
| Racing cars poster                | NINETY 95 | Phase 2 — Launch | Facebook                  |
| Hybrid Hero superhero poster      | MHC 2     | Phase 2 — Launch | Facebook, TikTok          |
| Farmer finger-kiss cinematic      | MHC 2     | Phase 2 — Launch | Facebook, YouTube         |
| Rice grain mascot poster          | MHC 2     | Phase 2 — Launch | TikTok, Facebook          |
| AI Gemini videos (x2)             | BOTH      | Phase 2 — Launch | YouTube, Facebook, TikTok |
| Demo plot & testimonial content   | BOTH      | Phase 3–4        | Viber, Facebook, TikTok   |

## Video Ideas







Veo



Vevo

# Video Ideas for the Campaign

## NINETY 95 Videos

### "The Race"

*TikTok/Reel · 15–30 sec*

Time-lapse from sowing to golden harvest — competitor field still green. Text overlay: "90 days. They're still waiting." Mascot at the end.

### "Bangka Speed"

*Facebook/YouTube · 30 sec*

Farmer in a bangka racing across paddy waterway. Cut to harvest. Tagalog VO: "Anihin mo na, habang nag-aabang pa sila."

### "3 Harvests"

*YouTube · 60 sec*

Split-screen calendar: Ninety 95 farmer harvests 3 times while competitor harvests twice. Ends with income difference calculation.

### "Mascot Intro"

*TikTok · 15 sec*

Animated mascot runs into frame: "Kumusta! Ako si MahyCo — at aanihin mo ako sa 90 araw!" Fun, shareable, mascot-establishing.

## MHC 2 Videos

### "The Taste Test"

*Facebook/TikTok · 30 sec*

Filipino family at dinner. Father eats, pauses, does the finger-kiss. Cut to field, then the pack. VO: "Ang kanin ng pamilya."

### "Hybrid Hero Origin"

*YouTube · 45–60 sec*

Cinematic origin story — seed planted, grows in all conditions, emerges as the superhero. Ends with hero standing in golden field.

### "All Conditions"

*TikTok · 15–20 sec*

Fast cuts: rain — MHC 2 standing strong. Sun — still growing. Pest attack — shield appears. "Lahat ng kondisyon. Isang hybrid."

### "Farmer Testimonial"

*Viber/Facebook · 30–45 sec*

Progressive farmer, Tagalog, holding a bowl of cooked rice: "Hindi lang maganda ang ani — masarap pa ang kanin."

Thank You