



COSPLAY[®]
pk



ABOUT US

Cosplay.ph is the premier event organizer for pop-culture events in the Philippines. Based in Makati City, the company is composed of experienced professionals who specializes on conducting cosplay parades, cosplay contests, pop culture conventions and concerts highlighted by A-list guests and performers from around Asia and even as far as the United States.

We are also producers of some of the biggest pop-culture events in the country including Cosplay Carnival, Anime and Cosplay Expo, Cosplay Matsuri, Fanfes Manila, Cosplay Craze Nationwide Tour, Cosplay Mania and many others. Our focal point has always been to develop and provide new and creative quality events for everyone to enjoy.

From 2020 to present, we have also ventured into online events such as Freedom Hall, Fanfes Online and Cosplay Matsuri Online.



OUR HISTORY

Established in 2006, Cosplay.ph was formed by experienced event organizers, marshals and volunteers who believed in consolidating their expertise to further pop culture events. Since then, Cosplay.ph has gone on to produce some of the biggest pop culture events in the Philippines with Cosplay Mania 2019 attracting over 40,000 attendees over two days, 14% of which are foreigners.

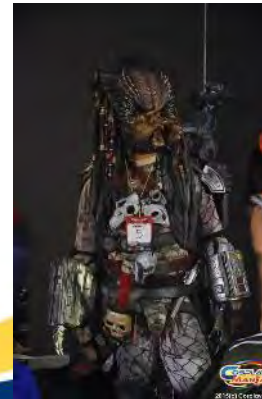
Considered as one of the most professional organizers in the country, Cosplay.ph manages top-notch conventions and concerts, runs nationwide tournaments and has become a trailblazer in the form of original, creative content with events that draw massive crowds.



2006 - 2014



Present Logo



OUR MISSION

To deliver exciting and innovative live entertainment for pop-culture fans.

OUR VISION

To be a leading platform of pop-culture and live entertainment, bringing fans together through creative experience, including global collaborations.



OUR STRENGTHS

- **Huge Audience Database**

- Our social media presence with about 200,000 followers across all platforms.
- Database of Businesses with over 1,000 large scale and small scale businesses.
- Mailing List Subscribers of over 500 people.
- Growing database that continually increases after each event.



OUR STRENGTHS

Strategic Management

- Developed at least successful brands for events including Cosplay Carnival, FanFes, Anime and Cosplay Expo, Cosplay Mania, Cosplay Matsuri. In addition, developed events for clients like Cosplay Camp, Cosplay Craze Nationwide Mall Tour and Geek Con.
- All these brands experienced exponential growth year after year, finding its niche and tapping and nurturing an audience for that niche.
- Established strategic partnerships with enterprises that targeted that audience such as Manga Planet, Brother International, Lumica and more.



OUR STRENGTHS

- **Online Support**

- Organizes bi-monthly online activities that leverage social media platforms to engage audiences, spotlight sponsors, and drive participation through games and contests.
- Designed and launched Cosplay.ph, a dynamic website featuring an integrated online marketplace and shopping cart system.
- Created visual assets, branding elements, and advertising materials to support the site's identity and promotional campaigns.



OUR SERVICES

- **Marketing and Strategic Consultation**
 - Generate comprehensive reports that provide purchasing behaviors and consumer trends.
 - Pinpoint key market demographics and create targeted engagement strategies.
 - Assemble focus groups from core audience segments to refine marketing approaches and messaging.
 - Design advertising plans that optimize social media spend and amplify campaign reach.



OUR SERVICES

- **Full Stage Production**
 - From our pool of highly skilled professional personnel both on the technical and stage production side, to our various hi-grade suppliers, to thorough planning and rigorous selection of marshals and volunteers we provide quality productions
- **Talent Management**
 - We contract the most effective influencers to market your products from celebrity cosplayers to Vtubers (Virtual YouTubers) to influencers who review anime and anime products.



OUR SERVICES

- **Costume or Mascot Fabrication**

- We have a highly-skilled team of fabricators who are able to create costumes or mascots for promoting your products and services from hi-tech robotic costumes to adorable fiberglass mascots.

- **Logistics**

- We deal with several logistics companies and suppliers in order handle your needs including press releases, live promotional efforts and more.



ANNUAL EVENTS



OUR INVITED GUESTS



COSPLAYERS

Clive Lee, Jesuke, Yukigodbless, Jiaki Darkness, Pinky Lu Xun, KANAME☆, Reiko, Vic, Reika, Goldy, Viospace, Endless Illution, Linda Le (Vampy Bit Me), Tatsumi Inui, Orochi X, Ying Tze, Hana and Baozi, Shimotsuki Yukari, tomia, Rumi, Kirisaki, Rainer Tachibana, DD Tenka, Ruka, Hiko, Haoge, Eki, Kong, Siutao, Angie, KNITE, Hikarin, Rithe, Ola Aphrodite, Hakken, Astorihime, Emperor Cosplay, A.K.Wirru, THAMES, VENAS Japan, Rea Kami, Boiled Curry, Olivie, Plant Lily, Xiaoyu, Onnies, Yosuke Sora, Kael Cosplay, Amelia Khor, Phil Mizuno, Clarissa Punipun, Diane Sabandeja, Riiyuukii, Larissa Rochefort, ing, JooA, berry, Cos Aim, Kuruminさん, TARYN, Byoru, Lea, Munoko, Baobao, Kanalyss, Le Josette



OUR INVITED GUESTS



SPECIAL GUESTS

Sayo Yamamoto, Fuuko Noda, Koutaro Nishiyama, Wataru Hatano, Hiroto Kuramasu, DJ SunaP, Hiroki Ino, Kousuke Asuma, Chiharu Sawashiro, Shunsuke Takeuchi, Akari Mirai*, DJ Hige Driver, Allen Kohatsu, Rumi Okubo, Motoko Kumai, Ayunda Risu*, Kureiji Ollie*, Ami Amami*, Rita Kamishiro*, Kaela Kovalskia*, Vestia Zeta*, Akiba Sonic, Anya Melfissa*, Su Ling Chan, HOLOSTARS English - ARMIS -*, Unnämed*, Jacob Takanashi, Kairi Miura

* Vtubers



OUR INVITED GUESTS



JAM ARTISTS

Aya Ikeda, Loverin Tamburin, Ladybeard, Akira Itsuki, Pile, LiSA**, Riho Iida, BACK-ON, Tokyo Performance Dolls, Starmarie, kradness, Konomi Suzuki, ELISA, Shiena Nishizawa, Kanako Itou, Zwei, AiRI, fhána, Megumi Nakajima, ASAKA, MYTH &ROID, Yasutaka Nakata, May'n, Moona Hoshinova*, Reine Pavolia*, MindaRyn, Shiki Miyoshino* Kobo Kanaeru*, BPM15Q, JUNNA, Daoko, NANO, Chiai Fujikawa, (kz)livetune, sajou no hana, BRADIO, ASCA, Nami Tamaki, Akase Akari, Shuka Saito, Octavio*, Sangatsu no Phantasia, STEREO DIVE FOUNDATION, TRUE, UnnÄmed*, angela, Shouta Aoi

* Vtubers ** Solo Concert



THANK YOU.

