



PRESENTED BY 

# WORLD ICE SKATING DAY

Philippines

# PRE-EVENT



DECEMBER 4, 2022  
SM MEGAMALL  
SM MALL OF ASIA  
SM SEASIDE CEBU

PHILIPPINES, \*  
ARE YOU READY?



# TEASER



To drum up World Ice Skating Day, the PHSU started posting teasers one month leading on to the event. Templates and videos provided by the ISU were utilized for the teasers.



PRESENTED BY ISU  
WORLD ICE SKATING DAY  
December 4, 2022

# PHILIPPINES

DECEMBER 4, 2022  
Multiple Locations: Marikina City,  
Pangasinan City, Cebu City

This poster features a blue background with a white starburst in the top left and a red starburst in the top right. The ISU logo is at the top left, followed by the event name and date. The word 'PHILIPPINES' is written in large white letters. Below it is the Philippine flag. At the bottom, the date and locations are listed in red text.

PRESENTED BY ISU  
WORLD ICE SKATING DAY

DECEMBER 4, 2022  
SM MEGAMALL  
SM MALL OF ASIA  
SM SEASIDE CEBU

This poster has a white background. The ISU logo and event name are on the left. On the right, the date and venue locations are listed in red and green text.

# PHILIPPINES, ARE YOU READY?

PHILIPPINES, ARE YOU READY?

SM SKATING

This poster features a young girl in a blue winter jacket and hat, holding two white ice skates. She has a surprised expression. The background is white with several starburst graphics in blue, yellow, and red. The ISU logo and 'SM SKATING' logo are at the bottom.



# TEASER

One week leading on to World Ice Skating Day, the Hey Coach campaign was launched.



WORLD ICE SKATING DAY  
DECEMBER 4, 2022

PH

SM SKATING

SM

# “HEY, COACH!”

Learn to skate this World Ice Skating Day!

#WorldIceSkatingDay

Swipe to know more! >>>

WORLD ICE SKATING DAY

DECEMBER 4, 2022  
MANILA AND CEBU,  
PHILIPPINES

# “HEY, COACH!”

Learn to skate this World Ice Skating Day!

Open to skaters of all ages, learn how to skate as a beginner or polish your skills if you already know how!

Learn to skate with us as we celebrate our love for Ice Skating!

PH

SM SKATING

SM

# TEASER



Hey Coach was rolled out in all three skating rinks nationwide. If it's someone's first time, this is the perfect opportunity to learn! A skater may approach any of the coaches in a World Ice Skating Day shirt to help them get started on the ice.



DECEMBER 4, 2022  
MANILA AND CEBU,  
PHILIPPINES



## How to participate:



> Purchase a ticket from any participating SM Skating branch on World Ice Skating Day

> Approach any of our coaches wearing official World Ice Skating Day t-shirts for some helpful tips on how to skate!

> Enjoy and share with us your love for ice skating with the hashtag: **#WorldIceSkatingDay**



DECEMBER 4, 2022  
MANILA AND CEBU,  
PHILIPPINES

SM SKATING



## Branches

SM MEGAMALL  
SM MALL OF ASIA  
SM SEASIDE







**SM Skating with Philippine Skating Union - PHSU.**

Paid partnership · Nov 25, 2022 · 🌐

This World Ice Skating Day, we celebrate the love for skating with our "Hey, Coach!" campaign.... See more



**SM SKATING** **PHSU**  
About this partnership

# “HEY, COACH!”



Learn to skate this World Ice Skating Day!

#WorldIceSkatingDay



👍❤️ 1.3K

17 comments · 53 shares



Boosting promotions of the Hey Coach Campaign was sponsored and supported by the local rink operator, SM Skating.

SM Skating is found in SM Supermalls, which is under the largest corporation in the Philippines.

# ON-THE-DAY ACTIVATION





Skaters and coaches were deployed all day to help out newbies, teach them the basics, and share the love for ice skating!





## PRINTED COLLATERALS: FLYERS

Our coaches in World Ice Skating Day shirts and rink staff encouraged customers to enroll and continue their journey on the ice!



# START YOUR ICE SKATING JOURNEY NOW!

Skate your way to becoming the best with us!



6 training sessions  
+ **ALL-DAY** skating pass

for only **4,300 Php**



## ENROLL NOW!

Inquire at any SM Skating branch

**SM** MALL OF ASIA • **SM** MEGAMALL • **SM** SEASIDE



# PRINTED COLLATERALS: PHOTO WALL

Cherish your World Ice Skating Day memories and drop by our vibrant photo wall!







## CELEBRITIES



World Ice Skating Day was graced by Roxie Smith and Ashley Ortega who are Philippine celebrities from the largest TV network in the country, GMA.





# NEWS ARTICLE

www.gmanetwork.com

GMA Entertainment

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CELEBRITY LIFE

## Ashley Ortega celebrates World Ice Skating Day with 'Hearts On Ice' co-star Roxie Smith

By Aimee Anoc  
 Published On: December 05, 2022, 01:02 PM



GMA Drama

December 5, 2022

Happy World Ice Skating Day from our #HeartsOnIce stars, Ashley Ortega and Roxie Smith!

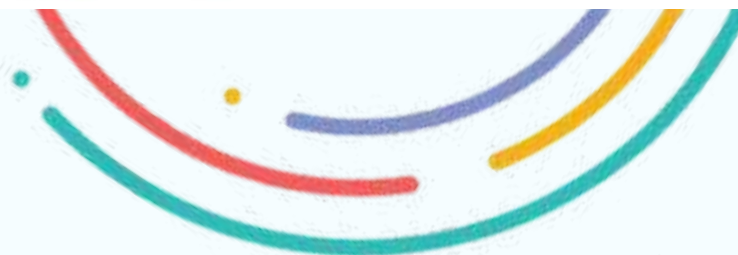


GMANETWORK.COM

Ashley Ortega celebrates World Ice Skating Day with 'Hearts On Ice' co-star Roxie Smith

Ashley Ortega and 1.5K others

3 comments





# ON-THE-DAY ACTIVATIONS

To wrap up World Ice Skating Day festivities, SM Skating sponsored a disco on ice event entitled "Ice Ice Baby."

The event was participated in by skating enthusiasts as they danced to the tune of popular hits across decades.





Liked by **precioustongkofrank** and **432 others**  
smskating IT'S GLOW TIME! 🌟

Let's celebrate #WorldIceSkatingDay at the final night of #IceIceBabyDiscoOnIce! 🌟

Dance to the beats of one of Manila's hottest DJs on December 4, 2022. And, come slay & slide in your most fabulous Neon Y2K outfit for a chance to win special prizes!



Liked by **inzywinzyspider** and **31 others**

smskating One of Manila's hottest DJs will be serving you your favorite Y2K hits at the #IceIceBabyDiscoOnIce The Final Glow! 🌟



Greetings from the 254 people who joined in the disco on ice  
for World Ice Skating Day







Skaters dancing the night away as they engage the crowd



# WORLD ICE SKATING DAY PHILIPPINES



## HEY COACH

MANILA

574

CEBU

138

## ICE ICE BABY

254

(MANDALUYONG, MANILA ONLY)



## TOTAL PARTICIPATION

# 966

## NEW ENROLLMENTS

# 43



# SOCIAL MEDIA ANALYTICS AND INSIGHTS

## PHSU PAGES: PHOTOS

<b>PHSU Page</b>						
<u>Photo Instagram</u>	Date of Posting					
		Accounts Reached	Accounts Engaged	Profile Activity	Impressions	Post Interactions
WISD Philippines	Nov-05	1,162	148	41	1,365	163
WISD Are You Ready	Nov-20	1,096	97	29	1,283	104
Hey Coach	Nov-24	956	81	14	1,298	81
Post Event	Dec-06	1,068	135	38	135	138
<u>Photo Facebook</u>		People Reached	Engagement		Impressions	
WISD Philippines	Nov-05	1,472	107		1,665	
WISD Are You Ready	Nov-20	1,124	69		1,328	
Hey Coach	Nov-24	4,165	308		4,559	
Post Event	Dec-06	5,127	1,115		5,562	
<b>Total</b>		<b>16,170</b>	<b>2,060</b>	<b>122</b>	<b>17,195</b>	<b>486</b>

# SOCIAL MEDIA ANALYTICS AND INSIGHTS

## PHSU PAGES: VIDEOS

<u>Video Instagram</u>		Accounts Reached	Plays	Reactions
WISD ISU Video 1	Nov-17	1,198	2,930	77
WISD ISU Video 2	Nov-22	838	2,236	88
<u>Video Facebook</u>		People Reached	Impressions	Engagement
WISD ISU Video 1	Nov-17	1,541	1,874	135
WISD ISU Video 2	Nov-22	1,053	1,297	78
<b>Total</b>		<b>4,630</b>	<b>8,337</b>	<b>378</b>