

EDITORIAL CONTENT CREATIVE DESIGN RELATIONS PUBLISHING

WRITERS EDGE



COMPANY PROFILE

Updated
October
2018



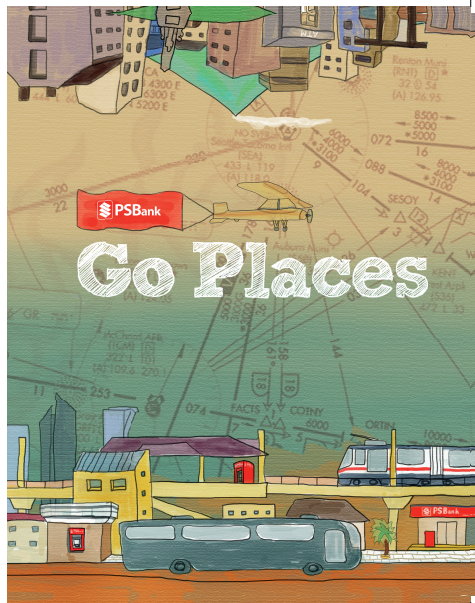
What **WE** Do



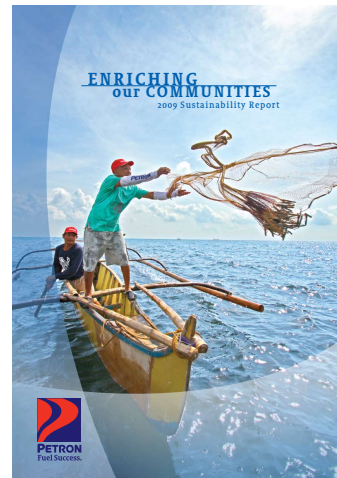
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WE develop editorial content for:



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Sustainability
Reports



WE develop editorial content for:



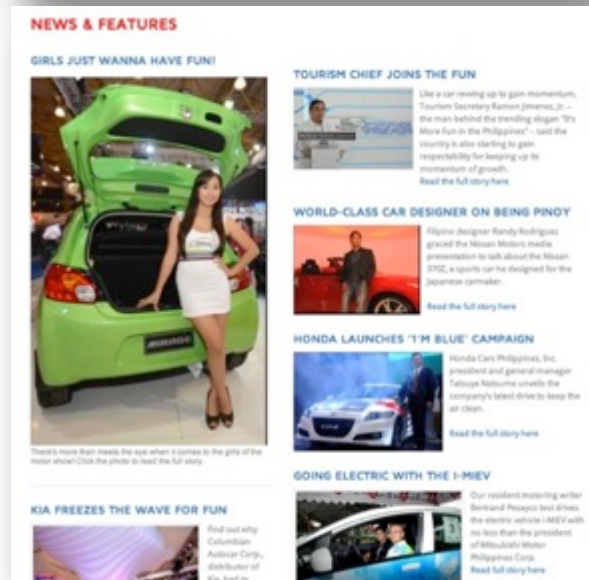
- Books
- Magazines
- Newsletters
- Brochures
- Other collateral



WE develop editorial content for:



Websites
Social Media



WE develop editorial content for:

WRITERS EDGE CONTENT



Firms go beyond giving

By Amy S. Ross

All more companies seem to make more of corporate social responsibility, and practitioners have moved on to a new level. Companies are starting to realize that simply giving away donations and scholarships are not enough to make a lasting impact on the communities they serve.

"What we intend to do through CSR programs is to leverage CSR programs into their business operations to make their contributions more effective and sustainable over the long run. "What we want to see is a paradigm shift—a new CSR program," said Johnathan B. Davis, board member of the League of Corporate Foundations and chief of the foundation business unit at the Philippine Daily Inquirer.

He said the CSR program is not just about giving but also about creating a sustainable business model. "It's about creating a sustainable business model that can support the CSR program," he said.

"For the CSR program to be truly sustainable, it must be integrated into the company's business strategy and aligned with the company's core business," he said.

Using the same as the advance notice, the CSR program is not just about giving but also about creating a sustainable business model. "It's about creating a sustainable business model that can support the CSR program," he said.

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ING's first CSR and Social Impact Unit (SIU) members, including ING Bank Philippines CEO, government representatives, and other stakeholders, gathered for a CSR event.

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SM's CFO makes every step count

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John T. Sison, SM's CFO, is shown in a professional setting, likely during a meeting or interview.

From bricks to something better

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AUB eyes unibank license

AUB is planning to apply for a unibank license from the SEC.

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Publicity campaign materials



ING BANK'S regional CSR activities.



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WE produce our own publications.

WRITERS EDGE PR



WE work with seasoned graphic artists to meet your design requirements.

Brand Identity & Promotion



Packaging



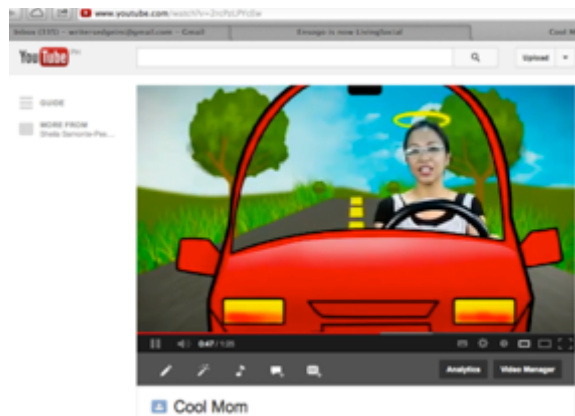
Publications



WE work with seasoned video production outfits to meet your audio-visual presentation needs.

From scriptwriting..

...to post-production.



WE work with veteran web developers to meet your online requirements.

From web content...

...to site development and promotion.

Pilipinas Teleserv

About Us | Where We Operate | Services & Solutions | How We Do Things | Careers@Teleserv | Contact Us

Meet Our Team
 Wealth of experience in Service Quality Improvement and Customer Satisfaction Consulting.

Where We Operate
 Pilipinas Teleserv discovers E-commerce strategies and solutions in optimizing business processes.

Careers@Teleserv
 Join one of the most experienced call centers in the Philippines. Be part of our team.

CREDIT INFORMATION CORPORATION

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The Credit Information Corporation (CIC)
 A government-owned and controlled corporation that is envisioned to be the leading provider of independent, reliable and accurate credit information in the Philippines.

WELCOME TO CIC
 The Credit Information Corporation (CIC) is a government-owned and controlled corporation that is envisioned to be the leading provider of independent, reliable and accurate credit information in the Philippines.
 CIC was created in 2008 by virtue of [Republic Act No. 9510](#), otherwise known as the Credit Information System Act (CISA).
GOALS AND STRATEGY
 To collect, collate and disseminate credit information.
 These credit information are collected from various sources such as banks, financial institutions, insurance companies, financing companies, credit cooperatives, as well as utility companies and other businesses that extend loans. The CIC compiles these credit information to help creditors evaluate the ability of prospective and existing customers to pay.

LATEST NEWS
 Bangko Sentral sets key banking reforms in H2
 Competitive environment to benefit consumers
 By Paolo G. Montecillo | Philippine Daily [View more](#)

CIC organized Roundtable Discussion on Credit Information System with Chamber of Thrift Banks members
 Roundtable Discussion on the Credit Information System with members of the Chamber of Thrift [View more](#)

PH banks not ready for Asean integration
 S&P says 'overcrowding' a major challenge
 By Michele V. Reno | Philippine Daily [View more](#)

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WE provide media training for CEOs and top-level officers, corporate communicators and middle-level staff who require a deeper knowledge of the local media environment.

**Bricks & Clicks: Regional PR
Workshop for ADFIAP Members**



**Asia-Pacific Communications
Workshop for the World Scout
Bureau, Kathmandu, June 25, 2008**



**Basic Media Training for Asia
United Bank Management Team**



CLIENTS

COMPANY	INDUSTRY	PROJECTS	YEAR
Aboitiz Equity Ventures	Holding company	Sustainability report	2014-2016
Aboitiz Power Corporation	Energy/Power	PR training	2014
Acts of Kindness (AOK)	Philanthropy	PR	2016-2017
Asia United Bank	Banking	Annual report, PR	2008- present
Association of Development Financing Institutions in Asia and the Pacific (ADFIAP)	Non-government organization	Sustainability report, PR training, branding collateral, logo	2004-present
Aviaty Equipment Services, Inc.	Aviation Services	Branding collateral, logo, website	2014-2015
Bangko Sentral ng Pilipinas	Government	Annual report	2004
Bank of the Philippine Islands	Banking	Sustainability report	2010-2012
BASIC Energy	Energy	Brochure	2016
BPI Foundation	Foundation	Annual report, PR, collateral	2008-2012
Caritas Manila	NGO	Annual report	2010
Chamber of Automotive Manufacturers of the Philippines	Organization	PR, video	2010-2012

CLIENTS

COMPANY	INDUSTRY	PROJECTS	YEAR
Call Center Association of the Philippines	Organization	PR, website, collateral	2013
Credit Information Corporation	Government	PR, collateral	2013-2014
Chowking Foods Corp.	Food	PR, collateral	2006-2008
Coca-Cola	Manufacturing	Magazine, PR	2010
Department of Finance	Government	Speechwriting Annual report workshop	2012 September 2018
EastWest Banking Corporation	Banking	Annual report	2008-present
First Metro Investment Corporation	Investment house	Annual report	2009-2013, 2016-present
Globe Telecom	Telco	Integrated report	2017-present
H&WB	Energy	PR	2016-2017
IBM Philippines	IT	Coffee table book	2008
ING Bank, N.V. Manila Branch	Banking	PR, collateral, logo, website	2010-present

CLIENTS

COMPANY	INDUSTRY	PROJECTS	YEAR
ING Global Services and Operations	BPO	PR, social media, website content, media training, collateral	2013-2014 2017-present
Insular Life & Assurance Co. Ltd.	Insurance	Annual report, collateral	2007-present
League of Corporate Foundations	Organization	PR, collateral	2010-2012
Management Association of the Philippines	Organization	PR, content development	2004-2006
Manila Doctors Hospital	Health	Annual report	2010-2015
Manila Water	Utilities	PR, annual and sustainability report	2008-2010
Metro Pacific Water	Utilities	Newsletter	2016-2018
Misys	IT	PR	2005
National Solid Waste Commission	Government	Collateral, website	2012
Operation Smile Philippines	NGO	PR	2010
P&A Grant Thornton	Auditing	PR	2017-present

CLIENTS

COMPANY	INDUSTRY	PROJECTS	YEAR
Petron Corporation	Oil	Annual/Sustainability report	2010-2012
Philip Morris Manufacturing Corporation	Manufacturing	Brochure	2005
Philippine Council for the Advancement of Association Executives	NGO	Logo, collateral, social media	2013-present
Philippine Deposit Insurance Corporation	Government	Book	2003
Philippine Savings Bank	Banking	Annual report, PR, collateral	2002-present
Philippine Stock Exchange	Stock Exchange	Coffee table book	2017-present
Philippine Veterans Bank	Banking	Annual report	2008-present
SGV & Co.	Consultancy	Coffeetable book	2006
SM Foundation, Inc.	Corporate foundation	Annual report	2013-2015
SM Investments Corporation	Holding company	Annual report	2013-2015

CLIENTS

COMPANY	INDUSTRY	PROJECTS	YEAR
SM Prime Holdings, Inc.	Property	Annual report	2013-2014
Sa Aklat Sisikat Foundation	NGO	PR, collateral	2010-2012
SMART Communications	Telecom	Magazine	2008
Sykes Asia	BPO	Content development	2014-2015
TeaM Energy Corporation	Power	Sustainability report, video	2010
Tulay sa Pag-Unlad, Inc.	Microfinance	Annual report	2010-present
UNICEF	NGO	Content development	2004
United Coconut Planters Bank	Banking	Annual report	2016-2018
University of the Philippines	Academe	Annual report	2017

CORPORATE INFORMATION



06 November 2002

Incorporated with the Philippine Securities and Exchange Commission

From 2005

Gained several awards and recognition for annual report and pioneering online initiatives



March 2008

Featured by Entrepreneur Magazine (Philippines) as one of the “67 Success Stories” among SMEs

October 2008

Created our own PR portal, PPressroom.ph, to provide easy access to all our clients’ press materials

PRESSROOM
Your 24/7 one-stop-shop for press-quality content

Sheila and Bertrand Pesayco

Writer's Edge

Leaving their 'regular jobs' allowed this couple to finally have control over their time.

By Maan D'Asis Pamaran

Photos by Jun Pinzon

Writer's Edge, an agency that provides media content for client companies, got conceived by a couple in 2002 in—where else?—their bed in their own bedroom. How they did it isn't what you might be thinking, though. Sheila Pesayco, who runs Writer's Edge with her husband Bertrand, recalls: "We were then playing Scrabble and he was taking so long to take his turn, so I told him we might as well brainstorm for business ideas."

At that time Sheila was trying to convince Bertrand to quit his communications job with the Lopez Group: "He was so burned out with the work so I was quite concerned. I also saw that it depressed him seeing me so excited with my new line of work."

Sheila had by then left her banking section editor's post at the newspaper *BusinessWorld* and was working part-time with the Philippine Center for Investigative Journalism (PCIJ) while also doing consultancy work with the Ford Foundation. "I was really glad with my decision to leave newspapering because it meant that I finally had control of my own time," she says. In her former job, she explains, she always had to work ear-



ly and leave late, even on Sundays.

The couple's brainstorming in bed led to a major decision: they would both pursue writing as a full-time business. "We decided to build a business based on our skills," Sheila says. "Because both of us had a professional background in communications, we felt that professional writing was something that we both knew about."

But although Writer's Edge was conceived almost effortlessly, its birthing pains were quite traumatic. "At the outset we decided to do everything legally, without making any lagay [red tape payoffs]," Bertrand recalls. "In the end, it took us four months just to get our city government permits and clearances. And because we didn't hand over any money under the table, everybody came to inspect us—even fire marshals who wanted to sell fire extinguishers to us!"

On the plus side, the couple needed only a small initial investment. "We invested only around P60,000 for a Macintosh computer and the peripherals," says Sheila. "And we decided to work in a home office to keep our overhead low."

They also kept their manpower flexible. Sheila explains: "There are only four of us who are regular employees—Bertrand, me, an administrative staff, and a messenger. For each project, we just get extra help from our pool of talents."

No project was too big or too small for the couple during their startup years. Recalls Sheila: "Our first project was a souvenir program for an NGO called Galing Pook for distribution in Malacañang, the next was a Christmas wrapper for Universal Motors, then a book for SGV (St. Cap, Gorres, Velayo & Co.), and a brochure for a multiple intelligence center put up in a school adopted by HSBC."

They depended solely on referrals from satisfied clients to make the business grow. "We didn't advertise at all," Sheila says. "Everything was by word of mouth. When we got a client, they often also got us for another project, or refer us to another group that needed some editorial work done."

Currently, Writer's Edge offers such communication services as newsletters, brochures, annual reports, research studies, corporate logos and stationery, audio-visual presentations, Web publishing, press dispatches—even CEO speeches, which, Sheila says, is one of Bertrand's strengths.

In the beginning, Sheila admits, Writer's Edge took



Flexibility is the name of the game for Writer's Edge. Its services are customized and it doesn't charge a fixed rate for projects. To keep itself lean and mean, the

company uses a wide pool of freelance writers, artists, and photographers. And to ensure quality printing work for its clients, it has formed partnerships with various printing press companies.

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CONTACT DETAILS

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Website: www.writersedgeinc.com



BERTRAND [BITAN] PESAYCO



Co-founder and Chairman of Writers Edge

Has eight years of experience handling PR for the Lopez Group, one of the Philippines' largest conglomerates (including C-Cubed)

PR consultant of Philippine National Bank after its privatization in 2000

Former telecommunications and motoring beat reporter of BusinessWorld, the country's premier business daily

Email: bpesayco@yahoo.com

SHEILA SAMONTE-PESAYCO



- Co-founder, President & Chief Executive Officer
- Associate Editor, Banking & Finance Editor of BusinessWorld (2000-2001)
- Economic journalist (1993-2001)
- Lone Hall of Fame Awardee, Citibank Pan-Asia Journalism Awards
- Reuters Foundation Fellow at University of Oxford (1999)
- Philippine Center for Investigative Journalism writer (2001)
- Media consultant, The Ford Foundation in the Phils. (2001)
- Senior Lecturer, University of the Philippines in Diliman (2004-2007)
- Consultant, Asian Development Bank (2015-present)

Email: inquiries@writersedgephl.com

ROBERTO [BOBBY] J. MANZANO



- PR Partner of Writers Edge
- Country Development Officer, Operation Smile
Communications Manager of The Coca-Cola Export Corp.
- Public Affairs Director, Citibank, N.A.
- Chief Information Officer of ADFIAP
- Editor of regional trade finance publications
- Member, International Public Relations Association
- Former Chairman, PR Committee, Boy Scouts of the Philippines

Email: bobby.manzano3@yahoo.com

REVOLI S. CORTEZ



- Chief of Photography of Writers Edge
- Record holder of world's biggest photo mosaic (former President Cory Aquino)
- Award-winning photojournalist
- Former President, Philippine Press Photographers, Inc.
- Malacañang photographer of The Philippine Star from the first Aquino Administration (1986) to the Arroyo Administration
- Contributor, European Photo Agency
- Mounted several photo exhibits of his work

Email: revolisms2000@yahoo.com

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