


MEMORANDUM

TO : ALL DISTRICT COLLECTORS AND ALL CONCERNED
FROM : THE COMMISSIONER
SUBJECT : LAUNCH OF BOC'S SOCIAL MEDIA REBRANDING
DATE : 24 March 2017

Relative to our agency's pursuit to turn around negative public perception surrounding BOC, we will launch a massive online rebranding campaign via our official social media accounts, the Facebook page, Bureau of Customs PH and our Twitter account, @CustomsPH.

In this regard, teaser ads will be used and disseminated prior to the actual launch in April. Each collection district is hereby enjoined to submit **AT LEAST ONE** (1) PHOTO of their personnel, with the following details:

- Name
- Position
- Port Area Designation
- Quote (statement) – preferably in dialects where they are from

Employees in their uniforms (boarding officers, customs police, administrative officers) and/or employees in their actual work stations are more apt for the teaser ads.

Here are some sample statements for your reference:


- 1) "Uy, may good news daw na parating. . ."
- 2) "Narinig mo na ba 'yung good news?"
- 3) "Excited na akong malaman yung good news!"
- 4) "Tara! Abangan natin 'yung good news!"
- 5) "Gusto mo bang makarinig ng good news?"

The requirements above must be emailed to piad@customs.gov.ph on or before 12noon, Thursday, 30 March 2017. Please indicate in the subject line [PORT OF _____] PHOTOS FOR TEASER ADS.

By Authority of the Commissioner:


ATTY. GENIEFELLE P. LAGMAY

BUREAU OF CUSTOMS
 Office of the Commissioner


 2017-001634