

# AGATEP ASSOCIATES INC.

## Integrated Marketing & Corporate Communications

Unit 1605 Robinsons-Equitable Bank Tower, ADB Avenue cor. Poveda St. Ortigas Center, Pasig City 1605

TO : Asian Formula 3 Corporation

ATTN : Mr. Eddie Peña

RE : Accomplishment Report  
August 2005

COPIES : Mark Goddard  
Audrey General  
Charlie Agatep  
AAI files

SUBJECT : AF3 Post Race Report

### Key Highlights:

- Print Publicity (Philippines) for **August 2005** totaled **3,691 col/cms** with a total advertising value of **P 1,224,235.11** and total media value of **P 8,178,412.98**
- Print Publicity (Indonesia) for **August 2005** totaled **1,631 col/cms** with a total advertising value of **P 252,780.38** and total media value of **P 1,620,744.51**
  - \* **1.00 IDR = 0.005434931 PHP**
  - Indonesian Rupiah Philippine Peso**

Stories focused on:

- AF3 – Sentul leg:
  - Pre-publicity
  - Practice Races
  - Qualifying
  - Race Results
  - Podium
- A1GP News Release: Ananda Mikola and Chirstian Jones
- Broadcast Publicities (Indonesia) for August 2005 totaled **11,424 seconds** with a total advertising value of **P 5,174,054.31 (Rp 952,000,000.00)**
  - \* **1.00 IDR = 0.005434931 PHP**
  - Indonesian Rupiah Philippine Peso**

### AF3 2005 Cumulative – Print and Broadcast Efforts (January – August)

**Total Col/Cms: 31,362 col/cms**

**AF3 Total Advertising Value – P 19,777,782.43**

**AF3 Total Media Value – P 144,631,411.60**

## I. Print Publicity

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	08/04/05	RP drivers to test Sentul Circuit	Phil. Daily Inquirer	A24	63	38,669.40	270,685.80	270,400
2	08/04/05	Peña, Sy to test Sentul circuit for AF3 series	Philippine Star	17	54	29,082.24	203,575.68	256,700
3	08/04/05	RP drivers Peña, Sy eye breakthrough wins	Mla. Standard Today	A9	48	10,032.00	40,128.00	150,000
4	08/04/05	RP drivers to test circuit in Indonesia	Manila Bulletin	E4	48	14,520.00	145,200.00	260,000
5	08/04/05	Peña, Sy lead AF3 tests at Sentul circuit	Manila Times	B7	70	14,245.00	56,980.00	123,000
6	08/04/05	Drivers gear up for Indon leg of AF3	Malaya	A8	72	14,652.00	146,520.00	150,000
7	08/04/05	Peña, Sy lead Pinoy roster in testing AF3 Sentul track	Daily Tribune	8	80	28,512.00	285,120.00	130,000
8	08/04/05	Peña, Sy off for Sentul	Tempo	13	65	10,010.00	40,040.00	250,000
9	08/04/05	Peña, Sy gear up for AF3 bash	People's Journal	15	57	13,449.15	53,796.60	382,200
10	08/16/05	Peña, Sy looking for top finish in Indone AF3 races	Phil. Daily Inquirer	A24	72	44,193.60	309,355.20	270,400
11	08/16/05	RP drivers to prove worth in AF3	Mla. Standard Today	A7	56	11,704.00	46,816.00	150,000
12	08/16/05	AF3 races return to Indonesia	Malaya	A8	53	10,785.50	107,855.00	150,000
13	08/16/05	Peña, Sy again in AF3	Daily Tribune	8	60	21,384.00	213,840.00	130,000
14	08/16/05	Peña, Sy eye breakthrough	Tempo	13	61	16,909.20	118,364.40	250,000
15	08/16/05	RP riders rarin' to bounce back	People's Journal	15	49	11,561.55	46,246.20	382,200
16	08/17/05	RP drivers look for breakthrough win in Indon AF3	Philippine Star	A27	55	16,456.00	65,824.00	256,700
17	08/17/05	Pinoy drivers aim for victory at Sentul track	Manila Times	B7	36	7,326.00	29,304.00	123,000
18	08/19/05	Goddard-Minardi Team Asia Eyes Good Outing	Manila Times	B7	42	8,547.00	34,188.00	123,000

19	08/19/05	Big Challenge for Sy at Mikola's Home Turf	Mla. Standard Today	A7	33	6,897.00	27,588.00	150,000
20	08/20/05	Sy, Peña Doing Well in Practice	Tempo	14	80	12,320.00	49,280.00	250,000
21	08/20/05	Is Mikola Unbeatable	People's Journal	15	69	16,280.55	65,122.20	382,200
22	08/20/05	Tires May Spell Differences on Mikola's Turf	Philippine Star	A11	44	13,164.80	52,659.20	256,700
23	08/20/05	Mikola Marked Man at AF3	Mla. Standard Today	A8	36	13,543.20	135,432.00	130,000
24	08/20/05	Mikola Not Invincible on Home Track, say AF3 Foes	Manila Times	B7	91	18,518.50	74,074.00	123,000
25	08/20/05	Wide Open Race in Af3's Sentul Stop	Malaya	A9	56	11,396.00	45,584.00	150,000
26	08/20/05	Top Asian Riders After Mikola's Scalp	Daily Tribune	8	78	15,873.00	63,492.00	130,000
27	08/20/05	RP's Tops Sentul AF3 Practice	Phil. Daily Inquirer	A27	63	38,669.40	270,685.80	270,400
28	08/21/05	Sy Wrests AF3 Pole	Manila Bulletin	Q2	44	15,488.00	61,952.00	260,000
29	08/21/05	RP's Grabs Pole at AF3's Sentul Races	Manila Times	A11	42	8,547.00	34,188.00	123,000
30	08/21/05	Ay Grabs Af3 Pole, Awes Indon Champ	Philippine Star	22	60	37,065.60	259,459.20	256,700
31	08/21/05	Sy Grabs Pole in 7th Round	Phil. Daily Inquirer	A18	92	62,845.20	439,916.40	270,400
32	08/21/05	Sy Takes Pole in Asian F3 Sentul Race	Daily Tribune	8	72	14,256.00	142,560.00	130,000
33	08/21/05	Ty grabs pole in Sentul	Tempo	13	80	12,320.00	49,280.00	250,000
34	08/21/05	Sy grabs pole lead	People's Journal	13	52	13,087.36	52,349.44	382,200
35	08/22/05	Clutch Problem Spoils Sy's Af3 Bid	Philippine Star	23	68	36,622.08	256,354.56	256,700
36	08/22/05	Peña Wins Up 3rd as Tough Luck Hounds Sy	Phil. Daily Inquirer	A27	108	66,290.40	464,032.80	270,400
37	08/22/05	Pinoy Riders Falter in AF3	People's Journal	15	55	8,470.00	33,880.00	382,200
38	08/22/05	Sy falls short anew; Peña 3rd	Mla. Standard Today	A8	62	23,324.40	163,270.80	150,000

39	08/22/05	Sy's AF3 Victory Stymied by	Daily Tribune	8	150	53,460.00	534,600.00	130,000
40	08/22/05	Clutch problem Dashes Sy's AF3 Dreams	Manila Bulletin	I3	66	35,937.00	251,559.00	256,700
41	08/22/05	No RP breakthrough yet in AF3	Malaya	A7	87	17,704.50	70,818.00	150,000
42	08/22/05	Heartbreaker for Tyson	Tempo	13	56	8,624.00	34,496.00	250,000
43	08/23/05	Sy, Peña Make Af3 Round 8 Podium	Manila Bulletin	E3	35	10,587.50	42,350.00	260,000
44	08/23/05	Podium Finish for RP's Sy, Peña in Indon AF3	Phil. Daily Inquirer	A22	120	73,656.00	515,592.00	270,400
45	08/23/05	Mikola Bucks Pinoy Drivers as Rains Wreak Havoc on Round 8	Philippine Star	A20	68	36,622.08	366,220.80	256,700
46	08/23/05	Mikola shoves Filipino drivers to the backseat	Mla. Standard Today	A8	42	15,800.40	110,602.80	150,000
47	08/23/05	Rain helps Mikola win Round 8	Manila Times	B6	50	10,175.00	40,700.00	123,000
48	08/23/05	Mikola Rules Rain-Delayed AF3 Leg; Sy, Peña in podium	Daily Tribune	8	116	41,342.40	413,424.00	130,000
49	08/23/05	Mikola Rules Round 8 of AF3	Malaya	A7	96	19,536.00	78,144.00	150,000
50	08/23/05	Filipino drivers - photo release	People's Journal	14	50	11,797.50	47,190.00	382,200
51	08/23/05	Sy, Peña Place 2-3	Tempo	13	110	16,490.00	67,760.00	250,000
51	08/23/05	RP riders bigo sa Asian Formula 3	Abante	13	65	12,870.00	51,480.00	400,000
52	08/26/05	Tyson Sy - photo release	Manila Times	B7	40	8,140.00	32,560.00	123,000
53	08/31/05	AF3 drivers vie in A1 GP test sessions	Philippine Star	A30	29	8,676.80	34,707.20	256,700
54	08/31/05	2 AF3 starts test-drive for A1 GP	Malaya	A8	35	7,122.50	71,225.00	150,000
55	08/31/05	2 AF3 drivers try A1 G'Prix	Tempo	13	45	6,930.00	27,720.80	250,000
			<b>TOTAL</b>		<b>3,586</b>	<b>1,162,488.81</b>	<b>7,746,148.88</b>	

### AF3 Print Publicities (Philippines)

**Total col/cms: 3,586 col/cms**

**Total Advertising Value of Print Publicity Efforts: P 1,162,488.81**

**Total Media Value of Print Publicity Efforts: P 7,746,148.88**

### II. Print Publicity (Indonesia)

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	07/28/05	Asian Formula 3 Guncang Setul	Suara Pembaharuan		19.5	448,500	1,794,000	187,000
2	12-Aug	AF3 ingin tingkatkan peringkat pembalap	Kompas		160	9,280,000	64,960,000	500,000
3	12-Aug	Indonesia siap sukseskan dua seri AF3	Suara pembaharuan		30	690,000	2,760,000	187,000
4	13-Aug	Formula 3 Asia Goyang Sentul	Rakyat Merdeka		46	920,000	3,680,000	150,000
5	13-Aug	AF3I mengorbitkan pembalap muda	Top Skor		95	2,850,000	11,400,000	125,000
6	15-Aug	Team Fastron taklukkan China	Otomotif		218	4,578,000	32,046,000	130,000
7	16-Aug	AF3 Indonesia diluncurkan	Bola		21	378,000	1,512,000	532,000
8	16-Aug	AF3I Wajib promosi	GO		60	930,000	6,510,000	250,000
9	19-Aug	Advertising AF3	GO		74	1,147,000	8,029,000	250,000
10	19-Aug	Berat Meski Berpeluang	GO		133	2,061,500	14,430,500	250,000
11	22-Aug	Tuan rumah gagal borong juara	Kompas		67	3,886,000	27,202,000	500,000
12	22-Aug	Ananda masih tangguh	Harian Seputar Indonsia		107	4,280,000	29,960,000	100,000
13	22-Aug	Protes usai di sirkuit sentul	Harian Seputar Indonsia		91	3,640,000	25,480,000	100,000
14	22-Aug	Ananda diuntungkan hujan	Top Skor		112	3,360,000	13,440,000	125,000
15	23-Aug	Di hujan Ananda jaya	Bola		27	486,000	1,944,000	532,000
16	23-Aug	Debut penuh perjuangan	GO		143	2,216,500	15,515,500	250,000
17	29-Aug	Insiden O'Hara tak ganggu Ananda	Otomotif		158	3,318,000	23,260,000	130,000
18	29-Aug	AF3 dengan tim merah putih	Otomotif		46	966,000	6,762,000	130,000

19	29-Aug	Ananda Mikola juara 1 Formula 3 Asia	Suara Republik		43	1,075,000	7,525,000	100,000
					1,631	RP 46,062,000	RP 296,416,000	

**AF3 Print Publicities (Indonesia)**

**Total col/cms: 1,631 col/cms**

**Total Advertising Value of Print Publicity Efforts: P 252,780.38**

**Total Media Value of Print Publicity Efforts: P 1,620,744.51**

\*      1.00 IDR                      =      0.005434931 PHP  
**Indonesian Rupiah                      Philippine Peso**

**III. Print Publicity (Related AF3 Articles)**

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	08/25/05	Morales carves his place in RP racing	Philippine Daily Inquirer	A20	42	27,442.80	192,099.60	123,000
2	08/31/05	Tyson Sy philosophical on Sentul experience	Manila Bulletin	F3	63	34,303.50	240,124.50	260,000
			<b>TOTAL</b>		<b>105</b>	<b>P 61,746.30</b>	<b>P 432,224.10</b>	

**AF3 Related Articles**

**Total col/cms: 105 col/cms**

**Total Advertising Value - Print Publicity Efforts: P 61,746.30**

**Total Media Value - Print Publicity Efforts: P 432,224.10**

**Total AF3 Print Publicity Efforts**

**\*Total Col/Cms - Print Publicity Efforts (August 2005) – 5,322 col/cms**

**\*Total Advertising Value - Print Publicity Efforts (August 2005) – P 1,477,015.49**

**\*Total Media Value –Print Publicity Efforts (August 2005) – P 9,799,117.49**

**Compared to previous months - AF3 Print Publicities - 2005**

Month	Number of Stories	Number of Publications	Col/Cms	Advertising Value	Media Value
<b>Print</b>					
January	8	7	333	P 80,774.00	P 352,644.00
February	7	3	603	P 214,214.00	P 1,879,873.60

March	38	10	2,468	P 790,899.16	P 5,454,371.92
April	83	11	8,219	P 3,247,944.18	P 24,418,761.42
May	58	10	5,776	P 7,982,717.63	P 65,549,644.38
June	75	15	7,849	P 5,394,075.37	P 35,000,866.59
July	11	8	792	P 290,142.60	P 2,176,132.20
<b>August</b>	<b>75</b>	<b>20</b>	<b>5,322</b>	<b>P 1,477,015.49</b>	<b>P 9,799,117.49</b>
YTD			<b>31,362</b>	<b>P 19,777,782.43</b>	<b>P 144,631,411.60</b>

**Compared to AF3 Print Publicities - August 2004**

Month	Number of Stories	Number of Publications	Col/ cms	Advertising Value	Media Value
<b>Print</b>					
February	34	11	1,521	460,452.90	3,183,805.70
March	23	11	911	245,757.60	1,623,032.40
April	52	11	4,035	1,338,545.01	10,012,822.42
May	50	11	3,471	1,209,633.81	9,609,497.24
June	17	9	1,056	590,421.40	3,943,411.00
July	15	6	823	278,856.60	1,934,790.00
<b>August</b>	<b>44</b>	<b>13</b>	<b>2,865</b>	<b>990,940.45</b>	<b>6,800,634.40</b>
YTD			<b>14,682</b>	<b>5,114,607.77</b>	<b>37,107,993.16</b>

**AF3 Print Publicity August 2005 vs. AF3 Print Publicity August 2004**  
**Percentage Comparison**

**Col/cms: 185%**  
**Advertising Value: 149%**  
**Media Value: 144%**

**\*AF3 Print Publicities - August 2005 increased as compared to August 2004**

**IV. Broadcast Summary: LATIVI - Jakarta**

<b>Broadcast Date</b>	<b>TV/Radio program</b>	<b>Air Time</b>	<b>Advertising Value</b>
August 21, 2005	LATIVI – Asian Formula 3 (Race 1)	5,712	476,000,000.00
August 21, 2005	LATIVI – Asian Formula 3 (Race 2)	5,712	476,000,000.00
	<b>TOTAL</b>	<b>11,424 secs</b>	<b>Rp 952,000,000.00</b>

**Total AF3 Broadcast Exposure: 11,424 seconds**

**Total Advertising Value of Broadcast Efforts: Rp 952,000,000.00**

**Total Advertising Value of Print Publicity Efforts: P 5,174,054.31**

**\* 1.00 IDR = 0.005434931 PHP**  
**Indonesian Rupiah Philippine Peso**

**Compared to AF3 Broadcast Publicities - July 2004**

<b>Month</b>	<b>TV/Radio program</b>	<b>Air Time</b>	<b>Advertising Value</b>
<b>Broadcast</b>			
February	Sports TV, Studio 23, Top Story, ANC 21, MUB Weekend	45 mins	2,361,960.00
March	NU Rock 107 w/DJ Trish, Sweat Factor RX Monster Radio 93.1	50 mins	350,000.00
April	NU Rock radio guesting with DJ Francis Brew and DJ Trish/DZBB Phone	90 mins	770,000.00
May	DZSR Sports Radio DZRJ Radyo Bandido RJTV NU Rock 107.5 Sports TV DZMM- <i>Sikap Pinoy</i> ANC News	490 mins	13,142,500.00

June	Emergency – GMA 7	11mins.	869,946.00
July	-	-	-
August	-	-	-
YTD		<b>666 mins</b>	<b>17,494,406.00</b>

**AF3 Broadcast Publicity August 2005 vs. AF3 Broadcast Publicity July 2005**  
**Percentage Comparison**

**Airtime (in secs): 11,424 %**  
**Advertising Value: 5,174,054.31%**

**\*AF3 Broadcast Publicities August 2005 increased as compared to August 2004**

**V. Press Rounds**

Agency dispatched news and feature articles for AF3 2x week, to selected members of the media.

**Agency spent three (3) man-hours.**

**VI. Monitoring**

Agency monitored and sent to client agency-generated releases and industry/competitive articles related to AF3.

**Agency man-hours spent forty (40.0).**

**VII. Meetings & Teleconferences**

Agency discussed with client regarding various reports. This includes monitored releases in local and Indonesian paper.

Client discussed with agency AF3 promotion template that will include:

- AF3 TV Edited (Studio 23)
- Auto Exhibit
- Ms. AF3 2005
- AF3 Golf Invitational
- AF3 Awards Night

Agency called, texted and e-mailed client on developments of AF3 activities and for latest AF3 pick-ups.

**Agency man-hours spent: twenty five (25.0)**

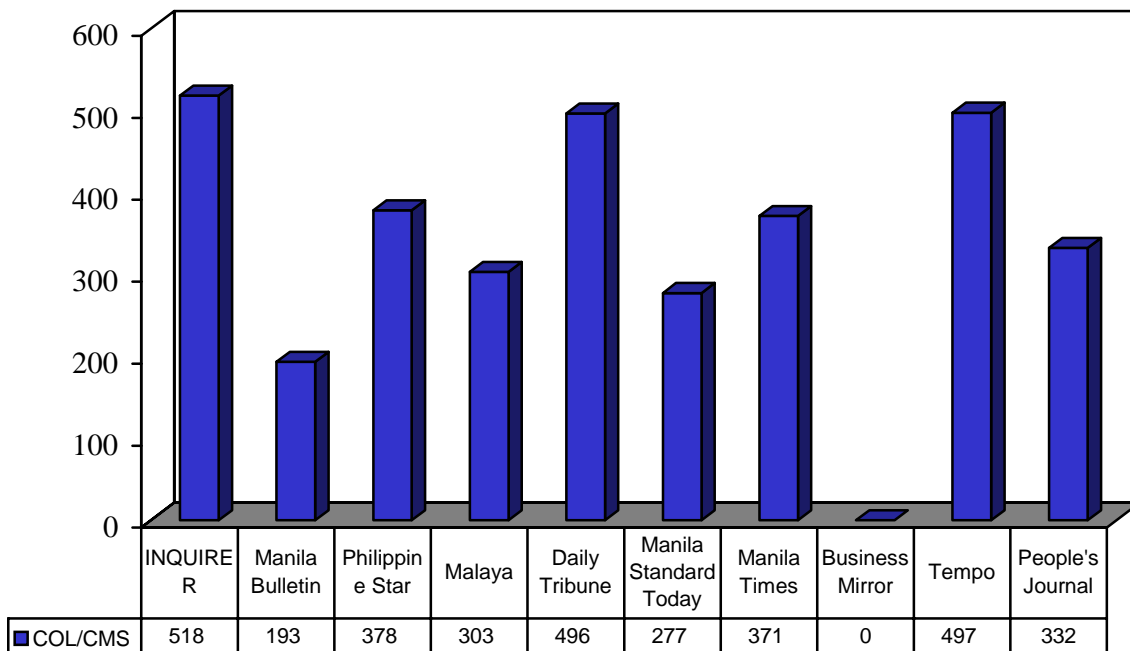
## VII. ACTIVITIES

Agency together with client met with AF3 Indonesia in Jakarta, to discuss various matters including monitoring of releases, computation of advertising and media values.

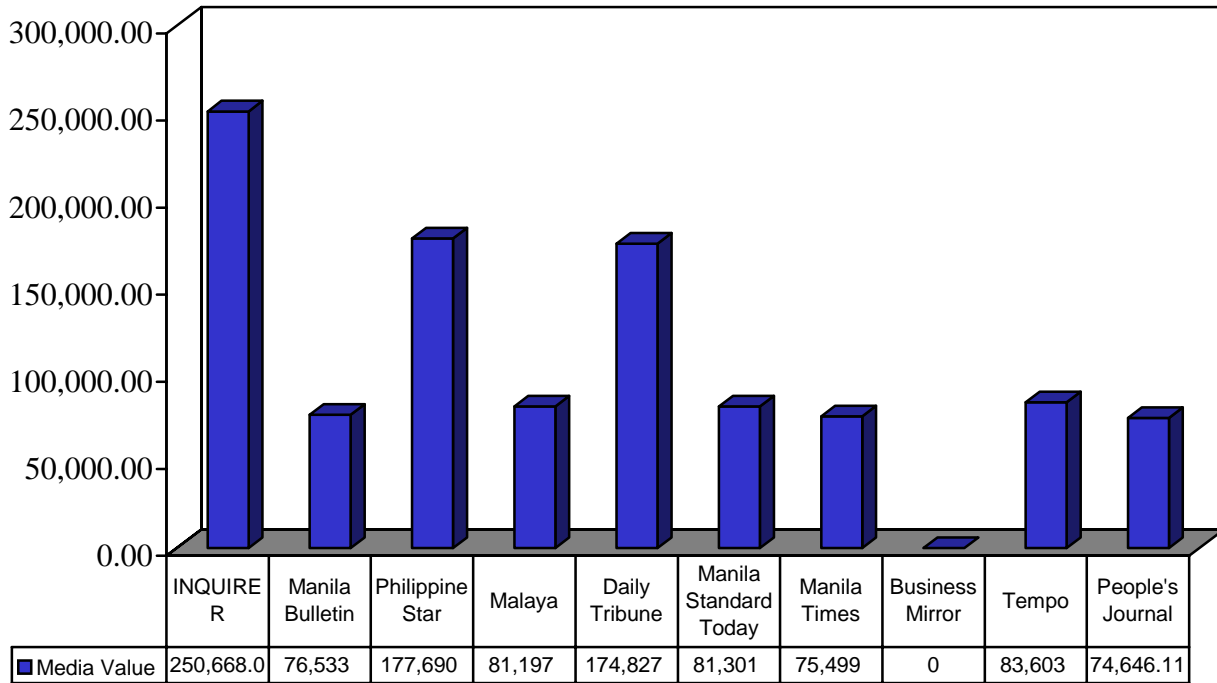
Agency attended and covered the 7<sup>th</sup> and 8<sup>th</sup> leg of AF3 in Sentul, Indonesia. PSA President Jimmy Cantor of Malaya and Roy Luarca of Inquirer were the media who

**Agency man-hours spent: sixty (60.0)**

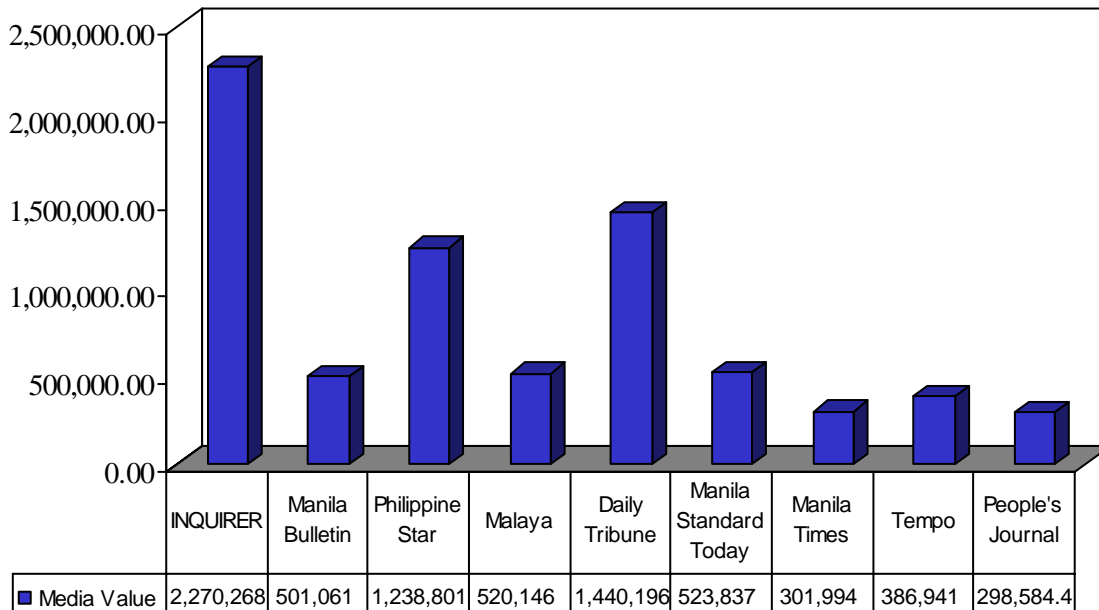
**AF3 – August 2005 –TOTAL COL/CMS**



### AF3 – August 2005 – ADVERTISING VALUE



### AF3 – August 2005 – MEDIA VALUE



**VIII. Summary of Quality Man-hours spent August 2005**

(Charlie Agatep, Writer Nathaniel Frialde, Media Relations Officers Frances Crisol, Creative Director Julius Punzalan, Joey Rafanan, Air Urquiola and Rebs Rebillon of Accounts Servicing):

Press rounds.....	3
Monitoring of news releases.....	40
Meetings.....	25
Activities .....	<u>60</u>
<b>TOTAL QUALITY MANHOURS</b>	<b>128.0</b>

Prepared by:

Noted by:

Ronwald Allan B. Urquiola  
PR Consultant

Alfredo "Rebs" Rebillon  
Division Manager