



TIKTOK-REGISTERED MCN AGENCY · MAKATI · PH

THE AURA

THE HOME OF BOLD IDEAS



CONTENTS

AGENDA

- 01** About Us
- 02** Our Services
- 03** Digital Personality
- 04** Creator Ecosystem
- 05** Why Work With Us



INTRODUCTION

ABOUT THE AURA

The Aura is a TikTok-registered MCN agency based in Makati, built for the fast-moving digital world. We create scroll-stopping short-form content and high-impact livestreams powered by top creators, influencers, and celebrities. Through smart storytelling and performance-driven partnerships, we help brands turn visibility into real results.

At The Aura, attention becomes action.

Specializing in TikTok, but built for all platforms and offline events.

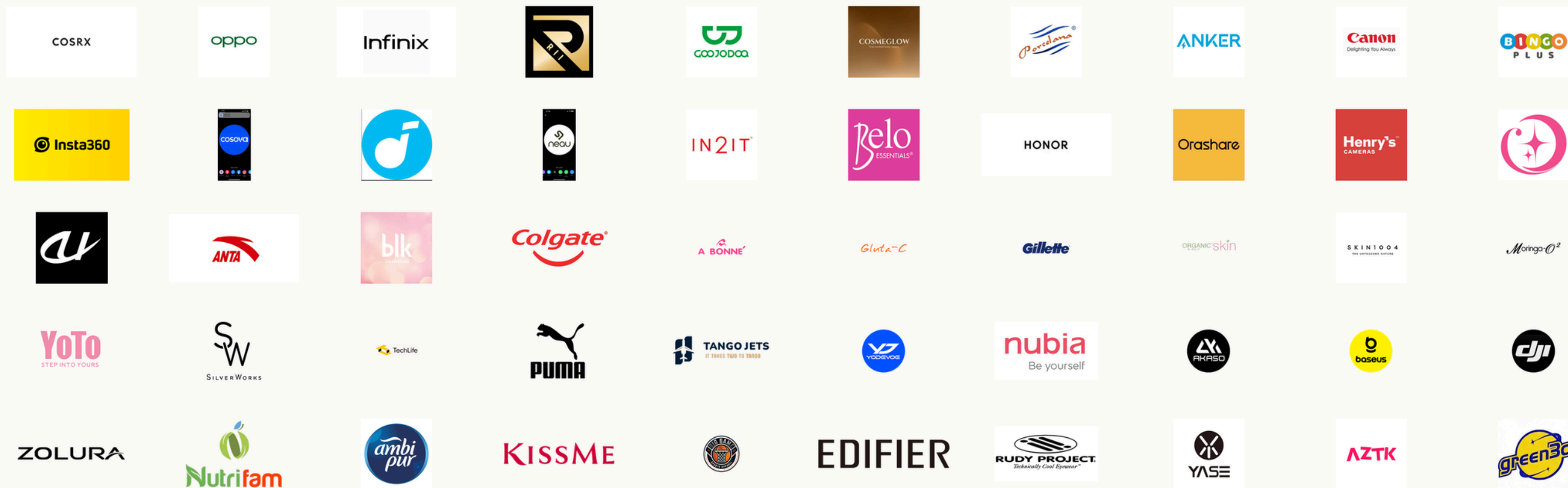




OUR PARTNERS

BRANDS PARTNERSHIP

50+ brands trust The Aura across beauty, tech, lifestyle & sports.





WHAT WE DO

CORE SERVICES

01



KOL | Artist Live Streaming

02



**KOL Short-Form Video
Production**

03



TAP Affiliates

04



Studio Rental

05



**Photo & Video Content
Production**

06



Artist | Band | Entertainment



OUR SERVICES — INCLUSIONS

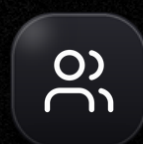
KOL | ARTIST LIVE STREAMING



5 hours duration KOL 3h · Aura 2h



2–3 teaser videos



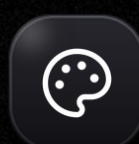
Co-host



Livestream manager



OBS set up



Background design



Studio & full set up





OUR SERVICES — INCLUSIONS

KOL SHORT-FORM VIDEO PRODUCTION



15–45 secs video duration



Cross-posting (TK, IG, FB)



Pool of KOL



KOL communication



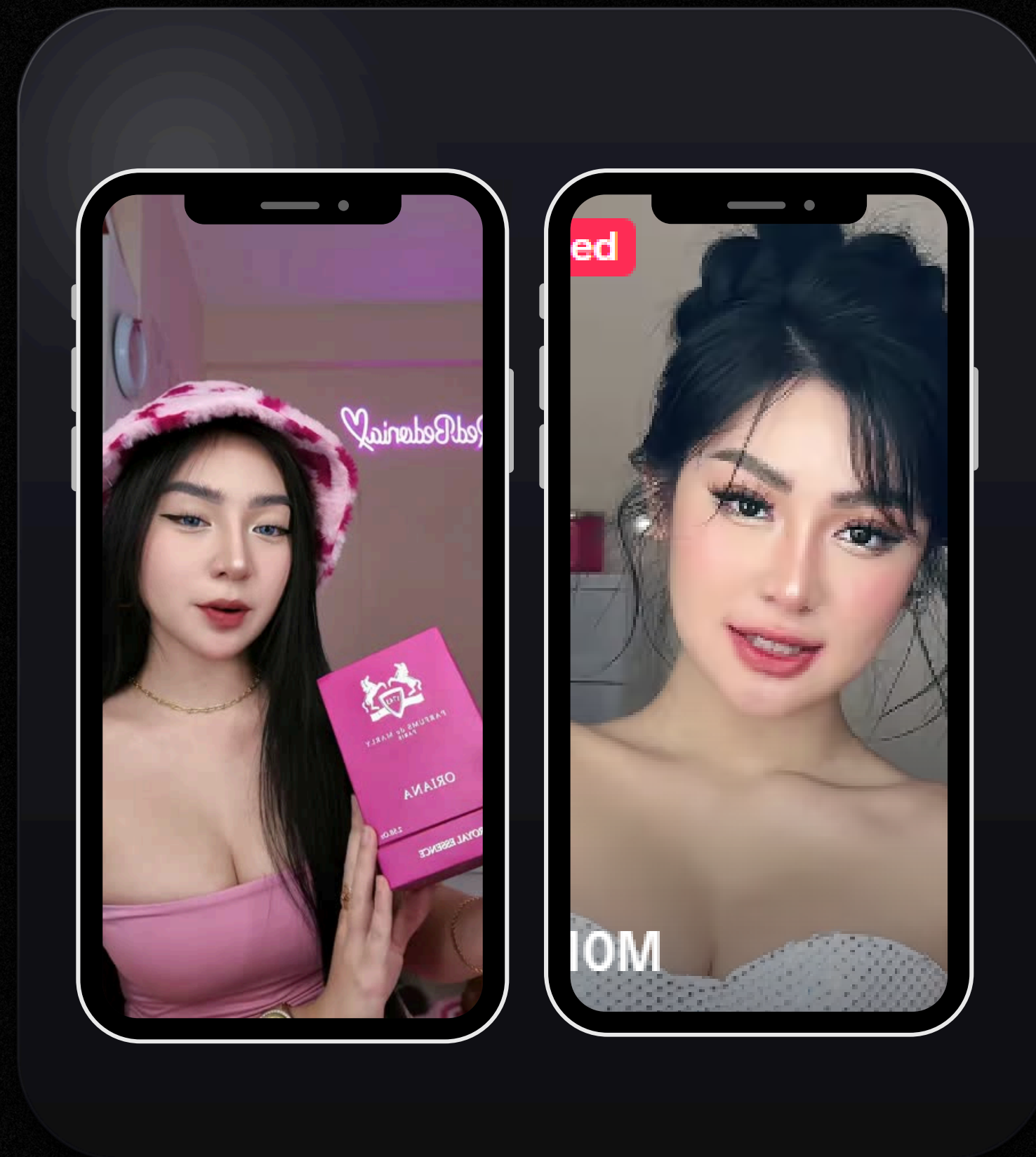
Insight Report



KOL Manager



Tracker & monitoring

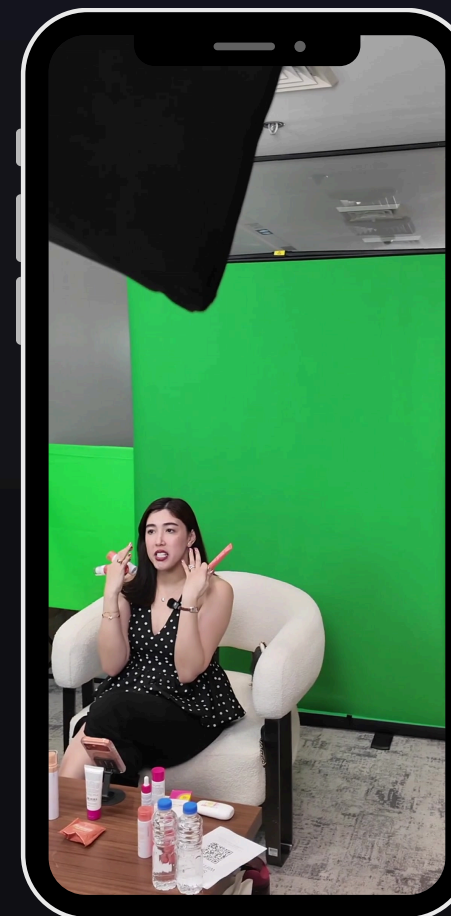




OUR SERVICES — INCLUSIONS

STUDIO RENTAL

-  7 hours studio usage
-  The Aura: 1 hour (FREE)
-  Co-host
-  Admin
-  Operation Manager
-  Technical support
-  Studio & full set-up
-  OBS
-  Background design
-  KOL training & briefing
-  Post Mortem





OUR SERVICES — INCLUSIONS

MARKETING VIDEOS & SHOPPABLE PICTURES



Concepting



Shooting



Styling



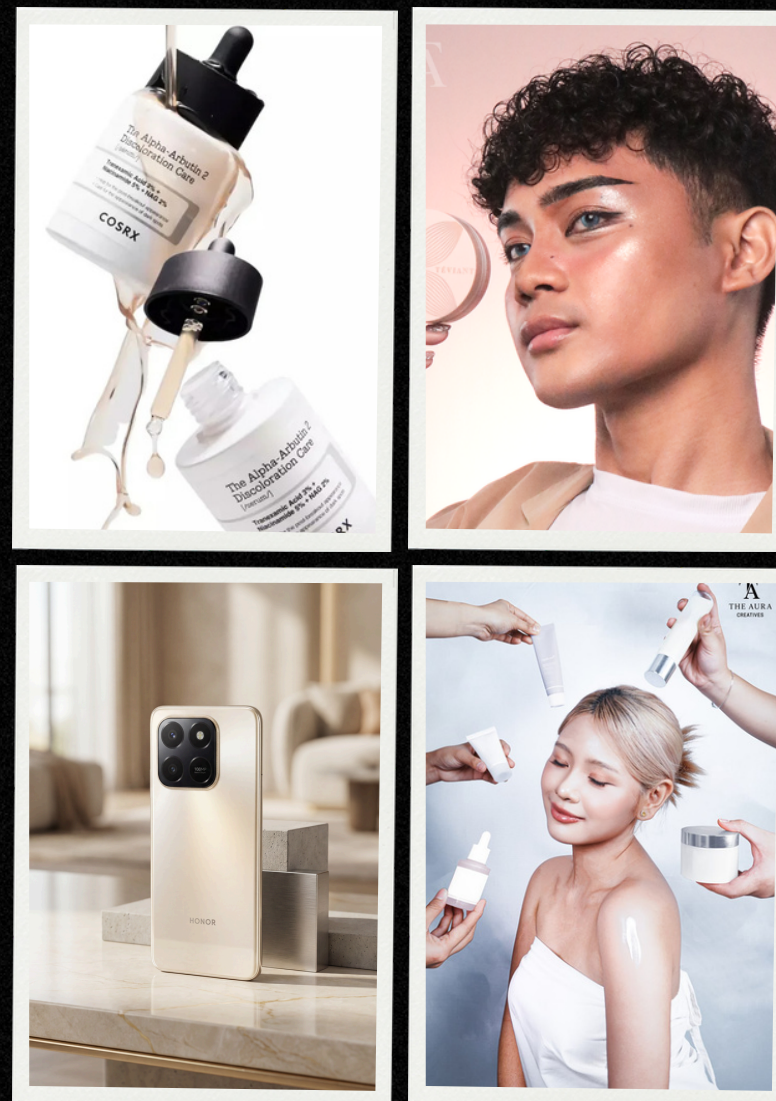
Creative direction



High quality editing



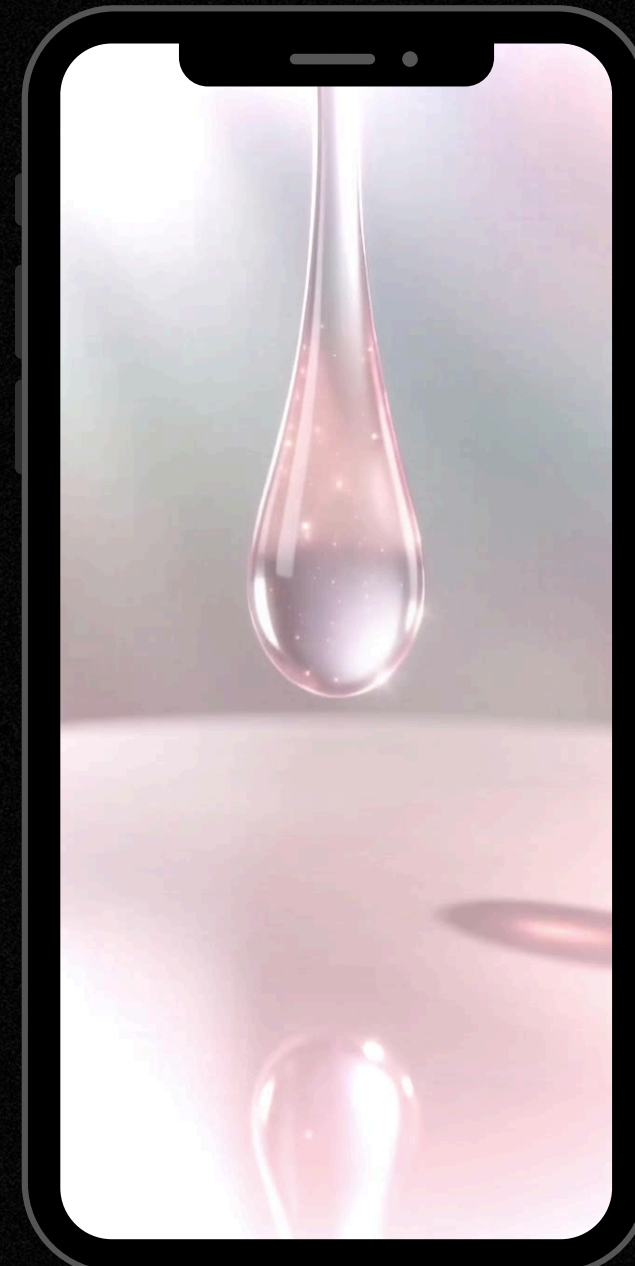
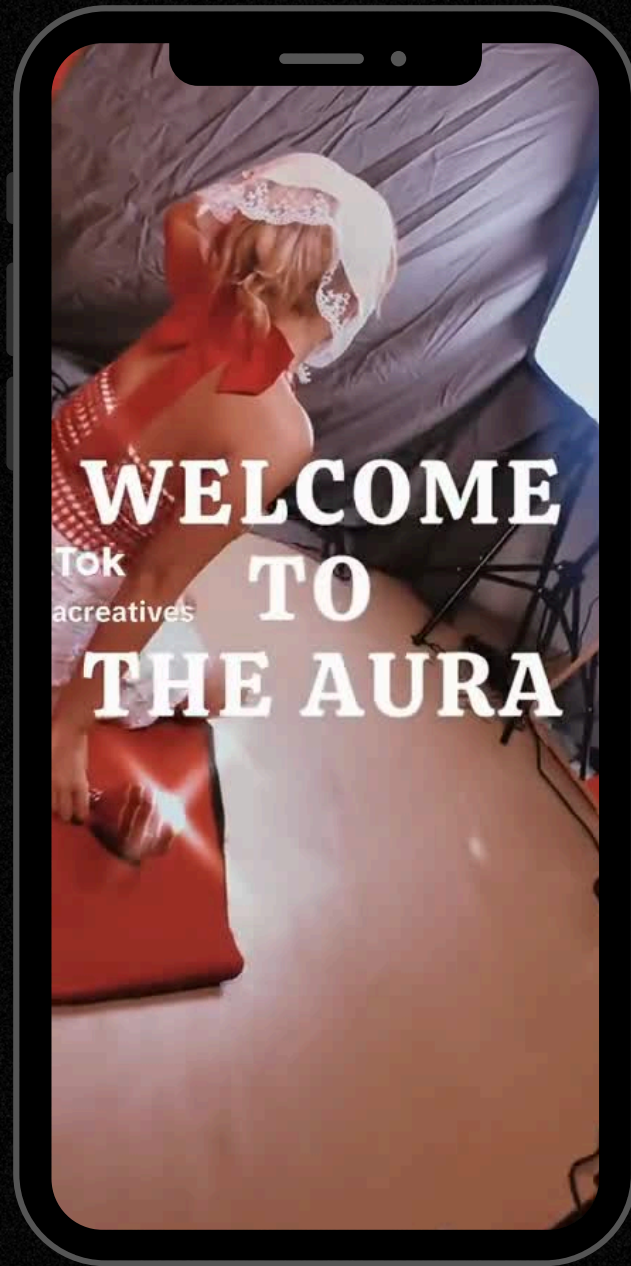
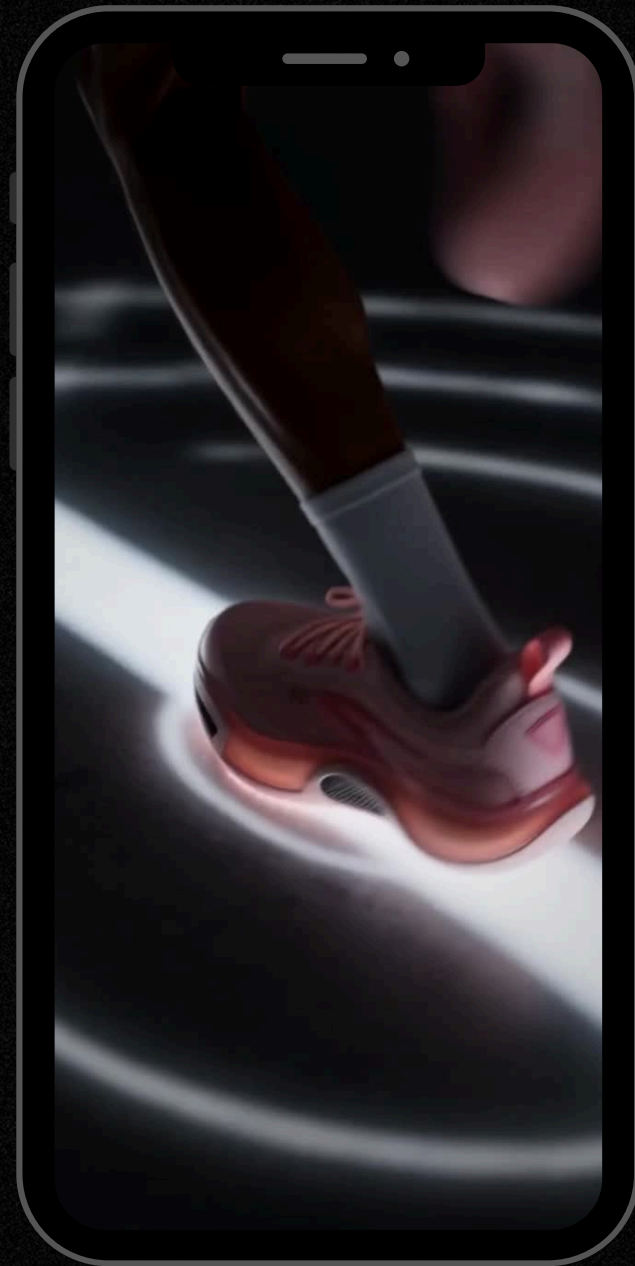
AI assisted visual





CONTENT SHOWCASE

WELCOME TO THE AURA





DIGITAL PERSONALITY

ARTIST & INFLUENCERS

From P-pop artists to nano creators — a full-spectrum roster for every campaign scale.



P-POP ARTIST



ARTIST



MEGA



MACRO



MICRO



NANO



PACKAGES

KOL SHORT-FORM VIDEO PACKAGES

DESCRIPTION	PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4
TIER	5 MEGA 10 MACRO 10 MICRO	10 MEGA 10 MACRO 15 MICRO	20 MEGA 30 MACRO 30 MICRO	1 ARTIST 30 MEGA 60 MACRO 29 MICRO
NO. OF VIDEOS	30	45	100	145
FREE VIDEOS	5	10	20	25
CAMPAIGN TIMELINE	30 DAYS	30 DAYS	60 DAYS	60 DAYS
INVESTMENT	P200,000.00	P300,000.00	P500,000.00	P1,000,000.00



PACKAGES

TAP AFFILIATE PACKAGES

DESCRIPTION	OPTION 1	OPTION 2	OPTION 3 (less than 50 affiliate)	OPTION 4 (free KOL live streaming)
Number of Nano	50	120	1	180
Number of Short Videos	100	240	2	360
Campaign Execution Timeline	1–30 days	1–60 days	1–30 days	1–90 days
Agency Fee & Affiliates Fee	₱75,000	₱140,000	₱2,000	₱250,000



PACKAGES

MARKETING VIDEO & IMAGES PACKAGES

DESCRIPTION		OPTION 1 BASIC	OPTION 2 STANDARD	OPTION 3 PREMIUM
	 Number of Videos	10	20	30
	 Free: Product Images	5	8	15
INCLUSIONS	Studio & Full Set-up	✓	✓	✓
	Product Shoot	✓	✓	✓
	Conceptualizing	✓	✓	✓
	Creative Direction	✓	✓	✓
	Editing	✓	✓	✓
	Manager	✓	✓	✓
	Photographer	✓	✓	✓
	Videographer	✓	✓	✓
	Technical Support	✓	✓	✓
TOTAL		₱20,000	₱38,000	₱50,000



PACKAGES

STUDIO RENTAL PACKAGES

RATES

1 SESSION

Maximum usage of 7 hours

₱25,000

2 SESSIONS

Maximum usage of 7 hours per session

₱45,000

3 SESSIONS

Maximum usage of 7 hours per session

₱60,000

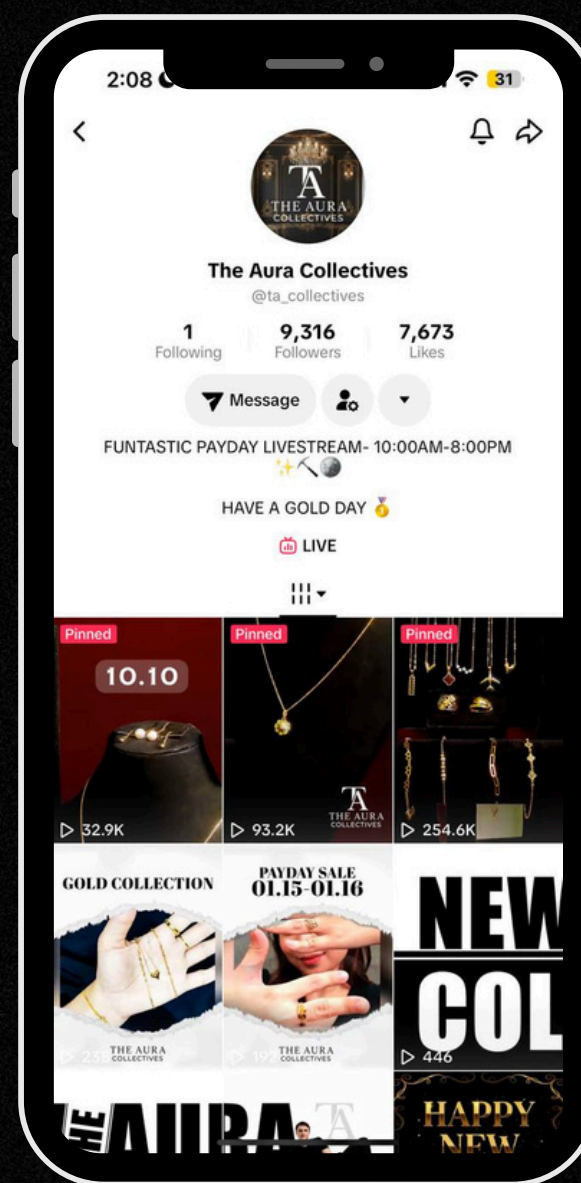


OUR SERVICES — INCLUSIONS

THE AURA COLLECTIVES

VERTICAL ACCOUNT

-  **5 hours duration**
-  **3 Teaser videos**
-  **In-house host**
-  **Studio Set up**
-  **Manpower**
-  **Post mortem**



LIVE analytics

Key metrics Oct 01, 2025 - Oct 29, 2025 Last 7 days Last 28 days Calendar Day Week Month Custom

Transactions					
GMV	Items sold	GMV/1K shows	Customers	Avg. price	Orders
₱500,934.79	187	₱1,519.08	6	₱2,678.80	177
Products		Engagement		Viewers	
Product views	Product clicks	New followers	Likes	LIVE Impressions	Views
567,607	28,924	2,067	219,960	329,761	81,471
CTR	CTOR	Comments			
35.5%	0.61%	2,610			

GMV (₱)

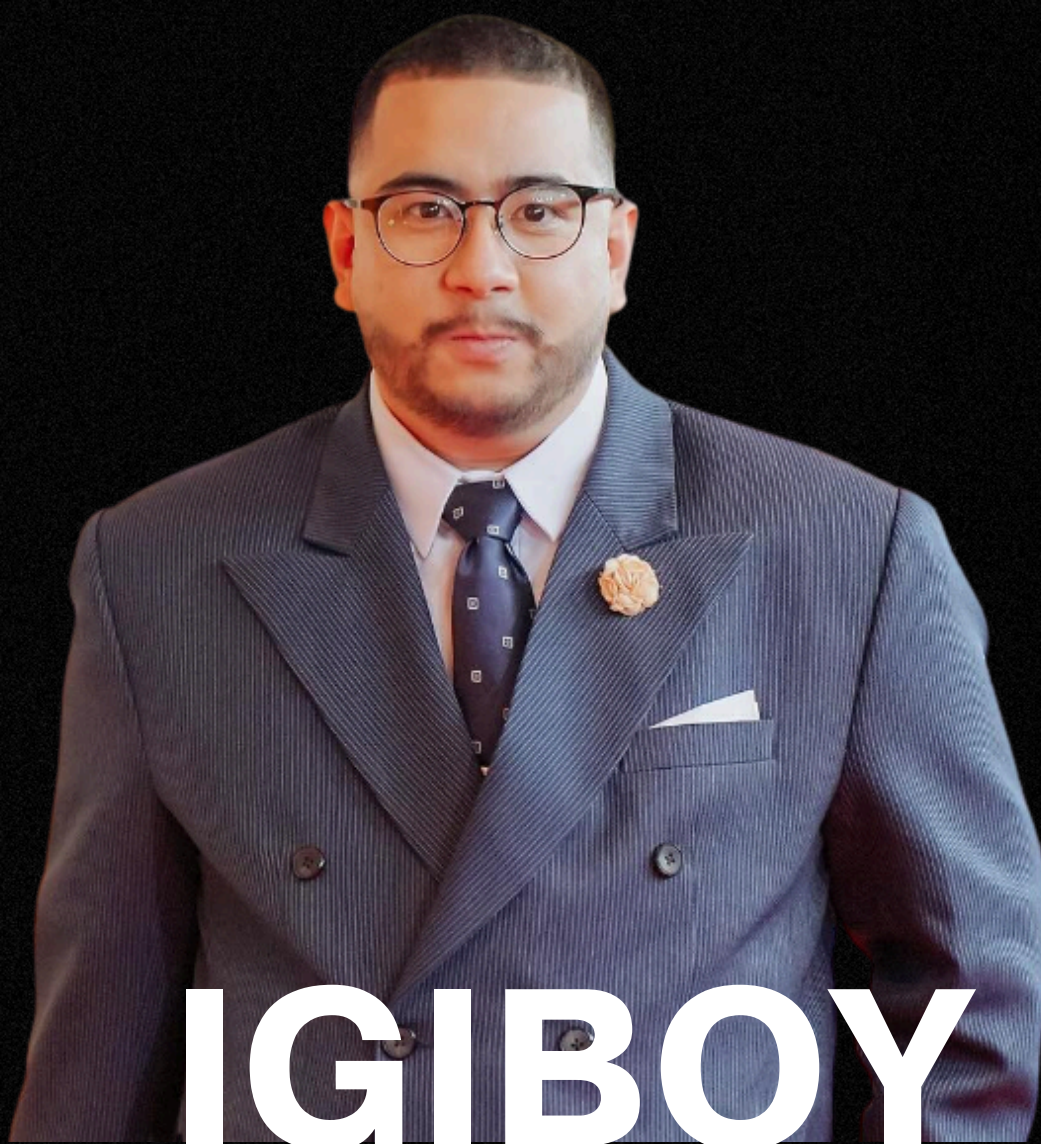
142,467

Items sold **41** Viewers **13.13K**

Impressions	GMV per hour	Show GPM	Follow rate
57.96K	27.51K	2.46K	3.02%
Tap-through rate	Order rate (SKU orders)	Like rate	> 1 min. views
28.82%	0.21% ▼ 76.79%	106.6% ▼ 81.63%	1.81K

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DIGITAL PERSONALITY



ARTIST | CONTENT CREATOR

CATEGORY

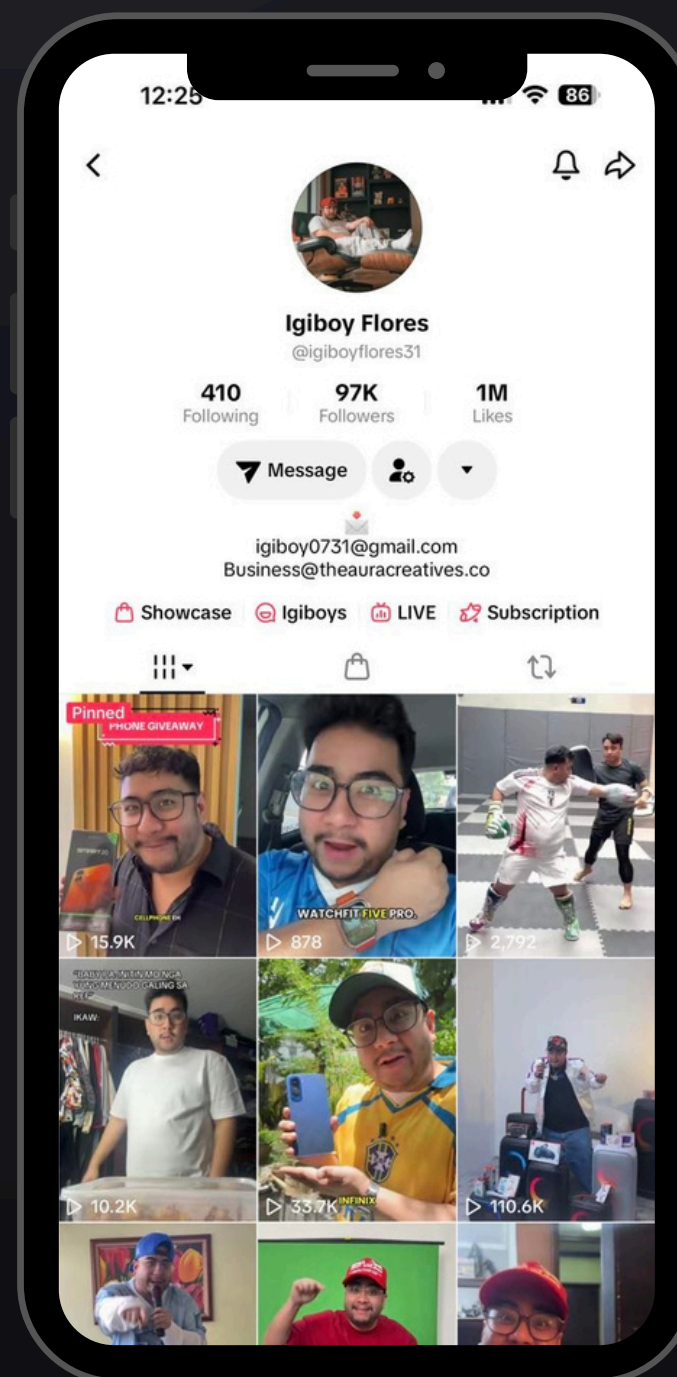
- Electronics
- Lifestyle
- Fashion

19K+

FACEBOOK

100K+

TIKTOK



LIVE analytics					
Key metrics					
Jun 01, 2025 - Sep 21, 2025 Last 7 days Last 28 days Calendar Day Week Month Custom					
Transactions					
GMV	Items sold	GMV/1K shows	Customers	Avg. price	Orders
₱ 2,631,839.82	2,669	₱ 375.89	19	₱ 986.08	2,778
Products		Engagement		Viewers	
Product views	Product clicks	New followers	Likes	LIVE Impressions	Views
3,086,130	149,332	10,974	1,433,459	7,001,696	760,017
CTR	CTOR	Comments			
19.65%	1.86%	22,481			

GMV (₱)			
2,114,875			
Items sold	111	Viewers	48.89K
Impressions	Views	GMV per hour	Avg. viewing duration ...
786.96K	66.38K	301.06K	21s
Tap-through rate (via LI...	Order rate (SKU orders)	Est. GMV	Watch GPM
2.92% ▼ 19.64%	0.17% ▼ 81.47%	2.11M	31.86K

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DIGITAL PERSONALITY

CATEGORY

· Electronics

87K+

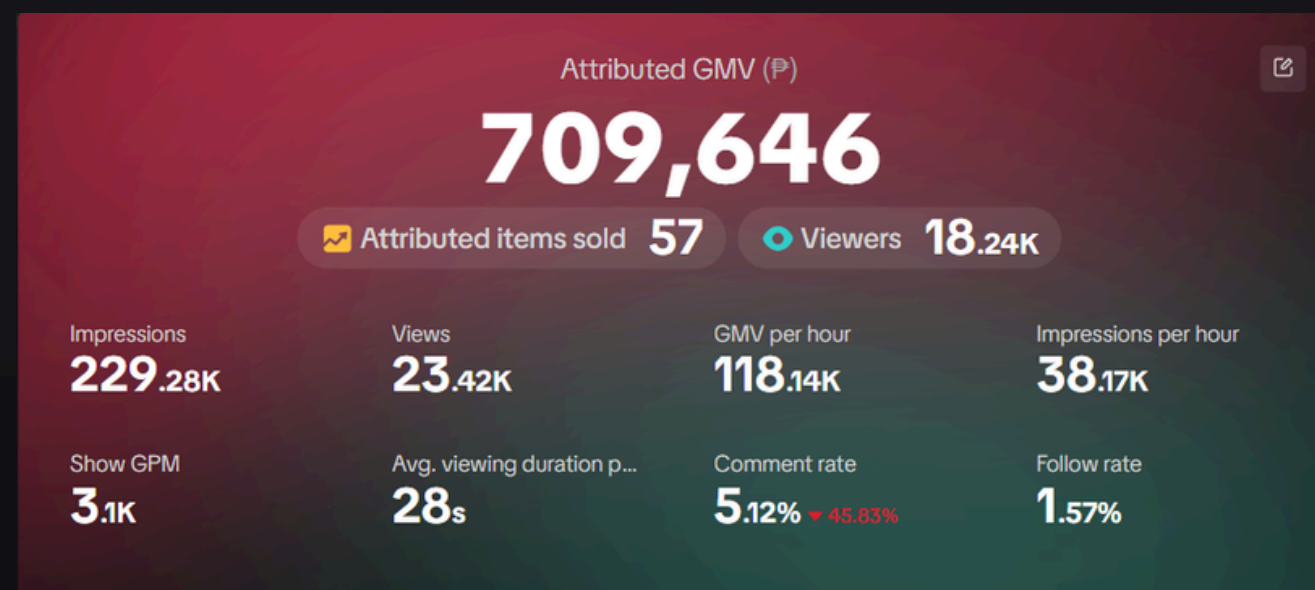
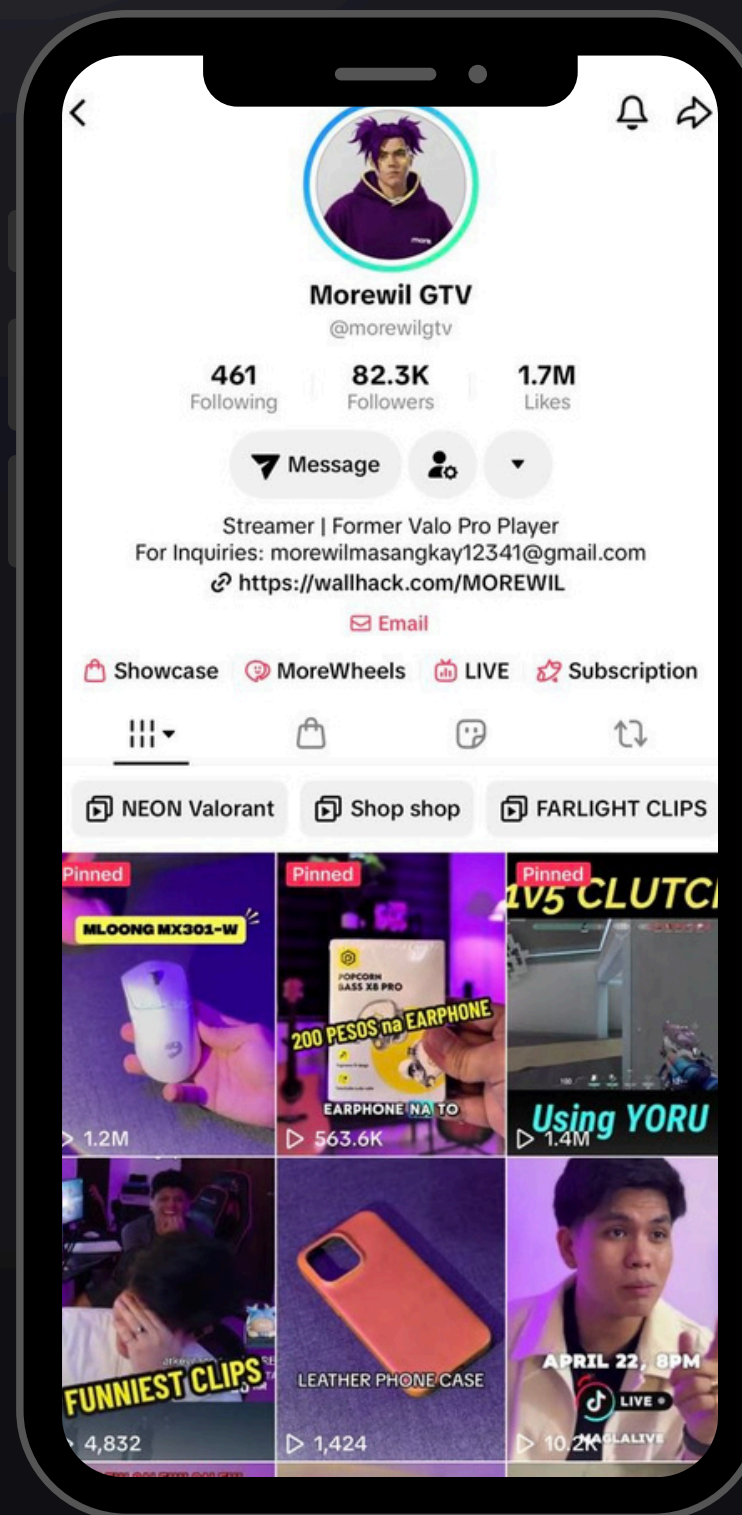
FACEBOOK

920

INSTAGRAM

MOREWIL

CONTENT CREATOR · GAMER



T

DIGITAL PERSONALITY



SOFI

ARTIST · CONTENT CREATOR

CATEGORY

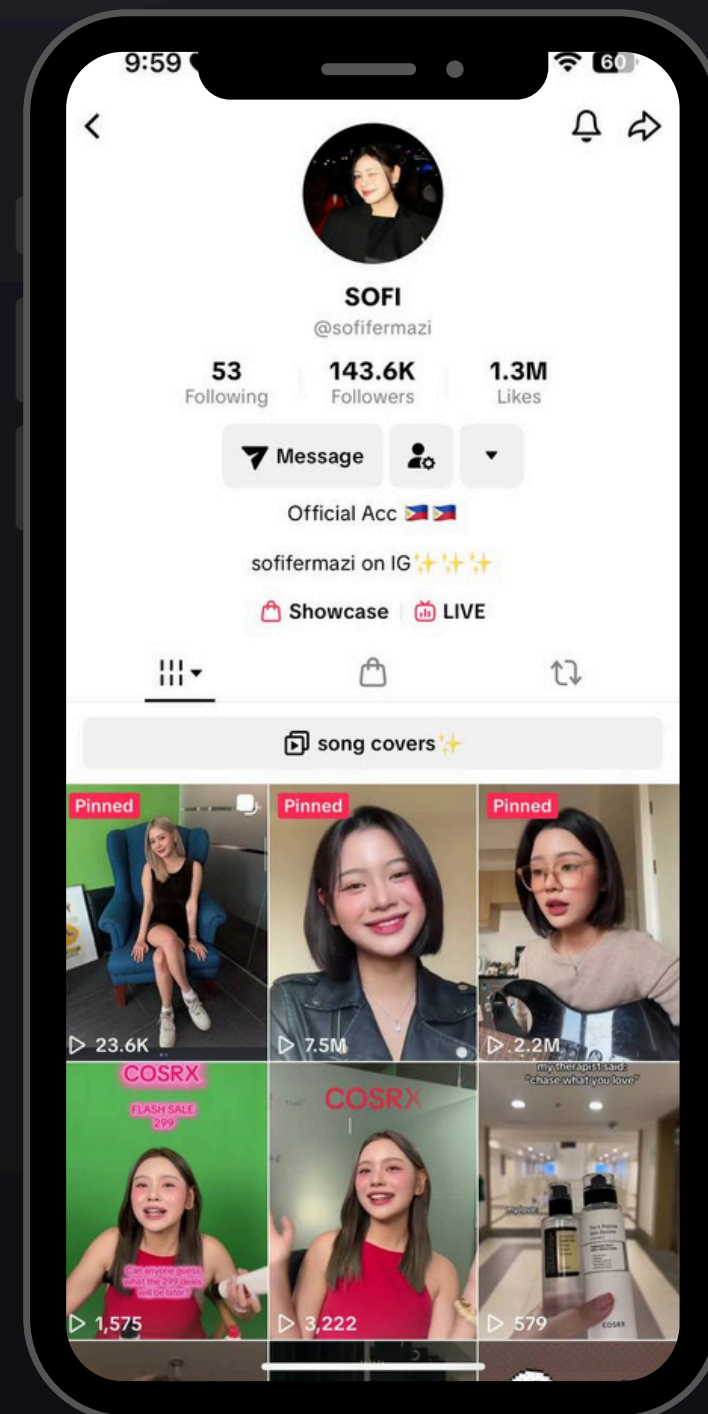
- Beauty
- Jewelry

11K+

FACEBOOK

13.5K+

INSTAGRAM



LIVE analytics					
Key metrics					
Aug 01, 2025 - Sep 21, 2025					
Last 7 days Last 28 days Calendar Day Week Month Custom					
Transactions					
GMV	Items sold	GMV/1K shows	Customers	Avg. price	Orders
₱ 838,604.42	4,424	₱ 211.48	44	₱ 189.56	4,269
Products		Engagement		Viewers	
Product views	Product clicks	New followers	Likes	LIVE Impressions	Views
1,256,628	39,324	1,412	613,759	3,965,319	170,187
CTR	CTOR	Comments			
23.11%	10.86%	8,311			

Attributed GMV (₱)			
340,883			
Attributed items sold 1.45K		Viewers 32.91K	
Impressions	Views	GMV per hour	Impressions per hour
533.27K	42.35K	57.04K	89.23K
Show GPM	Avg. viewing duration p...	Comment rate	Follow rate
639.23	21s	2.23% ▼ 76.41%	1.35%

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DIGITAL PERSONALITY



JAJA

ARTIST · CONTENT CREATOR

CATEGORY

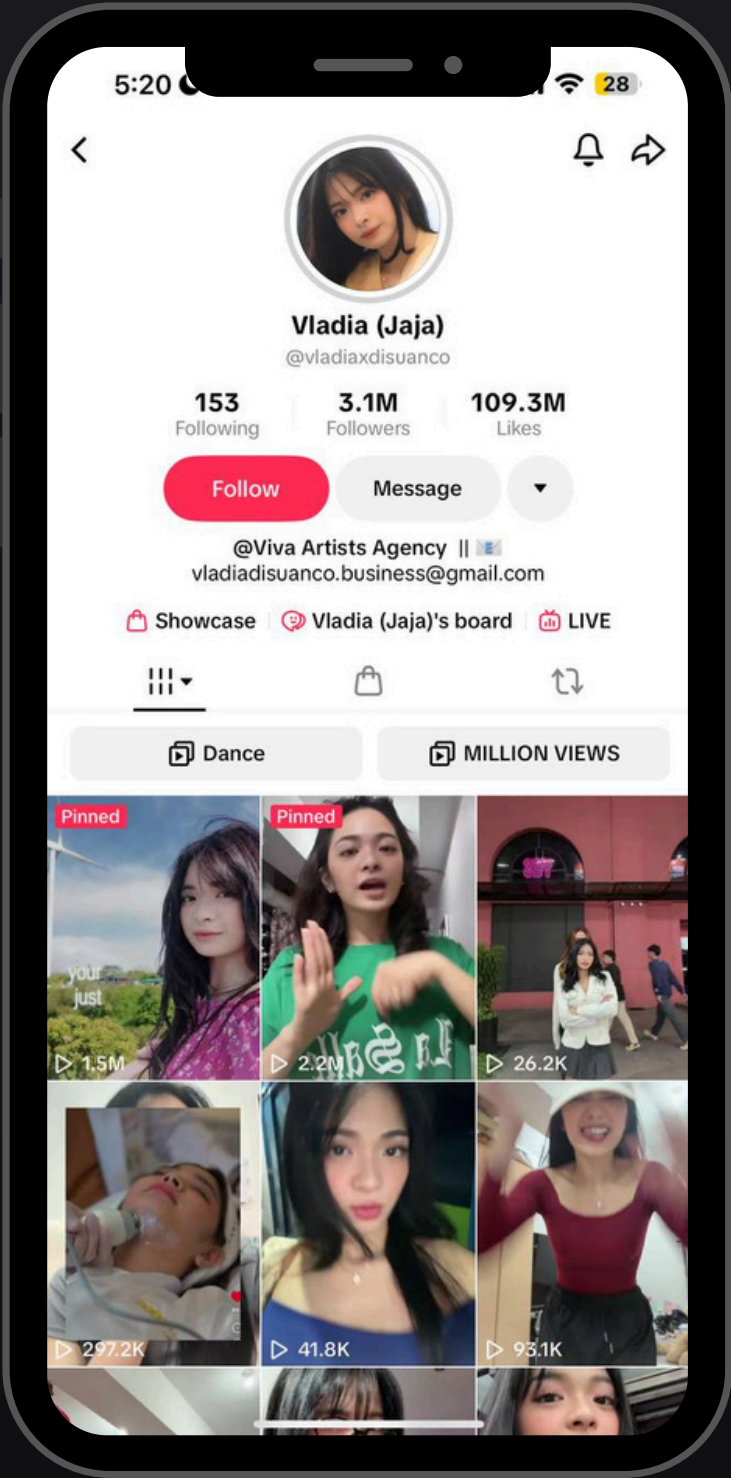
- Beauty
- Lifestyle
- Fashion

603K+

FACEBOOK

227K+

INSTAGRAM



Key metrics					
Jun 01, 2025 - Sep 21, 2025					
Last 7 daysLast 28 daysCalendar DayWeek					
Transactions					
GMV	Items sold	GMV/1K shows	Customers	Avg. price	Orders
₱ 739,794.04	4,591	₱ 45.76	29	₱ 161.14	7,619
Products		Engagement		Viewers	
Product views	Product clicks	New followers	Likes	LIVE impressions	Views
3,866,101	270,042	17,815	6,212,080	16,166,689	585,626
CTR	CTOR	Comments			
46.11%	2.82%	157,109			

Direct GMV (₱) GMV MAX active			
92,073			
Items sold	984	Viewers	21.85K
Product clicks	6.86K	Click-Through Rate	24.78%
Enter room rate	2.27%	Avg. Price (Main orders)	194.66
CTOR (SKU orders)	13.95%	Avg. viewing duration	33s
Ads Cost	18.89K	Product Impressions	266.41K
		Customers	391
		SKU orders	956
		Show GPM	75.49
		Watch GPM	3.33K
		Gross revenue (GMV MAX)	103.47K
		GMV per hour	17.95K
		Created SKU orders	989



CREATOR ECOSYSTEM

CREATOR ECONOMY



Virality

Top Creators

1



Quality Seeding

Key Opinion Leaders

2



Massive Sharing

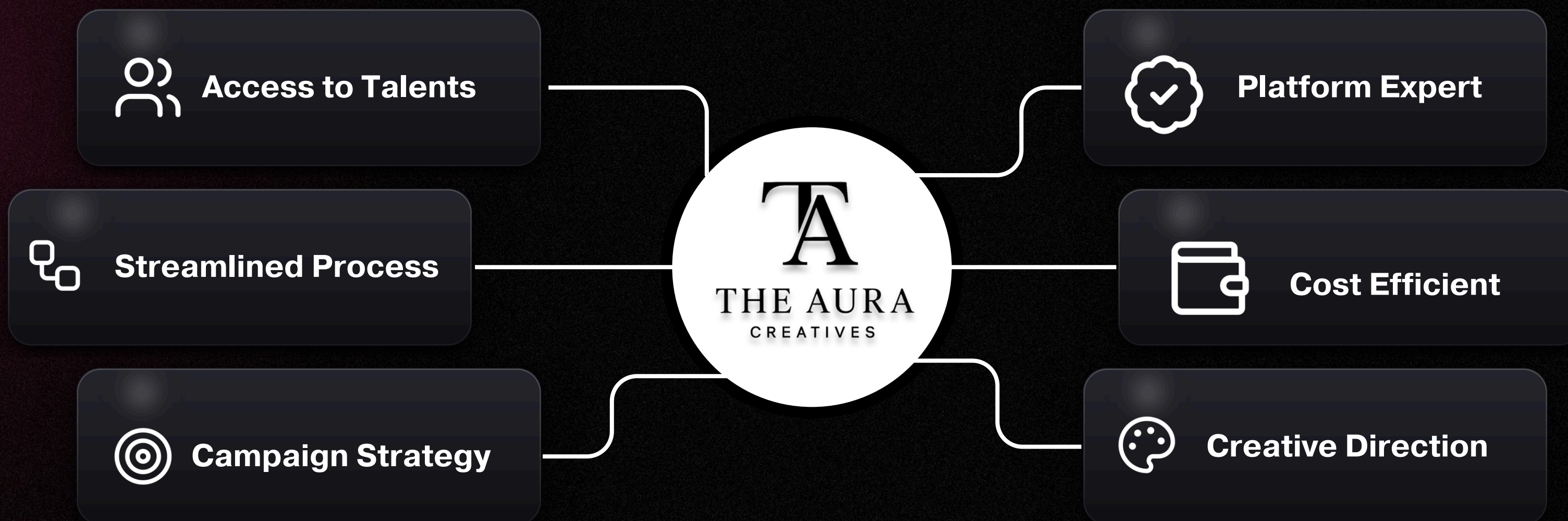
Key Opinion Consumers

3



WHY WORK WITH US

Working with an MCN agency gives brands and creators access to expert content strategy, top-performing talent, and end-to-end support that drives real results in short video and livestreaming campaigns.





WORK WITH US

LET'S CREATE SOMETHING THAT CONVERTS. ■

We value every connection and look forward to building lasting relationships.

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