

DIGITAL

November 2025

# MAGAZINE



**Hannah Granda**  
COO / Director,  
Sine Haraya Advertising Corp.

Content That Sells

## How to Capture Customers with Your Camera

Practical Tips for Food Entrepreneurs









**17th Philippine SME Business Expo - Franchise Edition**

 **NOV 28-29, 2025** EVENT DATE
 **10:00AM - 06:00PM** EVENT TIME
 **WORLD TRADE CENTER METRO MANILA** EVENT LOCATION

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**NOV 28-29, 2025**  
EVENT DATE

**10:00AM - 06:00PM**  
EVENT TIME

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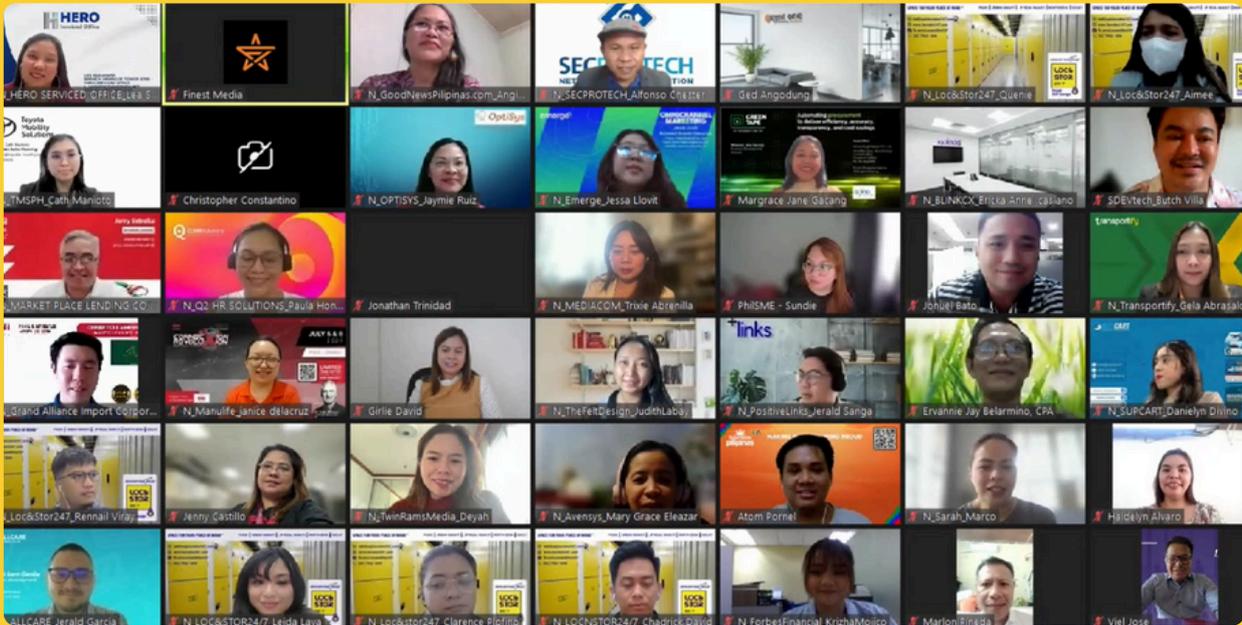
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Granda  
Hannah

COO / Director,  
Sine Haraya Advertising Corp.

## Content That Sells How to Capture Customers with Your Camera

Practical Tips for Food Entrepreneurs

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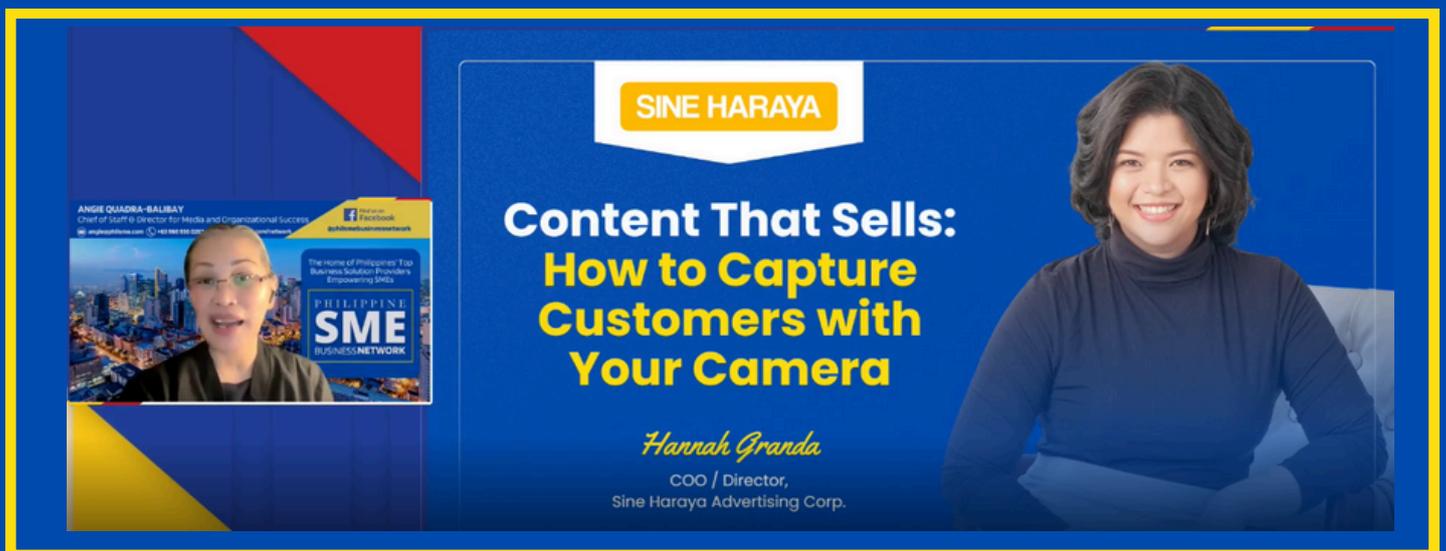
# Content That Sells: How Sine Haraya Turns Vision Into Visuals

PHILIPPINE  
**SME**  
BUSINESS NETWORK

by Franchezca Romano

In an era where everyone has access to social media but only a few manage to stand out, **Hannah Laya Granda**, Chief Operating Officer and Founder of **Sine Haraya Advertising Corporation**, has made it her mission to help Filipino entrepreneurs bring their stories to life, intentionally and beautifully.

From trade expos to digital showcases, **Sine Haraya** has become synonymous with creative storytelling that champions Filipino identity. And at the heart of this creative powerhouse is Hannah, an entrepreneur who believes that every brand begins with a story worth telling.



"Sine Haraya is all about intentional messaging," Hannah begins passionately.

The company's name itself is rooted in the Filipino word "**Haraya**", derived from **Hiraya**—a term that embodies the power of imagination and manifestation. "**When your vision or belief is so strong, it becomes reality**," Hannah explains. "**That's what we do for our clients. We help them turn their vision into visuals.**"

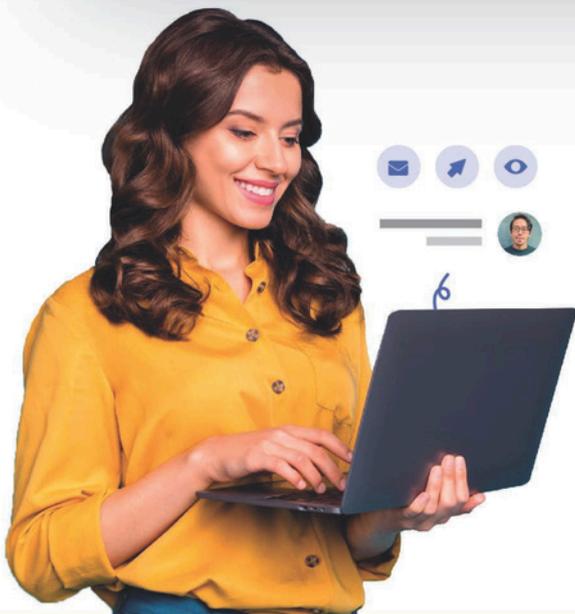
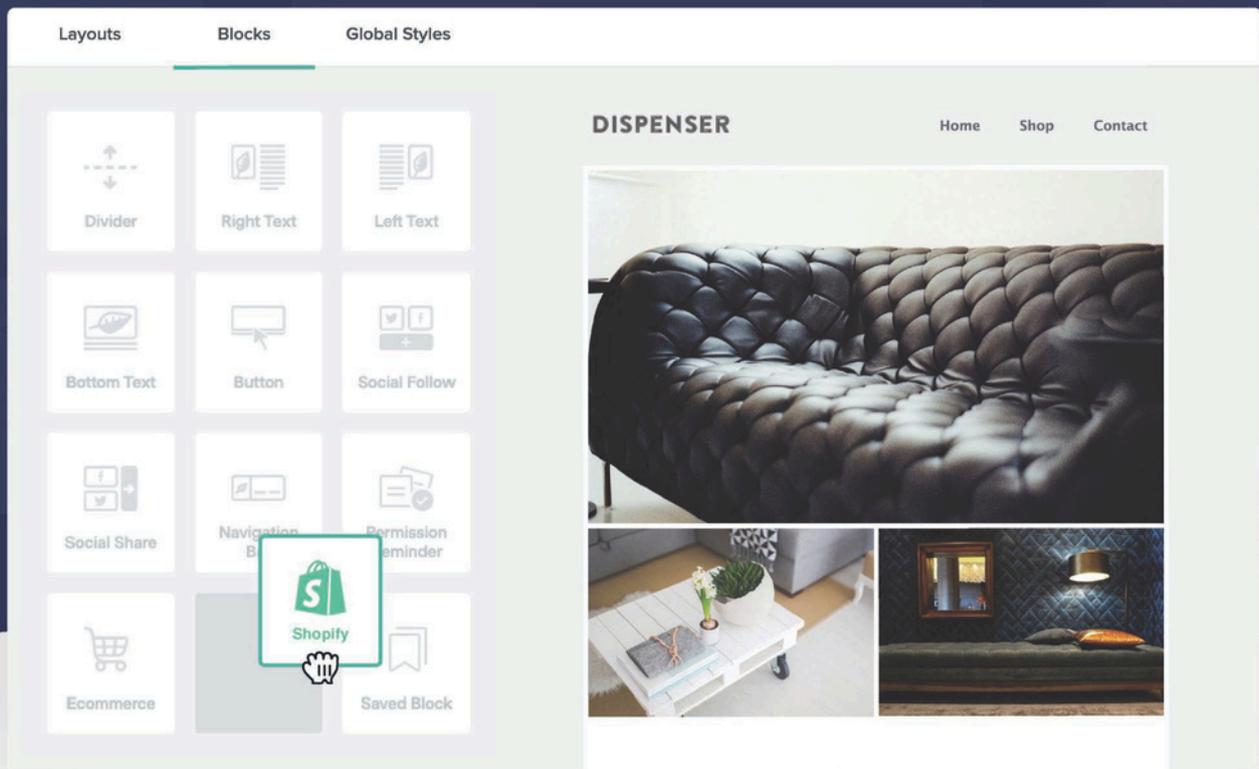
**Sine Haraya** started humbly in 2012 as Hannah's personal creative pursuit. For more than a decade, she worked online building relationships through Facebook, Instagram, and small business communities. But it wasn't until 2023 that **Sine Haraya** became a registered corporation, marking the start of a new chapter.

From freelancers and startups to corporations and even international clients, **Sine Haraya's** portfolio now reflects a decade-long commitment to elevating Filipino brands through thoughtful storytelling and powerful visuals.

(Read more on page 13)

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# Content That Sells: How Sine Haraya Turns Vision Into Visuals

by Franchesca Romano

## The Power of Content

At the [36th PHILSME Networking Meeting](#) held via Zoom, Hannah delivered a presentation titled "[Content That Sells: How to Capture Customers With Your Camera](#)," wherein she underscored the significance of online content as a digital storefront.

"Get your phone and look at your page objectively," she challenges her audience. "If you were a stranger, what would you think about your brand? Would you trust it? Does it look active? Professional? Consistent?"

For Hannah, the goal of content isn't just to exist—it's to **communicate intentionally**.

"Social media is noisy," she says. "Anyone can post, anyone can boost ads. **The challenge is being heard by the right people.**"

She adds that 70% of customers decide where to eat based on what they see online, a statistic that resonates deeply with entrepreneurs in the food and service industries.

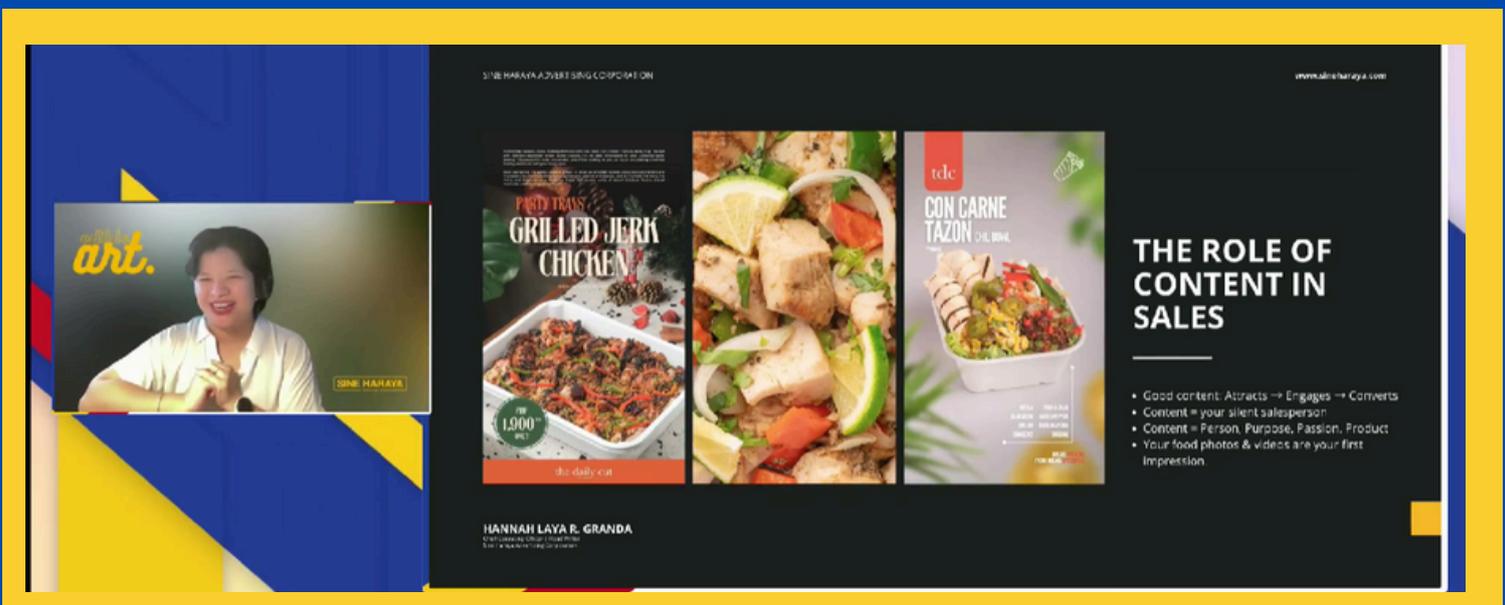
"People eat with their eyes first," Hannah reminds. "That's why great visuals matter."

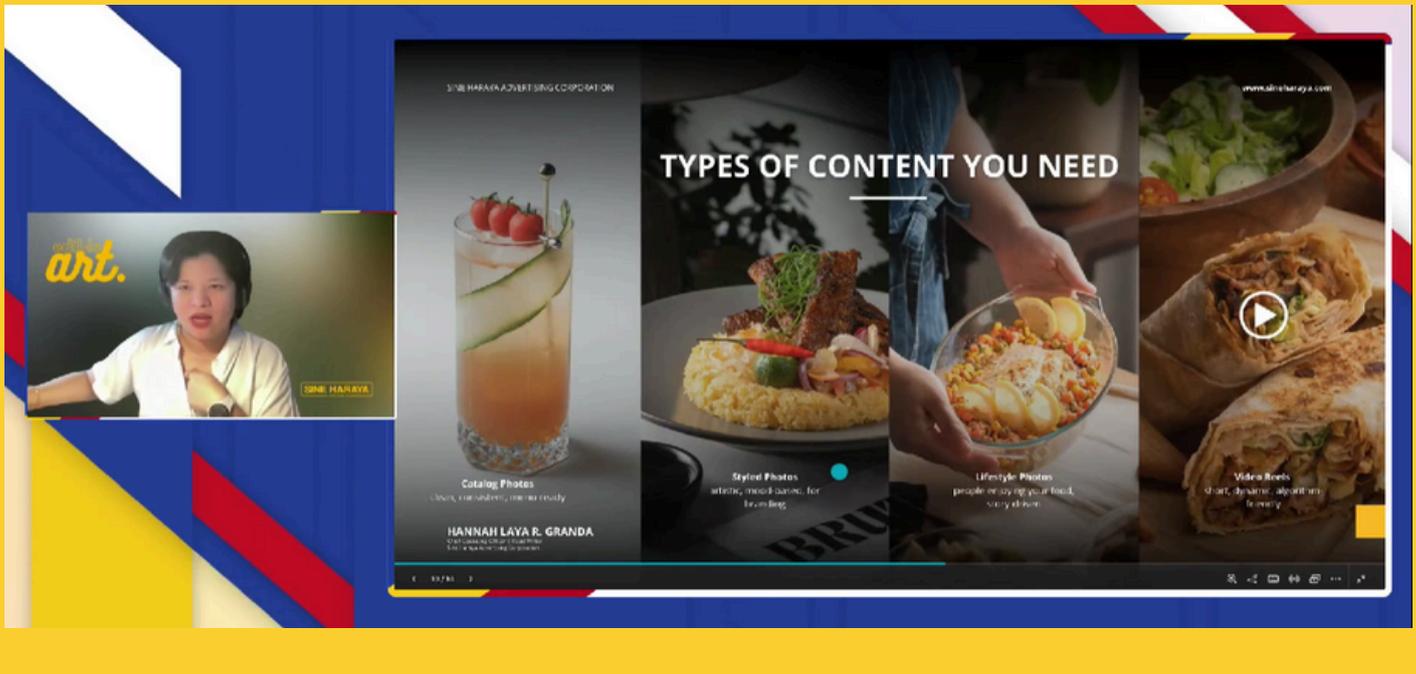
Her advice? If you don't have a Google Maps page yet, make one and upload beautiful photos of your products.

## The 4 Ps of Effective Content

According to Hannah, crafting content that truly connects begins with four fundamental elements, the 4 Ps:

1. **Person** – "Who are you? What makes you unique?" Hannah urges entrepreneurs to let their values and personality shine through their brand.
2. **Purpose** – "Why are you doing this?" Whether it's supporting local farmers or promoting community employment, your mission builds connection.
3. **Passion** – "What drives you?" Share what fuels your creativity, but be mindful of overly polarizing topics.
4. **Product** – "Show your product authentically." When your visuals reflect your values and purpose, your brand storytelling becomes powerful and persuasive.





Together, these four elements form the emotional foundation of authentic marketing, a reflection of both the brand and the people behind it.

### Partnering With Professionals

While Hannah believes that anyone can start creating content, she also recognizes the value of professional help.

"As entrepreneurs, we already wear so many hats: admin, HR, finance, marketing," she says. "Hiring professionals allows you to focus on what you do best while ensuring your brand looks polished, consistent, and credible."

Sine Haraya's creative style is described as timeless, minimalist, and cinematic: a blend that highlights the essence of both product and maker. "We focus on who you are and what your brand stands for," Hannah explains. "It's storytelling through visuals."

Hannah ends her talk with a simple but powerful reminder: "Your content is your storefront, make it irresistible."

In a world where attention is fleeting and competition is fierce, her message resonates deeply with small business owners and creatives alike.

Sine Haraya continues to champion Filipino creativity, proving that when vision meets intention, imagination truly becomes reality. Get a chance to meet Hannah and the Sine Haraya team at the [17th PHILSME Business Expo: Entrepreneur & Franchise Edition](#) on November 28-29, 2025 at the World Trade Center, Metro Manila.

Join this fun, high-energy, and collaborative group. To learn more about the [PHILSME Business Network](#), contact [sunshine@philsme.com](mailto:sunshine@philsme.com), text, or call +63 916 642 7813, or Viber/WhatsApp +63 968 569 8358.

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The calendar pages include months from January to December. Each page has a grid of dates and a small illustration of a floral arrangement. Text boxes on the pages provide information about the flowers used, such as 'The below pressed flower arrangement features dried Sunflower, Dahlia, and other flowers...'.

Care Channels International is a non-profit organization working among the poor and marginalized in Asia. We engage communities through a variety of health, education and livelihood programs. Through our holistic, innovative and sustainable initiatives, we seek to empower individuals and families to break free from the grip of poverty. This calendar is the labor of the hands of our beneficiaries in the Philippines, Indonesia and Timor Leste. We train the unskilled, including single mothers, widows, unemployed men, and young adults, to unlock their creativity and open doors of opportunity they might not otherwise have. The purchase of this product helps our beneficiaries provide for themselves. We thank you for being part of their journey from dependency to dignity.

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LOCATION

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**PHILSME Franchise Edition**

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# PHILSME Franchise Edition

## Welcomes Exhibitors and Entrepreneurs to the Nation's Biggest B2B Marketplace

MANILA, Philippines — Entrepreneurs, business leaders, and franchise seekers are set to converge at the [17th Philippine SME Business Expo: Entrepreneur & Franchise Edition](#), happening on November 28–29, 2025, at the World Trade Center in Pasay City, Metro Manila.

This year-end edition of the country's [flagship B2B expo](#) brings together over 10,000 decision-makers, 130+ exhibitors, and 200+ growth solutions and franchise opportunities across industries. The event is a dynamic marketplace for those looking to start a business, expand operations, or invest strategically before 2026.

“This expo is designed for action. Whether you're launching a franchise or scaling your operations, PHILSME gives you direct access to the right people, the right solutions, and the right timing,” said [Trixie Esguerra-Abrenilla](#), CEO and Managing Director of PHILSME. “We're proud to present leading businesses that empower SMEs with the tools, systems, and services they need to grow and thrive.”

Over 30% of the expo floor is dedicated to franchise brands across food, wellness, retail, fitness, education, and services—giving aspiring entrepreneurs a one-stop destination for ready-to-invest business models. The remaining space highlights SME support sectors and business enablers, including tech, finance, logistics, marketing, e-commerce, and more.

Visitors can explore exhibits, attend live demos, join business talks, and access event-only deals on tools, services, and franchise packages. Attendees range from startup founders, SME owners, and professionals to corporate buyers, investors, and industry suppliers.

Meanwhile, [exhibitors and sponsors](#) benefit from premium positioning in front of a [high-intent audience](#) actively seeking new ventures, upgrades, or strategic collaborations. PHILSME's on-ground visibility is amplified through a strong [digital and media presence](#), ensuring sustained exposure before, during, and after the expo.

The 17th PHILSME is organized by the same team behind the [Entrepreneur and Franchise Expo](#), which helped grow brands like Master Siomai, Anytime Fitness, and Potato Giant. Today, PHILSME continues that legacy—providing a platform for both [modern business solution providers](#) and [established franchises](#) to connect with fast-growing SMEs nationwide.

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★ Milestone Highlights

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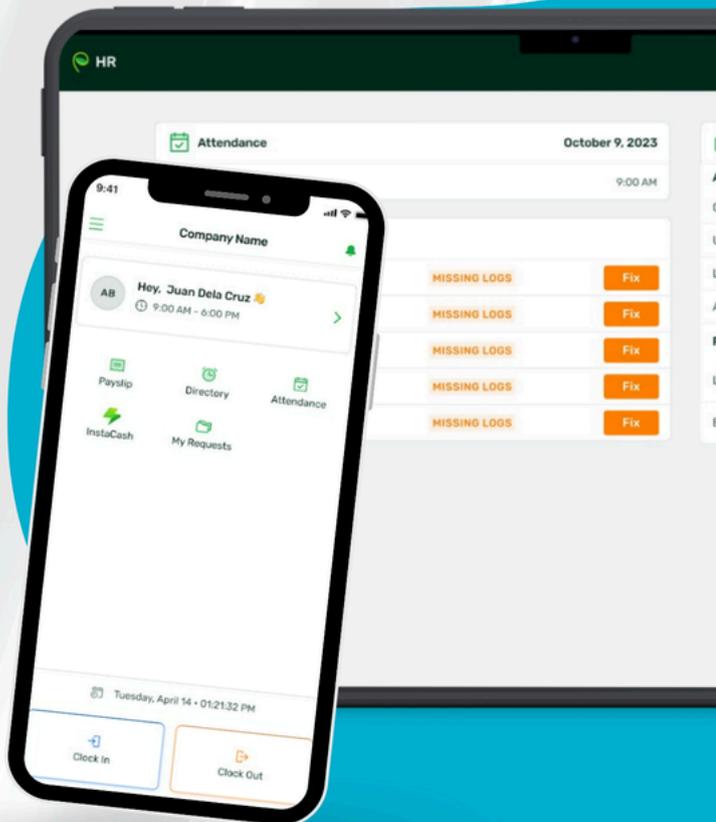
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**SMS 10K**  
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**SMS 20K**  
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**NOV. 28-29, 2025**

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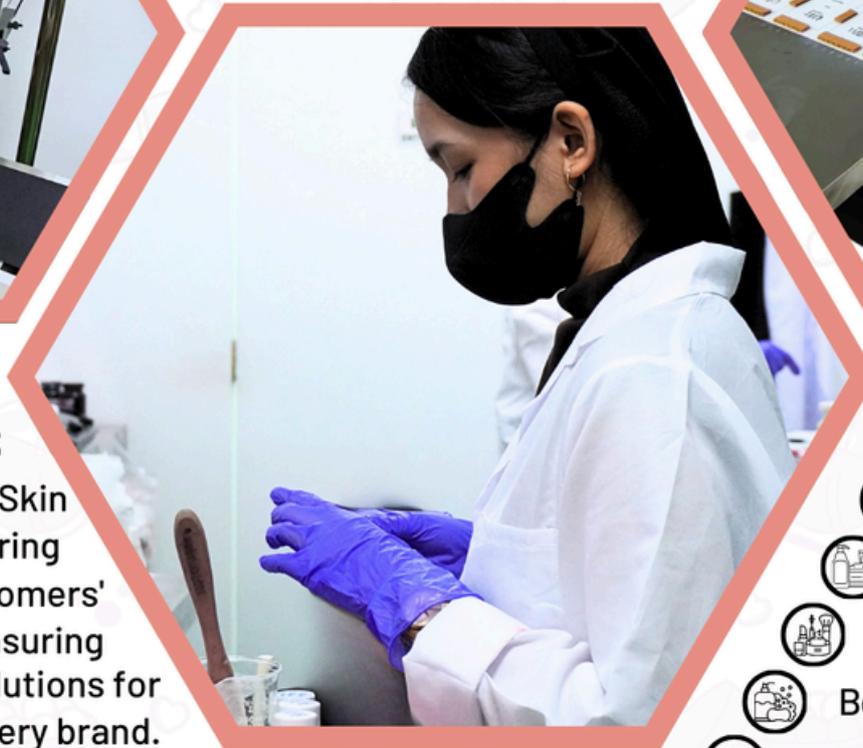
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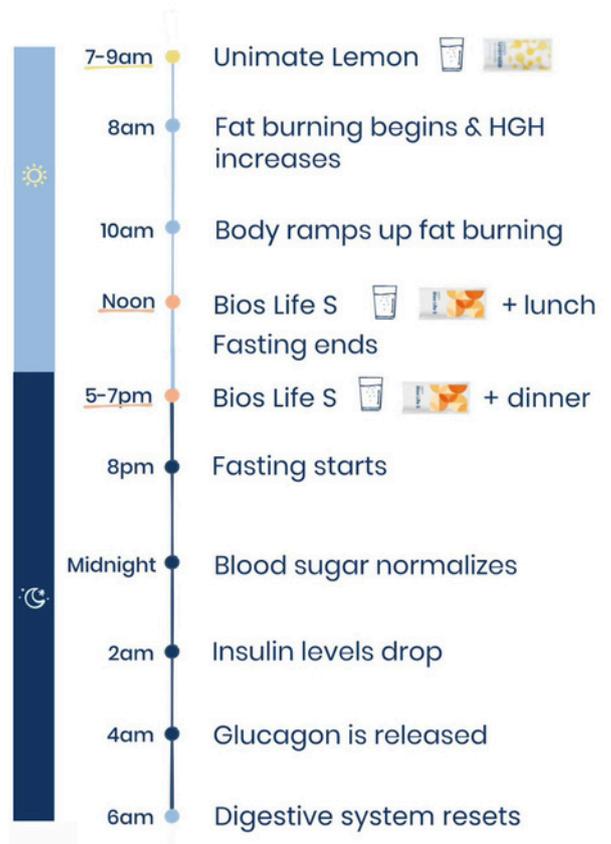
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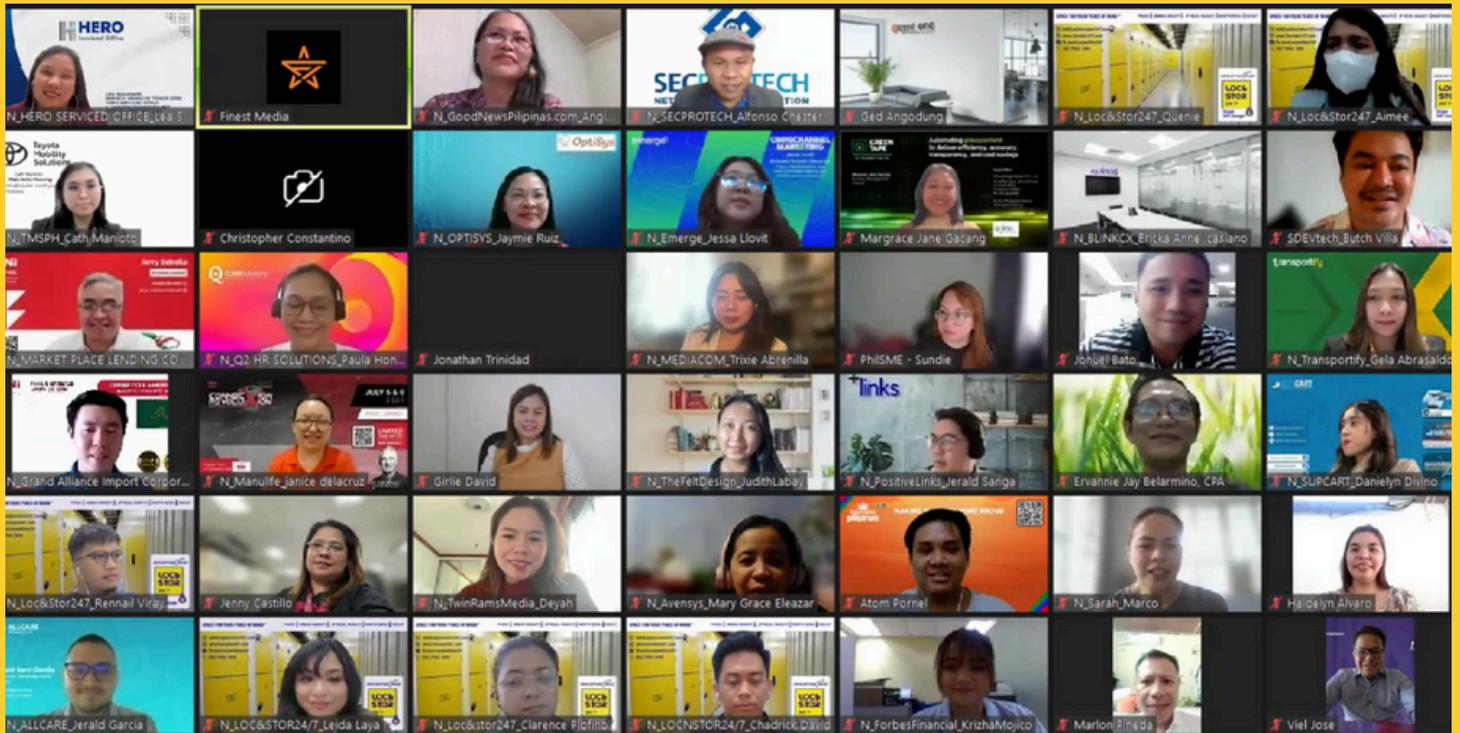
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