

Gohan

Press Kit & Company Information

We are a Strategic Branding and Design Agency.
Make your brand easy to find and hard to forget.

Company Bio
Founders Bio (Yohji)
Founders Bio (Jason)

28/F, Menarco Tower,
32nd St, Taguig,
Metro Manila

**Gohan Concepts
Philippines Inc.**

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Philippines Inc.**

Founded:

2017

Type:

Privately held

Founders:

Jason Hutcheson &
Yohji Alexander Kanki

HQ Address:

28/F, Menarco Tower, 32nd St,
Taguig, Metro Manila, Philippines

About Us

Gohan Concepts

Gohan is a Brand Consultancy providing professional Branding, Strategy and Identity Design services. When most people hear “branding”, design is the first thing that comes to mind - that design deliverables are the primary output of the branding process. In truth, while everybody loves a great design, Gohan’s excellence lies in the alignment and clarification skills that Founders and CEOs frequently struggle with, bringing clarity to the process of building and launching new companies and brands. We help business leaders understand the obstructions that prevent them from building their company into an impactful brand. Frequently, addressing these issues requires strategy workshops, which are Gohan’s cornerstone service for Brand Strategy, detecting brand and growth obstacles that obstruct company growth and expansion of the customer base. Gohan’s client reviews are outstanding and consistent, having been recognized with several awards from industry publications in 2021, such as the Top Philippines Agency award by Clutch.co.

Founded in 2017, Gohan has evolved their offerings twice since inception. In 2019, the founders realized that real strategic impact is best created in the infancy of a new vision, when the business plan is created. We let our clients know “The best time to develop a sound brand strategy is before you do anything else. The second best time is right now.”

The Gohan team is now spread around the world, delivering all services digitally through a 100% virtual experience. Gohan has physical offices in Menarco Tower, BGC, Manila, Philippines and in Lippo Center, Hong Kong. The team is led by co-founders Jason Hutcheson and Yohji A. Kanki, Gohan partners for five years and counting.

For case studies and proof of work, please visit our website or portfolio pages:

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Website:

gohanconcepts.com

Behance:

behance.net/GohanConcepts

Our Work

Clients & more

Gohan’s clients include Globe Telecom Philippines, Kumu PH, Common Ground, Vision Express, Chow Tai Fook, Pretty Huge, City of Pearl, NEO property Management, FINSI, Asticom Technology, First Circle and many more.



Gohan’s superpower is its ability to understand and relate to executive and leadership teams. Other agencies are naturally biased: if you ask an agency that specializes in logos, they will say you need a new logo; if you ask an agency that specializes in website development, they will say you need a new website... At Gohan, we recognize the difficulty in interrupting daily workflows to dedicate time to brand development, so we go to extreme lengths to accommodate schedules. The workshops for each client do require the active participation of company leaders to ensure outcomes are implemented across the organization. By the end of our engagement, the obstacles that limited your brand growth will be eliminated. We know our design talent is second to none and you will love our logos and collateral material, but our most impactful deliverables are strategy plans and brand guidelines that support leadership to deliver a well-aligned coherent vision of the company and brand.

Contact

Phone:

+63 917 508 9252

Email:

info@gohanconcepts.com

Website Contact Form

<https://www.gohanconcepts.com/contact>

Clutch Review Page

<https://clutch.co/profile/gohan-concepts#summary>

LinkedIn Profile

<https://www.linkedin.com/company/gohanconcepts/>

Behance Profile

<https://www.behance.net/Gohan-Concepts>

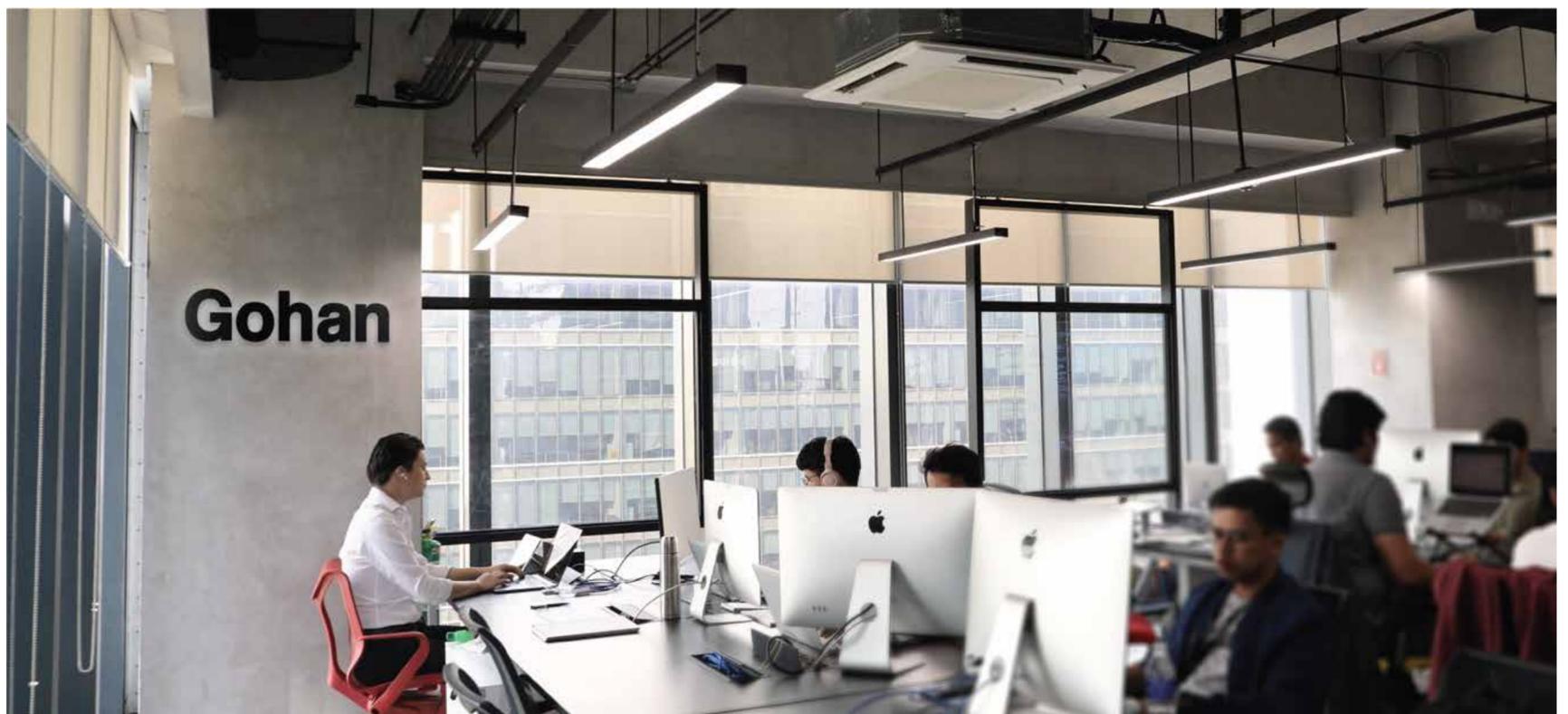
Services

What we do and we don't do

Gohan does not provide marketing, PR, event or social media services. We have evolved into a power team of professional problem solvers. We do this most effectively and provide the greatest client value by staying focused on brand related obstacles. If you have a new idea, are in pre-seed, bridge seed or other funding rounds and want guidance to progress on to the next stage of the “business-to-brand” journey, Gohan is the right partner for you.

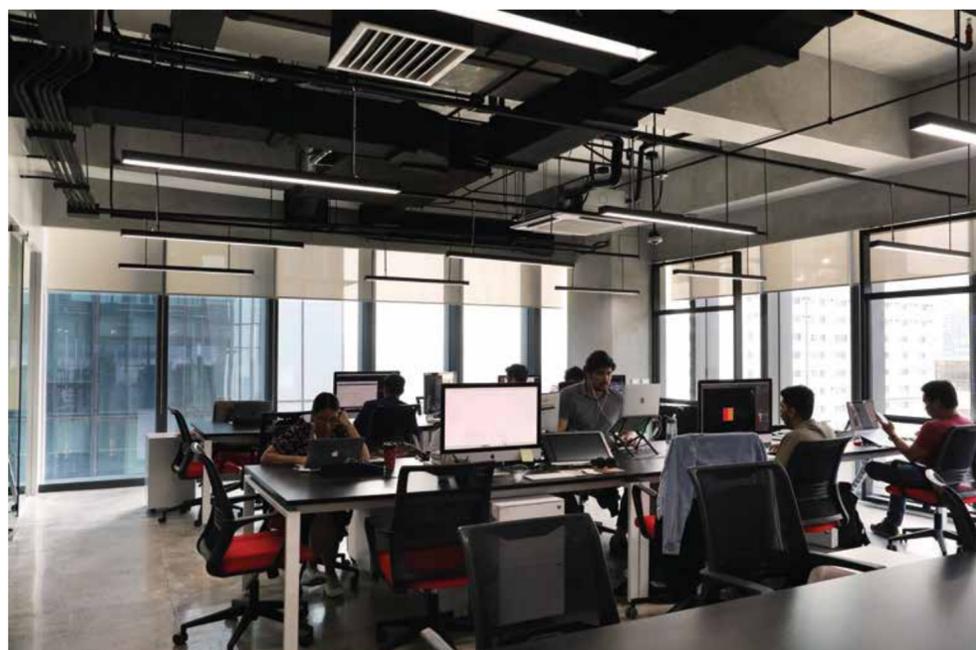
Our services are strictly limited to:

1. Brand Strategy
2. Strategic Consulting
3. Logo & Identity Design
4. Asset Design (for ex. Investor Pitch Decks)
5. Internal Training & Workshops
6. Launch Website Services



Photos from our HQ office
in Menarco Tower, BGC.

We almost don't remember
how it feels to be there, but
we are hoping to be back
very soon!



Yohji Alexander Kanki

Founder's Biography

Yohji Alexander Kanki is a Brand Consultant with over 10 years of design and brand consulting experience. Yohji's professional journey and unique skill set evolved from his early passion and talent for design. He realized early on that this inherent skill set would be greatly enhanced with self education on the strategic side of the brand building process. Using foundational digital strategy workshops and his versatile knowledge experience on what a company needs to become an impactful brand, Yohji has created brands in over 20 countries. In 2017 Yohji co-founded Gohan Concepts, a strategic brand consulting agency. He has learned a lot and enhanced his brand building insights from Gohan's broad range of clientele and uses this knowledge and experience to consult, lead and design for top firms around the globe. Yohji chose the path of brand strategy because this is the part of the brand building process where real change happens.

LinkedIn Profile

[linkedin.com/in/yohjikanki/](https://www.linkedin.com/in/yohjikanki/)



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Jason Hutcheson

Founder's Biography

After working together in 2017 on a new app project, Jason and Yohji partnered to co-found Gohan Concepts. Jason's 15 years of experience in marketing and product management in the gaming industry and working with startups formed a unique background and skill set that combines design, software development, and management. Brand strategy is the perfect landscape for Jason's unique talents, helping companies to align their goals and execute their visions. Jason was instrumental in developing Gohan's approach to brand strategy, combining aspects of product development, marketing strategy, and goal alignment into collaborative workshops and helping brands create a user-friendly foundation to supercharge their growth. Jason chose brand strategy because it leverages his passion for solving business problems with creativity and design into a high-value offering that clients love!

LinkedIn Profile

[linkedin.com/in/jasonhutcheson83](https://www.linkedin.com/in/jasonhutcheson83)



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Thank You

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