

The Private Sector Takes the Lead in Branding the Philippines

By EON



The private sector is leading the drive for Branding the Philippines. With insights gleaned from consultations with the business chambers, trade associations, media, civil society, and the government, EON is currently developing "Branding the Philippines: Championing the Filipino", a white paper that outlines the need for a strong country brand and how to achieve this goal. This is the result of a recently held Forum on Branding the Philippines led by EON and ECCP and attended by representatives from MAP, MBC, ANZCHAM, AMCHAM, ECCP, JCCIP, CANCHAM, BPAP, SGV, and the Presidential Communications Development and Strategic Planning Office.

[Read BusinessMirror columnist Marjorie Teresa R. Perez's insight on Branding the Philippines.](#)

"Branding the Philippines has been our flagship advocacy since 2007, and now is a crucial time in crafting an overall country branding roadmap with the support of key stakeholders in the country," shares EON CEO Junie del Mundo. This advocacy was started because of the need to inspire confidence and pride in the Philippines through a unified idea that resonates strongly with Filipinos and the world. Country branding is about creating an experience that matches what the country promises – it goes beyond individual logos, taglines, and campaigns. In creating the Philippines' country brand, the country's people, culture, and location jointly reinforce what is uniquely Filipino to a global and local audience.

EON, the Asian Institute of Management (AIM), and the European Chamber of Commerce of the Philippines (ECCP) have been at the forefront of continuing the dialogue and research in developing the plan towards a strong country brand. ECCP Executive Vice President Henry Schumacher says that: "The Philippines remains a country that has yet to unlock its full potential. What we'd like to start here is the involvement of key stakeholder groups so that the process of branding the Philippines becomes collaborative and evocative for everyone involved."

Del Mundo adds: "Having been able to speak about Branding the Philippines in numerous fora, most recently the Philippine Tourism Congress, we know that there is already awareness and support for this advocacy; stakeholders understand that once the Philippines becomes an effective brand, our credibility and competitiveness as a business and investment destination improves, while Filipinos at home and abroad become more empowered in living up to the Filipino promise of excellence and compassion. Visually, the Filipino brand becomes an indelible mark in people's minds, resonating with them and making them proud to be Filipino."

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