

EON Presents The Story of BRANDING THE PHILIPPINES

By EON



EON The Stakeholder Relations Firm is proud to share with everyone the story of its flagship advocacy BRANDING THE PHILIPPINES: CHAMPIONING THE FILIPINO.

With the idea from EON CEO Junie del Mundo and former EON Deputy Managing Director Robert de Quelen, Branding the Philippines is an ongoing process of persuading more stakeholders to come on board for a country brand. In this video, Del Mundo and Director for Creative Strategies Jeannie Javelosa explain the challenges and opportunities we all face as a country that is still coming to grips with developmental issues.

As Del Mundo shares, "We need to make sure that the story of this advocacy continues to inspire all those who love the Philippines to do their part in lifting up the brand and reputation of the country. This has been EON's flagship advocacy since 2006, and we will continue the drive in creating the country brand that will help push the Philippines onto the global stage."

[Watch other video interviews of Junie del Mundo on Branding the Philippines here.](#)

With a country brand, the potential to unite all touchpoints of a country's expertise gains more solid ground. We invite everyone to join EON in our advocacy to create a strong country brand for the Philippines.

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EON The Stakeholder Relations Firm

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"Brio" by Jesse Cook/ "Classical Soul" by Oscar Lopez/ "Awit ng Bahaghari" by Noel Cabangon/ "Rural Life" by Pat Kirtley/
"Amor de Mis Amores" by Francis Goya/ "Ako'y Pinoy" by Florante

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