

EON

EON ENGAGE DIG TANGERINE
public relations

Private Sector: Nation Branding the Philippines

**No nation wants to be
anonymous**



**Strong Brand :
Competitive
Advantage**

**Weak Brand :
Marginalised &
Ignored**



Asking for directions. More fun in the
Philippines

PRIVATE SECTOR



CASE STUDIES



IBPAP



LIFT MARTIAL
LAW
NOW!
-ANAKBAYAN
NATIONAL TEACHERS
COLLEGE

STOP
TERRORISM
END
MARTIAL
LAW

LIFT MA
LAW
NOW!

LIFT
MARTIAL
LAW IN
MINDANOW!

ANAKBAYAN
NATIONAL TEACHERS
COLLEGE

ANAKBAYAN
NATIONAL TEACHERS
COLLEGE

STOP TERROR
END
MARTIAL LAW
ANAKBAYAN TU

LIFT
MARTIAL
LAW IN
MINDANOW!

ANAKBAYAN
NATIONAL TEACHERS
COLLEGE

ANAKBAYAN
NATIONAL TEACHERS
COLLEGE

Premium customer service





We need a stronger country brand

We're so much more than this



Liter of Light



**Inexpensive and
sustainable**



Advocating beyond the Philippines



**Breaking
stereotypes**



MANILA 2012: 45th ADB Annual Meeting







Diamond



Official Premium
Mobility Sponsor

Gold



Official Mobility
Partner

Silver



Bronze



Morgan Stanley



Special Partners

Lead Private Sector Partner



Official Airline Sponsor



Official Animation Sponsors



- > \$2.1 million cash sponsorships
- > \$60,000 non-cash sponsorships
- > Top 4 Philippine conglomerates
- > 15 companies across 9 industries

More than **5,000 delegates**
and guests

67 Board of Governors of ADB

Top officials of the
government led by
President Benigno S.
Aquino III
Vice-President Jejomar C.
Binay

Key officers of the ADB led by
President Haruhiko Kuroda



Christian Louboutin's *MANILACABAs*







**SO WHAT IS OUR
COUNTRY BRAND?**

Philippine Country Brand

THE
FILIPINO

Nation Branding, the EON Way





**CREATIVE
CARING
COLLABORATIVE
COLORFUL**



Thank you!

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Should we still include the ff. slides? They're supposed to go before the Private sector slide if we want more theory on country branding

**A strong
country brand
adds value to
local products
and services.**



**A strong
country brand
benefits human
resources.**



**A strong
country brand
accelerates
growth in key
industries, like
tourism.**



**A strong
country brand
enhances
nation-building.**



**A strong
country brand
encourages
local and
foreign
investments.**



**A strong
country brand
shields the
country from
reputational
threats.**

