



ASIAN
INSTITUTE of
MANAGEMENT

SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Corporate Branding

Why Branding Things Filipino Matters Like Never Before

Program starts in March 2024



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PROGRAM OVERVIEW

FILIPINO FIRST: This pioneer Philippine Branding program is backed by two decades of research, fieldwork & a forerunner portfolio of 14 years. The program is anchored on the principles of Nation Branding, a business strategy used by countries, synthesizing key forces (political-economic, cultural-artistic & historical-social) for optimal positioning in a global-tech marketplace.

LOCAL AND GLOBAL MARKET: How can timeless Filipino values inspire others through the stories we tell of our products & services? Our brilliant nurses have already paved the way for the foundations of a Philippine nation brand. Filipino prominence and excellence in the Care Industry: health, education, and domestic services have been celebrated worldwide.

How can Filipinos take advantage of this Brand Equity?
How do we inventively use associations of the Filipino culture of care, first-rate service, and resourceful resilience to our local hospitals, higher educational institutions, and Philippine corporations to get global attention? How can a Philippine brand experience be rendered in 'everyday' products and services at home and abroad?

PURPOSE CORPORATIONS: The program will train students to inventively empower stakeholders and engage consumers- guiding ways of selling and buying- through a Filipino Value System (Jocano, 1994). Renowned Filipino Values inspire consumers to be responsible: "ma-aruga, masipag, maka-tao, matiyaga, magiliw." Being Filipino, with its virtues or good qualities, directs the buying lifestyle and stimulates company culture. How can Filipino-ness drive Branding Communication and Management?

PROUDLY ASIAN: Filipino businesses and institutions ambition to flourish in a global marketplace where they can be comfortable in their own skin, proud of their racial identity, and articulate in expressing their singular character. Moreover, a lively appreciation & promotion of native land & people heighten confidence in one's Asian ancestry, whereby a Nation's Brand can be founded on.

DESIGN-BUSINESS-TECH: As things digitally transform in a VUCA (volatile, uncertain, complex, and ambiguous) global marketplace, the course, in 5 parts, teaches a basic process of 'styling' next-generation Filipino products & services. This creative process is significantly conceptual & firmly rooted in - Philippine Studies and its branches: Anthropology, Philosophy, Culture, Language, and Art Studies- to radically animate the branding blueprint (promise, position, voice, values, visual identity, architecture, and journalism).

PROGRAM SCHEDULE

March 8, 13, 16, 20, 23, 2024
5:30 PM to 9:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 25,990.00 or USD 473.00*

*The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested in avail of an early bird/group discount or discuss Payment terms.

YOUR PROGRAM FACULTY



Maria Socorro L. Romabiles
Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or

visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



Some Case Studies to be tackled in the course:

- Human-Centered Design: On "Paglingap" and Branding Family Medicine in the Philippines
- "Kwentong Kutcherong": On What Banks and Fin-Tech Companies Can Learn from Folk Culture
- Smart and Sustainable: How Can Philippine Schools Attract Investors and Get Grants?
- Beyond Brand "Malasakit": How Government Agencies and LGUs Can Re-invent Themselves
- "It's No Longer Business as Usual": How a Three-Horizons Model Can Make Philippine Companies Go Global
- Major Makeovers: On How Post-Pandemic Mega-Malls and Retail Brands can Profit from the Sarswela, Tinikling, and Mariang Makiling
- High Concept & High Touch: On How Science, Engineering and Technology in the Philippines can Effectively Use Story-telling and Multimedia Arts to Widen their Local and Global Audiences
- "Haka-haka": On the Direct Relation Between Film Festivals and Foreign Direct Investments
- "Ads vs. Art": Why Graphic Artists and Copywriters Should Be Invited to Board-Room Meetings
- Bridging Gaps: Constructing the Brand Voice for Barangays and Upscale Bazaars

PROGRAM OBJECTIVES

In view of the entire Program on Corporate Branding, this introductory course expects from its participants the following:

- Learn the basics in Corporate Branding - Differentiate (Evolution of Consumer Appeal), Collaborate (Branding Ecosystem), Innovate (Mapping and Enhancing your Brand Touchpoints), Validate (Getting the idea right, what to monitor and how?), Cultivate (Creating an Army of Brand Advocates)
- Explore creative ways in crafting the Filipino Corporate Brand, developing more meaningful content (the company brand story) and styled image
- Find prospects for a branding strategy from an understanding of Filipino identity or representation explored in Philippine Studies
- Built on the strategy, generate a core brand concept informed by Philippine Studies, particularly the Filipino Value System or Filipino Aesthetics
- Drawn from the core concept, apply the basics of creating art & copy (a visual & verbal synthesis of the brand based on key ideas in Philippine Studies) and choosing the media to carry the brand spirit or style





WHAT YOU WILL LEARN

• Day 1

The Business of Branding

The Brand Gap: Bridging Corporate Business Strategy and Creative Design

• Day 2

Finding Corporate Branding Success

Why some Brands are Loved by Many: On the Compelling Brand Story, Emotional Connection, and the Unique Customer Engagement

• Day 3

Exploring Everyday Local Services and Products: On the Filipino Brand Experience

Crafting Strategy & the Creative Brief to Attract a Wider Audience as well as Strengthen Company Culture

• Day 4

Styling the Filipino Company: Brand Essence, Brand Visual Identity, and Brand Voice

Research Design for Content, Copy & Image-making of Products and Services

• Day 5

Making Things Filipino: Integrating the Physical, Emotional, and Cultural Aspects of the Filipino Brand

- Basic Design and Content for the Visual & Verbal Applications in Chosen Media (social media platforms, websites, etc.)

KEY BENEFITS

Introduced in class is a 'metric system' that can evaluate a local service or product's success & sustainability in a global business-tech environment. The metric system or the Philippine Branding 5-point Metric considers the "amount" or degree of Filipino-ness of a person, place, thing or product, or service - built on five aspects: authenticity, antiquity, aesthetic integrity, versatility, and National Pride. Presented are ways of doing brand journalism, building up the country's image & reputation, communicating & marketing Filipino products & services in ways that appeal to audiences anywhere. Tackled are ideas like cultural diplomacy, soft power, and factual entertainment.

Confronting the adjective Philippine in Philippine Branding is arduous. Philippine is a most formidable word. By the modifier formidable, we mean "having qualities that cause fear, dread, apprehension, and discourage approach or attack." (Webster) Thus, the program will orient participants in Philippine Studies and its engaging but rigorous ways of tackling the Philippines. Lessons cover matters on 'Filipino-ness' & how it can accentuate a triad design-business-technology agenda.

Students will discover ways to materialize this fascination into desirable products and services. The Philippines necessarily must learn to create external markets for her culture. Culture is the gold mine of this century. (Medina, 2000)

What is beautiful or meaningful must not be limited to standards or manuals of foreign schools of thought. Proposed here is an original approach to content creation informed by psychology, sociology, and aesthetics that is Filipino. The course instructs on a novel method of doing art & copy which can aptly and finely brand anything Philippine - institutions, companies, products, services, places, etc.



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management

Eugenio Lopez Foundation Building, Joseph R. McMicking Campus

123 Paseo de Roxas, Makati City Philippines 1229

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Ultimately, this course intends to enlighten minds & expand the creative capacity to do branding beyond the greats: Pac-Man, Ms. Philippines-Universe, SM-ification of cities, the internationalization of Jollibee, the Pambansang Manok or OPM, to name a few.

Like all courses dealing with art, culture, creativity & branding, the course is enjoyable. Each session will comprise discussions, case studies, and class activities. In the last session, the students will present a final project.

WHO SHOULD ATTEND

- Maximum benefits from the course may be gained by the following groups or professionals:
- Hospital Heads and Health Institutions
- Entrepreneurs
- Higher Education Institution Heads
- Banking and Finance Groups
- Fin-Tech Companies
- Public and Private School Administrators
- Company Owners
- Start-Up Founders
- Tourism & LGU Creatives
- Government Agencies, e.g. DOLE, TESDA, DOST, DOH and CHED
- Non-government Organizations
- Maritime Schools and Agencies
- Engineering and Technology Schools
- Recruitment Agencies
- Creative Department Heads
- Vocational and Technical Schools
- Philippine Corporations





Your Program Faculty



Maria Socorro Romabiles, PhD
Adjunct Faculty
Asian Institute of Management

Corinne Romabiles is an adjunct faculty of Asian Institute of Management. She was a professor of art & communication among Engineering, Multimedia Arts, Digital Cinema, IT & Business students in Mapúa University (2010 – 2019). Her on-going research on *Art-Science* has brought her to Harvard Univ., Case Western Reserve Univ. (2015) and Silicon Valley tech-companies like Google, HP & MIPS (2012 - 2018). She trained in Visual Merchandising, Branding & Advertising at the Fashion School of the Academy of Arts in San Francisco, California in 2012 & 2015.

She freelances as a Visual Merchandiser & has worked for SM Dept. Stores, JAG, Levis, Dockers, Tesoro's Inc., the DTI's One-Town, One-Product Project and specializes in retail atmospherics & window displays for Philippine Souvenir Stores. She is the founder & Creative Director of *Studio Idiyonale*, a digital media studio that focuses on *styling things Filipino* & science communication. The studio's current clients include the DOST-PCHRD & Eco2Synergy, a company based in the US.

She did a dissertation on "Culture as Transformative Innovation: 'Paglingap' in the Practice of Family Medicine in the Philippines and completed her PhD in Philippine Studies, major in International Relations, at the Asian Center, UP-Diliman. She took her MA Art Studies, major in Philippine Art History in UPD where she pioneered a study on the History of the Philippine Souvenir Store & Filipiniana Displays.

Her research on *Cultural Diplomacy* & interest in Nation Branding began in Italy, where she lived from 2003 -2006 to study Theology & Philosophy at the *Pontificia Università della Santa Croce*, Rome.





Earning a SEELL Postraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice and, ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants One (1) unit, which can be credited to the following:

- Postgraduate Certificate in Marketing Management
- Postgraduate Certificate in Strategy Management

Participants will also earn One (1) unit, which can be credited to the Post-Graduate Diploma in Management.

**The Postgraduate Diploma in Management requires twenty (20) units earned within three (3) years.*

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and on designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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