



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Corporate Branding Online Program

**Why Branding Things Filipino Matters Like Never
Before**

Five half-days starting May 2022



ASIAN INSTITUTE OF MANAGEMENT

Corporate Branding Online Program

Why Branding Things Filipino Matters Like Never Before

OVERVIEW

FILIPINO FIRST: This pioneer Philippine Branding program is backed by 2 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 by 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 are celebrated the world over. 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 -well-known globally- to the corporate brand strategy of our own local hospitals, higher education institutions & Philippine companies? How can a Philippine brand experience be explored, created and communicated 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, as well as employees, to be responsible: *maruga, masipag, maka-tao, matiyaga, magiliw, matapat, marangal*. Being Filipino, with iconic good qualities (hospitable, friendly, hard-working) known beyond our shores, not only can direct buying lifestyles but also 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 onfidence in one's Asian ancestry whereby a Nation 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- with the aim of radically animating the branding blueprint (promise, position, voice, values, visual identity, architecture, and journalism).

Some Case Studies to be tackled in the course:

- Human-Centered Design: On "Paglingap" and Branding Family Medicine in the Philippines
- "Kwentong Kutcheron": On What Big Corporations or MSMEs 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 SCHEDULE

Batch 1:

January 17, 20, 24, 27, 31, 2022

5:30 PM to 9:00 PM (GMT+08) on all dates

Batch 2:

May 16, 19, 23, 25 & 28, 2022 all evening sessions

5:30 PM to 9:00 PM (GMT+08) on all dates

except **Day 5**, May 28 Saturday 8:30AM to 12NN (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive session

PROGRAM FEE

PHP P 25,000.00 or USD 500.00

USD 1 = PHP 50.00

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



Maria Socorro Romabiles, PhD
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>



PROGRAM OBJECTIVES

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

- **To 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)
- **To explore creative ways in crafting the Filipino Corporate Brand**, developing more meaningful content (the company brand story) and *Filipino-styled* image
- **To find prospects for a branding strategy from an understanding of Filipino identity, Filipino psychology or philosophy** explored in Philippine Studies
- **Built on the strategy, to generate a core brand concept** informed by Philippine Studies, particularly the **Filipino Value System** or Filipino Aesthetics
- **Drawn from the core concept, to 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, the brand voice or the company's *esprit de corps*

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 & repute, communicating & marketing Filipino products & services in ways that appeal to audiences anywhere. Tackled are ideas like cultural diplomacy, soft-power and factual entertainment.



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

SEELL@aim.edu | +632 8892 4011 | www.aim.edu



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 that 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.

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Students will discover ways in materializing 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.

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.

The course, like all courses dealing with art, culture, creativity & branding is enjoyable. Each session will comprise of discussions, case studies and class activities. In the last session, a final project will be presented by the students.

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
- Non-government Organizations
- Maritime Schools and Agencies
- Engineering and Technology Schools
- Recruitment Agencies
- Creative Department Heads
- Vocational and Technical Schools
- Philippine Corporations



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Your Program Faculty



Maria Socorro Romabiles, PhD

Adjunct Faculty
Asian Institute of Management

Corinne Romabiles 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 Idiyanele*, a digital media studio that focuses on *styling things Filipino* & science communication. The studio's clients include the DOST-Philippine Council for Health Research & Development (PCHRD), Ramon Aboitiz Foundation Inc. (RAFI), Inc., UP Manila's Tech-Transfer & Business Development Office (TTBDO), The Lopez Group, the Philippine Academy of Family Physicians and the One Town- One Product of the DTI.

Corinne Romabiles authored the AghamArte Program (Art-Science Thinking) that helps K12 & Secondary Schools, State Universities & Colleges (SUCs) and Higher Education Institutions (HEIs) transition to Filipino Smart Schools equipped with the 21st Century Curriculum, Human-centered Innovation and Global Citizenship frameworks for the post-pandemic challenges. She is currently teaching a course she crafted called Art-Science Thinking at the Master in Innovation and Business Program (MIB) of the Asian Institute of Management.

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 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.

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

EARNING CREDENTIALS

Successfully completing the program earns participants **One unit** which can be credited to the following:

- Post-Graduate Certificate in Sales and Marketing Management
- Post-Graduate Certificate in Strategy Management

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

**The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.*

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and 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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