



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Designing Filipino Brands for the Global Market Online Program

“Like, Love, and Buy” Filipino Brands Today

Five half-days starting January 2022 and April 2022



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OVERVIEW

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.

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 Anthropology, Art & Cultural Studies with the aim of radically animating the branding blueprint (promise, voice, values, visual identity, architecture & journalism).

Philippine Branding experienced in ‘everyday art’ – according to the tenets of Philippine Art History, Theory & Criticism – should be founded on a markedly specific ethnicity. What is beautiful or attractive must not be limited to concepts, standards, or manuals of foreign schools of thought. Proposed here is an academic approach to design-content creation informed by Psychology, Sociology, Language & Aesthetics that are Filipino. The course instructs on a novel method of doing art & copy which can ethically, aptly, and finely brand anything Philippine – food, fashion, entertainment, institutions, companies, places, etc.

Within is a framework for Philippine advertising & branding grounded on the crucial elements of Filipinoness. Innovation, as defined in the program, is the ingenuity to engage consumers, rallying interest for the peerless complexity & richness of things Filipino. Students will discover ways in materializing this fascination into marketable products. The Philippines necessarily must learn to create external markets for her culture. Culture is the gold mine of this century. (Medina, 2000)

Introduced in class is a ‘metric system’ that can evaluate a local 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- based 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 engage audiences anywhere. Taught in the course is a branding process that makes possible the designing of next-generation Filipino products that appeal to both local & international tastes. Tackled are ideas like cultural diplomacy, soft-power and factual entertainment.

In a highly visual & digital world, the program will train students to inventively educate consumers to be more responsible, less “automated” and inspired by the Pamantayan (Jocano, 1994) or the Filipino Value System: maka-tao, matiyaga, masipag, magiliw, etc. Filipinos aspire to live in a global village where they can be comfortable in their own skin, proud of their racial identity and articulate in expressing their singular indigeneity. Moreover, a lively appreciation & promotion of native land & people heightens confidence in one’s Asian ancestry, as well as Western influences, whereby a Nation Brand can be founded on.

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.

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: April 6, 8, 13, 15, 20, 2022
1:30 PM to 5:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 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.

YOUR PROGRAM FACULTY



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>



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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PROGRAM OBJECTIVES

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

- To recognize *Filipino-ness* (what & why) through Philippine Visual Art Appreciation by understanding subject, form & content of selected art works
- To be able to articulate the art experience through writing & image-making by identifying *the sublime & the beautiful* in Philippine Art (literature, music & dance)
- To find prospects for a branding strategy from an understanding of Filipino representations & misrepresentations in Philippine Visual Art/Communication History
- Built on the strategy, to generate a core brand concept informed by Philippine Aesthetics
- Drawn from the core concept, to apply the basics of creating *art & copy* (a visual & verbal synthesis of the brand based on a Philippine Art experience) and choosing the media to carry the brand spirit or style

WHAT YOU WILL LEARN

- Day 1

An Introduction to Philippine Art History: People, Culture & Society
Mapping & Defining the Brand Problem

- Day 2

Philippine Literature, Music & Dance: Attracting by Voice, Words & Gestures
Research Design for Writing (Content or Copy) & Image-making

- Day 3

Exploring Everyday Images: Philippine Visual Art & Commercial Art
Crafting Strategy & the Creative Brief to Attract an Audience to the Ethnic-Exotic

- Day 4

Philippine Aesthetics: Singularly Authentic, Beautiful & Proud
Forming the Core Brand Concept to Communicate a Focused Strategy

- Day 5

Philippine Style: A Visual & Emotional Experience
Determining Basic Design & Content: Practical Visual & Verbal Applications in Chosen Media

Some Case Studies:

- On a so-called Mixed-Breed Style: Winners & Faux Pas
- The True, the Good & the Beautiful: On *Sambal Aetas*, Imelda Marcos & *Binibining Pilipinas* – Case Studies in Branding



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KEY BENEFITS

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.

The course asks a most curious & challenging question: *what exactly is Philippine Branding?* In 5 days, students will not be able to fully comprehend nor arrive at a textbook definition of the concept. This course will not pretend to *know it all*. Books on Advertising & Branding have been authored by Filipinos, yet there is much to be accomplished in terms of research, experimentation & development in the study of Philippine Branding.

The program, from which this introductory course is derived, presents a dynamic & vital investigation on the central question presented. Branding, as a formal discipline, only began in the early 20th century & still needs further probing. In the Philippines, a prolific practice of advertising & branding exists largely due to an American colonial history as well as to a robust constituency of a creative class that has helped strengthen the local economy. Moreover, in the recent years, the Philippines has ranked higher in the Global Creativity Index.

The course, like all courses dealing with art, culture, creativity & branding is enjoyable, comprising of discussions, case studies, workshops & a final project.

WHO SHOULD ATTEND

Maximum benefits from the course may be gained by the following individuals:

- Entrepreneurs
- Company Owners, Start-Up Founders
- Marketing & Brand Managers, Creative Department Heads
- Tourism & LGU Creatives
- Digital Artists
- Designers
- Professionals in the Creative Industry





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 Idyanale*, 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.



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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 (1) unit which can be credited to the following:

- Post-Graduate Certificate in Financial Management
- Post-Graduate Certificate in Marketing Management
- Post-Graduate Certificate in Human Resource Management
- Post-Graduate Certificate in Operations Management



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*Post-Graduate Certificates require five (5) units earned within two (2) years.

Participants will also earn one (1) unit which can be credited to the following:

- Post-Graduate Certificate in Basic Management
- Post-Graduate Certificate in Management Development

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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