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MAP pushes for the Development of a Unique Philippine Country Brand and the Creation of a National Branding Council

The Management Association of the Philippines (MAP) strongly pushes for the development of a strong and unique Philippine country brand.

“We call on the President to create a National Branding Council to develop a Philippine country brand that would put the Philippines on the global map. We believe that a well-crafted and well-executed country brand can drive our country forward – it will improve global competitiveness, foster economic growth, and unite the nation in a shared sense of pride and identity. We are committed to supporting this advocacy until it becomes reality.”, said Atty. Benedicta “Dick” Du-Baladad, President of MAP.

The MAP has been a long-standing advocate for the advancement of the Philippines. Its endorsement of the creation of a National Branding Council (NBC) further demonstrates its dedication to supporting and promoting initiatives that will improve the Philippines' ranking in the global community.


The establishment of an NBC would serve as a unifying force, bringing together representatives from the government, private sector, civil society, and other stakeholders towards the common goal of promoting the Philippines to the world. It would provide a platform for collaborative efforts, strategic planning, and implementation of innovative branding initiatives that would showcase the best of what the Philippines has to offer.

Atty. Du-Baladad added, ***“This move is the first of its kind coming from the private sector, and reflects MAP's commitment to support the advocacy for country branding, thereby helping position the Philippines as a global powerhouse. MAP's position paper endorsing the establishment of an NBC is set to be sent to the Office of the President, marking the initial step towards our advocacy for the creation of a Philippine country brand.”***

Country branding goes beyond catchy taglines, hip videos and vibrant logos. It requires a deeper understanding of the country's ethos and a more strategic approach to shaping public perceptions, building a positive image, and promoting what's unique in Filipino culture on the global stage. It requires an end-to-end approach to ensure that a visitor's or an investor's first impressions are substantiated by succeeding experiences.

A country's brand may be seen from seven dimensions: **culture, people, tourism, exports, governance, immigration and investments**. The many unique attributes of Philippine culture, the dynamic local art scene, the warmth and hospitality of the Filipinos, and the unsurpassed beauty of the Philippine countryside already shows the country's strong “soft” assets. With a thriving and resilient business sector and a supportive government, the latter three dimensions could easily be boosted to deliver an overall strong positive image for the country.

“The MAP, with its diverse membership of top executives from various industries and leaders from the government and the academe, recognizes the immense potential of country branding for the Philippines. Through a unified and collaborative effort among different sectors of society to build a strong and unique country brand, the Philippines can unlock economic opportunities, create jobs, and elevate its global standing,” Atty. Du-Baladad concluded.


BENEDICTA DU-BALADAD
MAP President