

Company: Mang Inasal Philippines
Nomination Submitted by: Grupo Agatep Inc.
Company Description: Mang Inasal is one of the Philippines' leading fast-food brands, best known for its signature Chicken Inasal and unlimited rice meals. Founded in 2003 in Iloilo City, Mang Inasal has grown to over 500 stores nationwide. A proud member of the Jollibee Foods Corporation, it serves iconic Filipino flavors in a uniquely local dining experience, and has won multiple awards for marketing and PR.
Nomination Category: Marketing Campaign Categories - Specialty
Nomination Sub Category: Youth Marketing Campaign of the Year
Nomination Title: Turning Students into Storytellers: Mang Inasal's MI UNiVerse Powers Gen Z Connection



1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

January 2024
2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions
3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 246 words used.

As Gen Z rose to cultural power, brands faced a new challenge: traditional campaigns no longer resonated with this generation’s values of authenticity, collaboration, and cultural relevance. Mang Inasal, long loved for its family-friendly dining experience, saw an opportunity to grow with the times by connecting meaningfully with Filipino youth without losing its core identity.

This gave birth to MI UNiVerse, a portmanteau of Mang Inasal, Universities, and Universe. More than a name, MI UNiVerse symbolized a shared world where the brand and the youth could thrive together. It was a bold campus-based initiative designed to bring Mang Inasal directly into the environment where students live, learn, and lead, both in physical campuses and across digital platforms.

The objective was clear: reignite relevance, trust, and love among Gen Z students who value real connections over polished advertising and who want to be part of a brand story, not just passive consumers.

The challenge was twofold: stay visible in an overcrowded digital landscape and connect meaningfully with a generation that quickly filters out anything inauthentic. Mang Inasal needed to break through with presence and purpose, not just noise.

MI UNiVerse transformed the brand from a food destination into a cultural ally. It empowered students to shape content, share product stories, and lead event narratives. In doing so, it gave them ownership, not just tools.

Students did not just engage with the brand. They championed it. Mang Inasal became a presence proudly included in their everyday campus lives.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 231 words used.

MI UNiVerse was founded on a simple but powerful truth: Gen Z trusts their peers more than traditional ads. They want to create, not just consume. With this in mind, Mang Inasal anchored the program on three core goals: forge meaningful youth connections, fuel cultural relevance, and enable grassroots-led advocacy.

The planning process began with strategic university mapping. Mang Inasal identified key campuses with strong digital presence and active student communities. A compelling value exchange was then created. Student groups gained access to exclusive products, food sponsorships, and branded kits. In return, they generated original content that naturally integrated the brand into their day-to-day lives.

Top universities joined the movement, including the University of the Philippines, De La Salle University, University of Santo Tomas, Polytechnic University of the Philippines, Adamson University, National University, Philippine Women’s University, and Cebu Institute of Technology University. Student teams became micro-influencers who co-created content around major campaigns such as the National Halo-Halo Blowout, Pork BBQ Caravan, and seasonal offerings.

Mang Inasal provided essential materials such as logos, merchandise, and brand guidelines, but allowed students full creative freedom. This trust fueled an authentic and vibrant content ecosystem across TikTok, Instagram, Facebook, X, and YouTube Shorts.

MI UNiVerse also aligned with academic calendars and student organization events. This allowed Mang Inasal to stay consistently relevant by participating in key student moments rather than appearing only during campaign pushes.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2023. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 245 words used.

In January 2024, something new sparked in the QSR world: a youth-powered movement called MI UNiVerse. It became a first-of-its-kind community that empowered the next generation through something simple yet powerful: their own Mang Inasal moments.

While others chased trends, the brand chose to co-create with Gen Z. The goal wasn’t just awareness; it was about trust, relevance, and a deep sense of belonging.

It partnered with top universities and became a familiar presence at milestone campus events like UP SAMASKOM’s Live AIDS, DLSU’s Grandparents’ Day, and CIT University’s Sinulog celebration. These weren’t just sponsorships. They were meaningful collaborations that made the brand feel like one of the students.

Beyond content creation, students gained real-world experience. They attended digital marketing seminars and creator workshops, including an exclusive session at TikTok Philippines. The initiative didn’t just let them be seen. It helped them shine.

With a potential reach of 1.5 million, from January 2024 to May 2025, the movement generated over 900,000 organic engagements. And it did so without cash incentives. It solely relied on food, gift certificates, and authentic trust.

But the real win? It gave students something they’ll carry forever. A sense of pride. A place to grow. A chapter in their youth that tasted like home.

Years from now, when they walk into a Mang Inasal, it won’t just be for the food—it’ll be to relive the moment they found their voice, their fire, and a brand that believed in them.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Attachments/Videos/Links:

[Turning Students into Storytellers: Mang Inasal’s MI UNiVerse Powers Gen Z Connection](#)

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