

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: Branded Utility of the Year

Nomination Title: MANGINASAL.PH: Igniting Digital Excellence Through Customer-Driven Corporate Website Transformation

1. 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

2. 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.

3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this branded utility was first made available to its target audience:

February 14, 2024

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 branded utility: 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 244 words used.

Mang Inasal, the Philippines' Grill Expert, recognized a growing disconnect between its strong in-store presence and its lagging digital experience. While physical stores delivered on the brand promise of "Ihaw-Sarap," the website was outdated, difficult to navigate, and failed to meet the expectations of mobile-first customers.

To spark meaningful change, Mang Inasal turned to its most engaged community: the Mang Inasal Nation Facebook Group. Feedback from nearly 2,000 customers revealed persistent pain points, including slow page speed, poor mobile responsiveness, and frustrating user journeys. These insights confirmed the need for a complete transformation—not just a visual refresh.

The brand envisioned more than just a website. It needed a digital platform that offered utility, reflected Mang Inasal's vibrant personality, and served the real needs of everyday users. Whether it was finding a store, checking out the latest promos, applying for jobs, or exploring franchise opportunities, users needed a fast, simple, and enjoyable experience.

The challenge was steep. The old site lacked a mobile-optimized structure, had poor engagement metrics, and offered minimal functionality. Mang Inasal saw this not as a setback, but as an opportunity to lead in digital innovation within the quick-service restaurant (QSR) category.

By focusing on emotional resonance and functional relevance, the company aimed to turn its weakest digital asset into one of its strongest brand platforms. What followed was a full-scale reimagination of what a QSR website could be: simple, smart, customer-first, and true to the heart of Mang Inasal.

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

Total 250 words used.

Mang Inasal's website revamp began in early 2023 to address a critical gap in its digital presence. While its physical stores thrived, the website lagged behind in performance, usability, and relevance. The goal was clear: create a high-utility, mobile-first platform that reflects the brand's commitment to customer experience.

The planning phase began with deep audience listening. Mang Inasal sourced feedback from its Mang Inasal Nation Facebook Group, which revealed four key issues: poor mobile responsiveness, slow load times, difficult navigation, and an outdated look. These insights shaped the project's strategy, timelines, and technical priorities.

The brand adopted an agile development approach. UX prototyping, backend optimization, and design sprints ensured each feature addressed real customer pain points. The team focused on simplifying navigation, improving speed, and making content more accessible and engaging.

The result was a redesigned website with a cleaner structure and intuitive user pathways. Key sections like Menu, Store Locator, Promos, Careers, News, and Franchise Info were made easier to find. Clear calls to action and dynamic tools enhanced functionality and kept users engaged.

Visually, the platform was refreshed with bold colors, custom icons, and welcoming typography to reflect Mang Inasal's vibrant identity. Every element was designed to build a stronger emotional connection with the user.

Instead of a splashy launch, the site was introduced quietly on social media. Its functionality spoke for itself, generating organic engagement and positive feedback.

By February 2024, [MANGINASAL.PH](#) launched as a fast, user-centric site that elevated the brand's digital presence and utility.

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 branded utility since the beginning of 2030. Even if your utility was issued before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 248 words used.

In 2023, Mang Inasal set out to transform its website from a forgotten corporate page into a vital, high-performing platform powered by real customer needs. Listening to the Mang Inasal Nation Facebook Group, the team gathered critical feedback: the site was slow, hard to navigate, and not mobile-friendly. That feedback sparked a year-long mission to rebuild the digital experience from the ground up.

Throughout 2023, Mang Inasal conducted UX research, design sprints, backend development, and testing. The focus was clear: make the site faster, easier to use, and more relevant for everyday users. By February 14, 2024, the fully redesigned site was launched.

The results were immediate. Monthly active users more than doubled, from 54,000 to nearly 110,000. Between February and December 2024, total users reached 1.32 million. Page load time dropped to 1.5 seconds, well below the industry benchmark of 3 seconds.

The engagement rate climbed to 44.66 percent, more than 20 times higher than the QSR average. Click-through rate rose to 9.72 percent, driven by clearer navigation and improved structure. Bounce rates fell, SEO visibility rose, and the site generated more job applications, franchise inquiries, and customer feedback.

Additional highlights include a Total Block Time of 13ms, a Structure Score of 81 percent, and strong accessibility and security standards.

Mang Inasal's website is no longer just a touchpoint. It is now a customer-first digital utility that delivers results, builds trust, and strengthens the brand's role as the Philippines' Grill Expert.

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:

[MANGINASAL.PH: Igniting Digital Excellence Through Customer-Driven Corporate Website Transformation](#)



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