

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 - Industry

Nomination Sub Category: Marketing Campaign of the Year - Delivery Services

Nomination Title: #MangInasalKahitSaan: Delivering Unli-Love Anytime, Anywhere Through Iconic Order Numbers

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:

May 1, 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 202 words used.

Mang Inasal, the Philippines' Grill Expert, was renowned for dine-in favorites like Chicken Inasal and Unli-Rice. However, its delivery business lagged behind market leaders. While demand for food delivery surged post-pandemic, Mang Inasal lacked top-of-mind recall in this space. Consumer perception was clear: the best Mang Inasal experience could only happen in-store.

To unlock a new growth engine, the brand had to overcome two critical barriers: low delivery awareness and skepticism over food quality via delivery. At the same time, Filipinos' heavy social media usage presented a unique channel to reshape perceptions and spark conversation.

The #MangInasalKahitSaan (Mang Inasal Wherever You Are) campaign was born from a bold ambition to prove that Mang Inasal's Ihaw-Sarap (deliciously grilled) meals could be enjoyed anywhere through delivery. The idea was to turn a mundane object, the in-store order number, into a nationwide, buzzworthy icon of flavor on the go.

By planting larger-than-life replicas of the iconic number signs across cities and embedding them with QR codes for exclusive online offers, the campaign bridged offline curiosity with online action. The magic happened when these installations were amplified through digital content on owned, shared, and earned media, turning the public's curiosity into mass engagement and actual conversion.

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 246 words used.

Rooted in the insight that Mang Inasal was largely seen as a dine-in brand, the campaign aimed to reframe consumer expectations by providing real-world proof and compelling digital storytelling. The strategy was to use physical installations to drive digital conversions and reposition delivery as just as satisfying.

Creative development began by reimagining the in-store number, a familiar but often overlooked asset, into a powerful media surface. Giant number-shaped installations were placed in residential areas, office hubs, and community hotspots. These eye-catching structures featured QR codes that unlocked time-limited delivery deals, instantly sparking engagement.

Owned digital channels like Facebook, TikTok, YouTube, Instagram, and the website were activated to build buzz. They featured teaser posts, behind-the-scenes videos, and influencer collaborations that sparked curiosity.

Shared media amplified reach as influencers and regional creators documented their delivery experiences in fun and relatable ways. These posts were widely reshared, gaining viral momentum.

Earned media followed, with digital and traditional outlets organically covering how Mang Inasal transformed a dine-in icon into a smart, digitally driven campaign.

Franchisees were engaged early on to ensure seamless delivery operations. Packaging was improved and riders were trained to meet elevated customer expectations.

The campaign ran for three months, with timing guided by behavioral data. Installations were launched during peak delivery hours and the rainy season to maximize relevance and impact. Content was released in strategic pulses, starting with teasers, followed by viral moments, and ending with high-engagement promotions. This effectively shifted perception and drove delivery adoption.

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 2019. 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 249 words used.

The #MangInasalKahitSaan campaign shattered expectations and redefined delivery marketing in the Philippines.

At the center was Mang Inasal's owned social media. Through bold, witty posts on Facebook, TikTok, YouTube, and Instagram, the brand transformed its platforms into a powerful launchpad. These posts introduced the oversized order number installations, explained the mechanics, and invited netizens to join the fun. The distinctly Filipino voice sparked curiosity, shares, and real-time interaction that energized the campaign from day one.

Shared media from influencers, regional creators, and fans quickly amplified the campaign's reach, turning it into a nationwide scavenger hunt. Earned media from blogs, news outlets, and online communities validated the idea's relevance and drove even deeper engagement.

The results were exceptional. The campaign reached 35.2 million users, more than double the original target. Meta engagement exceeded goals by 118 percent. TikTok click-throughs beat benchmarks by 125 percent. Earned media value reached ₱27.7 million, delivering a return on investment of 1,357.9 percent.

The business impact was equally powerful. Delivery sales surged by 56 percent. Average Daily Sales increased 22 percent. The Mang Inasal delivery website achieved its highest engagement rate ever at 44.36 percent. Most notably, the brand recorded its highest Delivery Value Share at 4.6, leading the category even as the overall market declined.

A simple order number became a national symbol of fun and connection. More than a campaign, #MangInasalKahitSaan showed that with the right digital push, even dine-in icons can lead in the delivery space.

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:

[#MangInasalKahitSaan: Delivering Unli-Love Anytime, Anywhere Through Iconic Order Numbers](#)

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