

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: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications or PR Campaign of the Year - Country, Region or City

Nomination Title: Love the Flavors, Love the Philippines

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:

September 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 247 words used.

With the global spotlight turning toward Filipino cuisine, Mang Inasal recognized a momentous opportunity: to evolve from a beloved local quick-service restaurant into a true ambassador of Filipino culinary pride. The campaign Love the Flavors, Love the Philippines was born from this vision. It aimed to promote both food and country, launched in partnership with the Department of Tourism (DOT) and aligned with the government's gastronomy tourism thrust.

Its origin was rooted in Mang Inasal's milestone participation in the United Nations Tourism Regional Forum on Gastronomy Tourism in June 2024. As the only restaurant brand invited to represent Filipino flavors, Mang Inasal received enthusiastic praise from international delegates, sparking a bold ambition to scale the advocacy nationwide.

The key challenge was redefining the role of a QSR brand. How could it go beyond food and become a meaningful cultural touchpoint for locals and tourists alike? Mang Inasal needed to build emotional resonance, spark wide public interest, and create institutional impact.

The campaign addressed these challenges by fusing storytelling, community engagement, and national pride. Its goal was not simply to promote products, but to elevate everyday dining moments into expressions of Filipino identity. Love the Flavors was a call to see Mang Inasal not only as a restaurant, but as a symbol of heritage that invites the world to fall in love with the Philippines one flavorful meal at a time.

This powerful intention laid the foundation for a campaign that was both deeply authentic and undeniably transformative.

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 244 words used.

Campaign development began with momentum from the June 2024 DOT Gastronomy Summit, where Mang Inasal's Solo Fiesta received praise from tourism leaders and delegates. Recognizing the opportunity to go beyond foodservice, Mang Inasal's marketing and PR teams collaborated closely with the DOT to craft an integrated campaign that could resonate with communities, influencers, and institutions alike.

Clear objectives were set: strengthen cultural relevance, generate earned media, create viral storytelling, and secure long-term tourism partnerships. The planning stage prioritized authenticity, cost-efficiency, and nationwide scalability.

Launched in September 2024 to coincide with World Tourism Week, Love the Flavors included the following components:

- A high-impact media event with DOT endorsement
- A compelling hero video uniting food and travel stories
- Strategic partnerships with local and international influencers such as Melai Cantiveros-Francisco, Kyle Jennermann (Becoming Filipino), Fumiya Sankai, and The Blackman Family
- A store promo offering free Extra Creamy Halo-Halo to travelers presenting boarding passes
- Organic storytelling through the hashtag #LoveTheFlavorsAtMangInasal
- Amplification through regional content creators and Mang Inasal's in-house Creators Circle

The campaign calendar was designed to maximize national relevance and global appeal, blending digital media, in-store activations, and PR efforts.

Every element was optimized for impact without traditional advertising spend. The team leaned on trust, partnerships, and a strong brand voice to ignite engagement. The campaign marked a strategic pivot: from serving customers to serving culture. Mang Inasal repositioned itself as not just a QSR brand, but as a cultural connector for Filipinos at home and abroad.

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 250 words used.

Since its launch in September 2024, "Love the Flavors, Love the Philippines" delivered outstanding results in visibility, engagement, and cultural advocacy.

It kicked off with a high-profile press event that yielded 31 feature stories across print, TV, and digital, surpassing the 20-story goal. Media values reached ₱14.1 million, exceeding projections by 41 percent, with total reach hitting 10.1 million.

The campaign video exceeded expectations with more than 15 million views. Social media drove over 7,700 organic engagements and 188 earned brand mentions. The hashtag #LoveTheFlavorsAtMangInasal garnered more than 2 million interactions, with a strong 13.8 percent engagement rate.

A tourism promo that offered free Halo-Halo to travelers presenting boarding passes led to a 200 percent increase in average daily sales. Global influencers like Becoming Filipino and The Blackman Family contributed to over 11 million views in just 48 hours. Regional creators helped amplify the message within local communities.

The campaign's most significant milestone came on December 17, when Mang Inasal and the Department of Tourism formalized their partnership through a Memorandum of Agreement to sustain and expand the initiative. Upcoming efforts include co-branded booths and culinary showcases at festivals both nationwide and abroad.

What started as a simple promo evolved into a cultural celebration. With every grilled bite and heartfelt moment, Mang Inasal helped travelers rediscover the soul of the Philippines. Mang Inasal ended up sharing a heritage and gave the world more reasons to fall in love with the country, one flavor at a time.

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:

[Love the Flavors, Love the Philippines](#)

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