

ABOITIZ POWER GROUP REFRESHES BRANDING TARGETS AND DIRECTION

Written by Donjie Gentiles Vertuoso



SETTING DIRECTION: AboitizPower Brand Officer Kate Alconga presents to the BU's brand champions the AP's 2012 plans and targets that would set the direction for next year's branding initiatives under the Aboitiz Power group. *(Photo by Jade Hazel Gamas)*

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According to a west-coast based author, film producer, and communications consultant H. Stanely Judd – “A good plan is like a road map: it shows the final destination and usually the best way to get there”, certainly this writer agrees with him. And, that was precisely what the Aboitiz Power group did on January 18, 2012. The brand champions of member companies of AboitizPower (AP) gathered at St. Giles Hotel in Makati City to plot this year’s goals and branding initiatives and direction group-wide.

AboitizPower AVP for Branding Ms. Ria Calleja inspired everyone with her presentation and updates about AboitizPower. She enthusiastically elaborated how the group has grown up, and now a major player in the electric industry. She also pointed out the need for everyone’s commitment and support to rally behind AP’s campaign - that will also eventually promote Aboitiz brand in general.

AP Brand Officer Ms. Kate Alconga also discussed the details of AP’s plans and encouraged new ideas from each brand champions for this year’s action plan. Each BU’s also presented their respective 2011 branding activities and 2012 plans which are align to the group’s direction.

The power companies present during the forum were **Cotabato Light**, Davao Light, Subic Enerzone, SN Aboitiz Power, APRI, AboitizPower Inc., AP-Hedcor, AP-Therma Luzon Inc. and Aboitiz Energy Solutions, Inc.