



BRANDING STRATEGIES: AEV Chief Risk and Reputation Officer Ms. Susan Valdez talks about Reputation Management Plans and strategies during the 5th Aboitiz Brand Forum held at Radisson Blu Hotel, Cebu City.

Once again, the Brand Task teams from different Aboitiz business units gathered at the

ABOITIZ GROUP SETS GUIDELINES FOR BRANDING AND CORPCOM TEAMS

Written by Donjie Gentiles Vertuoso

Radisson Blu Hotel, Cebu City on February 22, 2013 for its annual Brand Forum. Cotabato Light was represented by its Branding and CorpCom Officer Donjie Vertuoso.

This year, setting up of guidelines and policies for Aboitiz Branding and Corporate Communications was established and re-emphasized. Also, the organizational structure was strengthened with Ms. Susan Valdez at the head for of AEV Risk and Reputation.

“The COO of each BU’s should be the lead brand champion. He will be the main spokesperson in time of crisis. The role of Corporate Communication (CorpCom) is to talk about what we are doing and deliver the brand promise through effective communication.” Ms. Valdez said during her speech.

One of the striking questions for the day was “why brand matters to our customers?” And, everyone agreed that consumers preferred a particular brand because of certain quality and standards of product and services that are consistently delivered by the company. Moreover, corporate social responsibility activities and employee’s engagement enhances corporate reputation.

AboitizPower (AP) AVP for Branding Ms. Ria Calleja presented the Corporate Media Policy and the Policy of Sponsorships. Also, discussed during the forum was about the Corporate Brand Visual Identity guideline that was presented by AEV AVP for Branding and CorpCom Ms. Carol Ballesteros. Other presenters were AP AVP for Branding & Corpcom Judd Salas, AVP for Sustainability Malou Marasigan and VECO CorpCom Manager Theresa Gonzales.

The event ended with high hope and enthusiasm for more changes and challenges that would be done group-wide. The value proposition and direction of the group is setting our focus on enhancing our corporate brand by providing value to our customers, to the community and to all stakeholders in general.