

Expanding Digital Influence Beyond Borders



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CEO, EON Inc.

About EON



The only Philippine PR Firm listed in the Holmes Report's WORLD PR REPORT for 2 years in a row - 2013 & 2014



The Southeast Asia Consultancy of the Year according to the 2014 SABRE Awards Asia-Pacific



Pioneer of trust-based stakeholder relations in the Philippines and the only PR firm as a signatory to the Integrity Initiative



An advocate of Nation Branding and a thought leader in regional integration

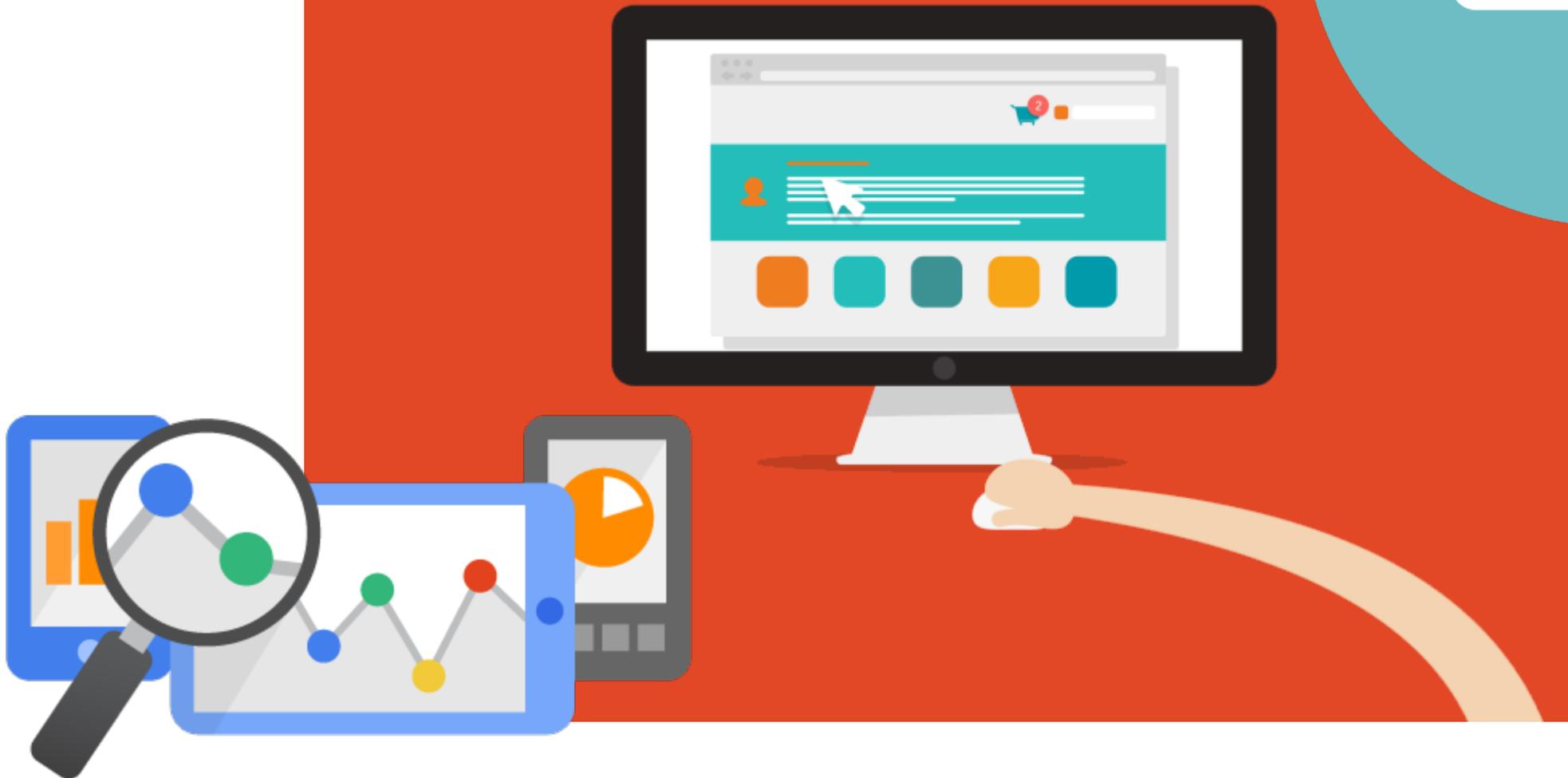


Industry leader for employment, growth, and integrated communication services



The Philippine affiliate of the no.1 PR firm in the world - Edelman

WHAT IS OUR ROLE IN THE DIGITAL WORLD?



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We are the storytellers.

The essence of a brand does not come from the attributes of a brand but from the experience it gives to the consumer, and our role is to share that experience to the world.

We drive engagement.

- Know who they are. Study their likes and dislikes.
- Meet them where they are. What social sites do they visit?
- Cater to their interests. Provide useful information.
- Engage them their way. Don't assume that they like what you like.

We are Truly Filipino.

Everything we do is deeply rooted in our culture and our values as a nation. We understand the market and we always inject a sense of country and community into our work.



TRULY FILIPINO: Branding the Philippines is EON's flagship advocacy towards the creation of a strong country brand, where the brand DNA is captured by the Filipino 4Cs – Collaborative, Creative, Caring, and Colorful.

The ASEAN Integration

One Vision. One Identity. One Community.



LEVEL UP WITH CHINA AND INDIA



REGIONAL ECONOMIC BOOM



600 MILLION POPULATION



INCREASED FOREIGN INVESTMENTS



FREE TO TRAVEL



FREE TO WORK AND STUDY



FREE TO DO BUSINESS

What should
you do?



#1 Educate others about what's going on





#3

Help solve issues
that divide us

#4

Help build
the ASEAN
identity





Be innovative with your content by taking what you know and tackling it from a fresh perspective.



THANK YOU

Revolutionizing Communications. EON provides communication consultancy to companies who want to protect their reputation and to build relationships with their publics.

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