

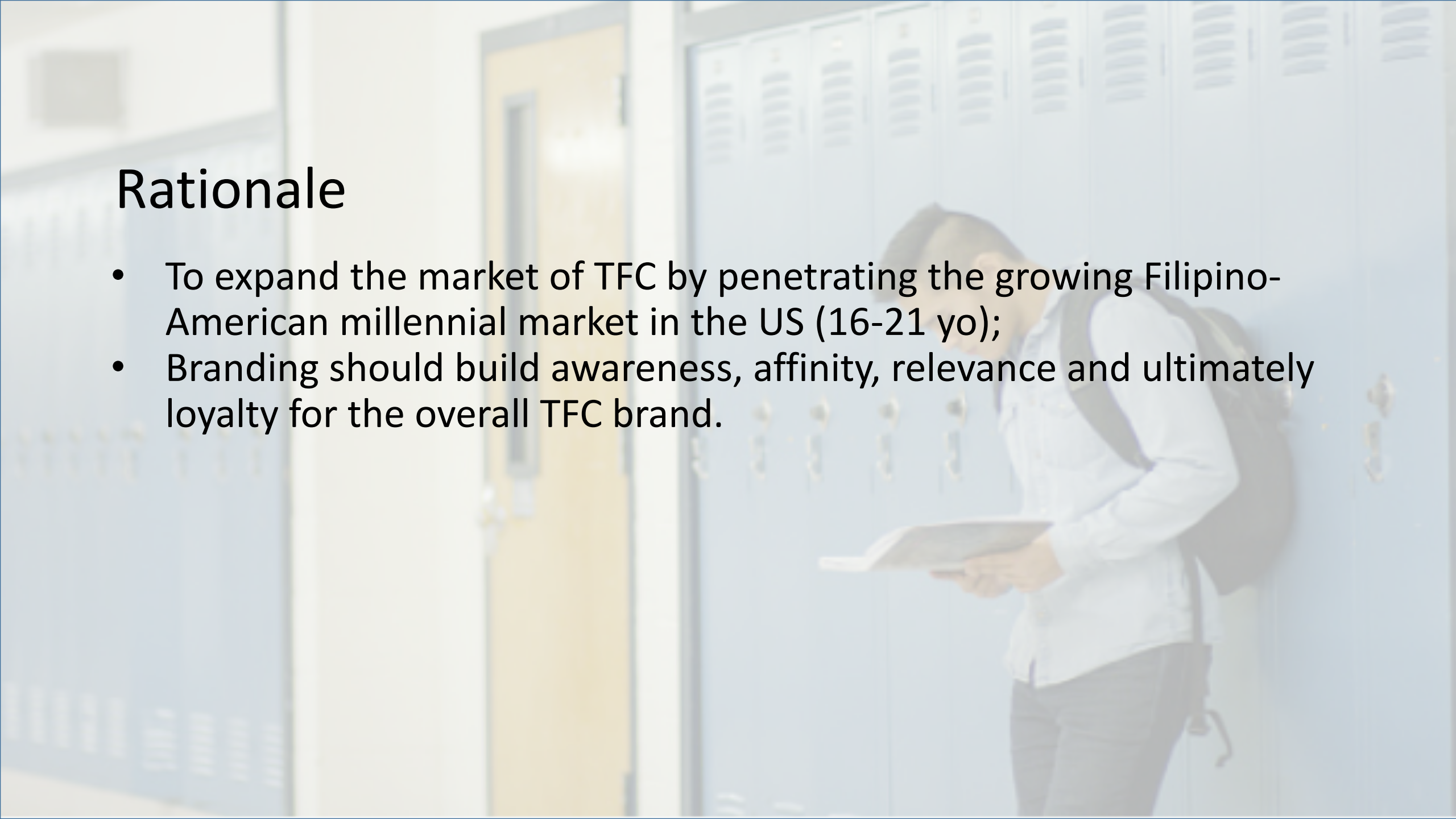
# BRAND ESSENCE





# Rationale

- To expand the market of TFC by penetrating the growing Filipino-American millennial market in the US (16-21 yo);
- Branding should build awareness, affinity, relevance and ultimately loyalty for the overall TFC brand.



# U.S. MARKET LANDSCAPE

There are 1.9Mn Fil-Am millennials that remain untapped by TFC.



They comprise **51%** of  
our U.S. market



**1.2 Mn** are within the  
median **age of 20**

# What We Know About Fil-Am Millennials



They are mostly  
**college students**



- They are more open to their **Filipino identity** and diversity in college;
- They want to learn & discover more about their **Filipino roots**.



- *Entertainment & Arts*
- *Entrepreneurship*
- *Healthcare*
- *Technology*
- *Community Organization*

They behave  
differently  
vis-à-vis Gen 1 mkt



**They don't  
watch tv often**

**They don't find our current  
content relevant**

**They don't identify with the  
TFC brand; its their parents'  
brand only**



# The Journey of a Fil-Am Millennial

Growing up as a Fil-Am

As a Fil-Am College Student

## Assimilating Phase

- They feel different, isolated and discriminated
- They are encouraged to disconnect from Filipino cultural identity in order to blend and be accepted by mainstream American society;
- Thus, they are disconnected with their Filipino roots.

## Reconnect to their Filipino heritage Phase

- They become more open to their Filipino identity and diversity in college;
- To energize Filipino pride by joining Fil-Am orgs
- Being college students, they are trying to find themselves, their passions
- Understanding and appreciating not just the motherland but the Fil-Am history
- Thus, they want to be inspired, motivated and empowered

Opportunities :

- Connect to them at a stage when they are more open to their Filipino identity
- They have needs to to connect to their **Filipino heritage** and be empowered as succeed in the American society.

*\* Filipino heritage: family lineage/ ties, culture, innate Filipino values/ qualities*



# Deeper Insights

2 stages	Growing up as a FIL-AM (Assimilating Phase)	As Fil-Am College Students (Reconnect to their Filipino Heritage Phase)
Realities	<ul style="list-style-type: none"><li>• They deal with with 2 different cultures and they're neither of both;</li><li>• They feel different, isolated and discriminated</li><li>• They grew up ashamed of being Filipino; they are encouraged to disconnect from their Filipino cultural identity in order to assimilate and be accepted in the mainstream American society;</li><li>• Thus, they are disconnected with their Filipino roots.</li></ul>	<ul style="list-style-type: none"><li>• They become more open to their Filipino identity and diversity in college;</li><li>• They want to learn &amp; discover more about their Filipino roots. They don't know Philippine history, Jose Rizal, etc; they can only learn these by doing their own research;</li><li>• They want to energize Filipino pride by joining Fil-Am orgs in campus which becomes their barkada;</li><li>• Being college students, they are trying to find themselves, their passions and what they want to do after college;</li><li>• Thus, they want to be inspired, motivated and empowered.</li></ul>
Needs	<p><b><u>By Virtue of being Filipino/ Fil-Am</u></b></p> <ul style="list-style-type: none"><li>• A way to connect to their Filipino heritage</li><li>• They want to belong to a Filipino community; a free, neutral environment/ company</li></ul> <p><b><u>By Virtue of being a college student</u></b></p> <ul style="list-style-type: none"><li>• They want to be empowered and inspired that they can make an impact as a Fil-Am student;</li><li>• They need help and guidance in navigating US' competitive workforce.</li></ul>	



# THE CHALLENGE

**Engaging 16-21 year-old Fil-Ams  
in an authentic way that builds  
brand awareness and wins loyalty**

# WHAT BRAND CAN DO



## **Connect. Inspire. Empower.**

**Connect:** Bring student orgs together in a neutral, clique-free, space that fosters unity through Filipino pride, and provides opportunities for goal sharing and collaboration.

**Inspire:** Showcase relatable Fil-Am influencers who model success and can connect their own success stories to the work of student orgs.

**Empower:** Take-aways include expert insights, tangible tools, and professional guidance student groups can use to achieve their goals.



# WHAT IS YOUR PURPOSE?

## FUNCTIONAL:

To **engage** Fil-Am college students to **take pride of their Filipino heritage** through **customized** events and programs such as but not limited to **talks, mentorships** and **internships**.

## EMOTIONAL:

To **inspire** Fil-Am college students to **break racial barriers** and **stereotypes** and **empower** them to be a **stronger, unified force** in the campus, community and workforce.

To inspire Fil-Am college students to break racial barriers and stereotypes and empower them to be a stronger, unified force in the community, campus and workforce by engaging them to take pride of their **Filipino heritage** through customized events and programs such as talks, mentorships and internships.

# **WHAT IS YOUR VISION?**

**Be the unifying brand  
that connects Fil-Am college students  
in their mission to organize  
Filipino unity and ignite pride  
on campus and beyond.**



# WHERE DOES YOUR PASSION COME FROM?

- **Our mission of being of service to the Filipinos worldwide**
  - The Fil-Am millennial segment is the strategic part of the Filipino target market we need to serve
- **Delivering engaging multichannel and digital content to every Filipino**
  - We are committed to engaging every Filipino by connecting to them in an authentic way through content that they can relate to;
  - We will deliver this content via platforms they consume.
- **As a Filipino company, we want to be purveyors of Filipino spirit and ignite Filipino pride.**
  - We are committed to inspiring young Fil-Am college students to reconnect to their Filipino heritage
  - We are committed in making Filipinos gain recognition and prominence worldwide.
- **Building Filipino connections and communities**
  - We want to connect the Fil-Am college students to a bigger network of Fil-Am and Filipino influencers.

# WHERE DO YOU HAVE THE MOST CREDIBILITY?

- **Shared customer journey and experience**
  - We know and understand the needs of Filipinos abroad. We went through the the same journey and we have more than 20 years to prove it.
- **Credibility of the TFC brand**
  - It is an established brand formed to serve the Filipinos worldwide and who has has been their partner for many years.



# WHO SHARES YOUR BRANDSCAPE?

Organizations	Purpose/ Mission
Filipino American National History Society (FAHNS)	Documents and promotes Filipino American history through its archives, conferences, books, programs, films and art.
Natl. Federation of Filipino America Associations (NFFAA)	The voice of Filipino American solidarity that transcends generations, organizations, economics, health and politics.
Search to Involve Pilipino Americans (SIPA)	Provides health and human services, community economic development



# WHAT WAVE ARE YOU RIDING IN?

- We're riding the wave **for social acceptance, sense of belonging & self discovery** that occurs among young Fil-Ams when they get to college. This epiphany sparks a hunger for all things Filipino and the desire to connect to their **Filipino heritage**.
- We are riding the wave of Filipino American pride. We are at the cusp of the next generation of Fil-Ams succeeding at their respective passions and breaking stereotypes.



# BRAND AUTHENTICITY STATEMENT

## The "Brand" is...

<b>What</b>	The only student-focused community backed up by TFC
<b>How</b>	That is committed to providing shared experiences to take pride of their <b>Filipino heritage</b>
<b>Who</b>	For Fil-Am College students
<b>Why</b>	Who want to be inspired to break racial barriers and stereotypes and be empowered to be a stronger, unified force in the campus & community thereby igniting a greater sense of Filipino pride and unity
<b>When</b>	In an environment of stereotypes & insular mindset and culture.

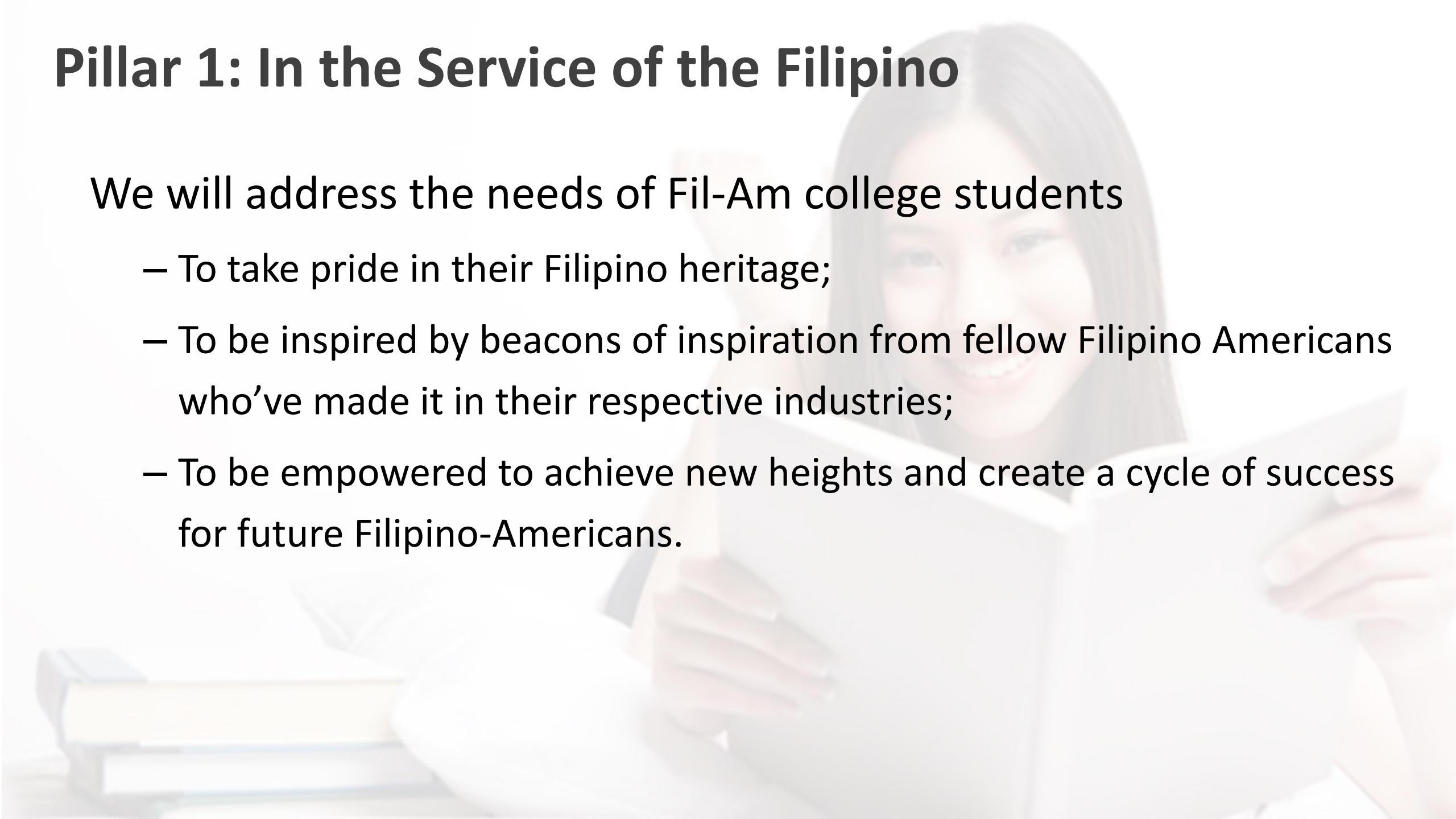
# Brand's Core Pillars



# Pillar 1: In the Service of the Filipino

We will address the needs of Fil-Am college students

- To take pride in their Filipino heritage;
- To be inspired by beacons of inspiration from fellow Filipino Americans who've made it in their respective industries;
- To be empowered to achieve new heights and create a cycle of success for future Filipino-Americans.





## Pillar 2: Engaging & relevant content

We will engage the Fil-Am college students via

- Inspirational talks by Filipino influencers
- Exclusive mentorship from TFC executives
- Internship opportunities
- A summit where they can learn, network and collaborate



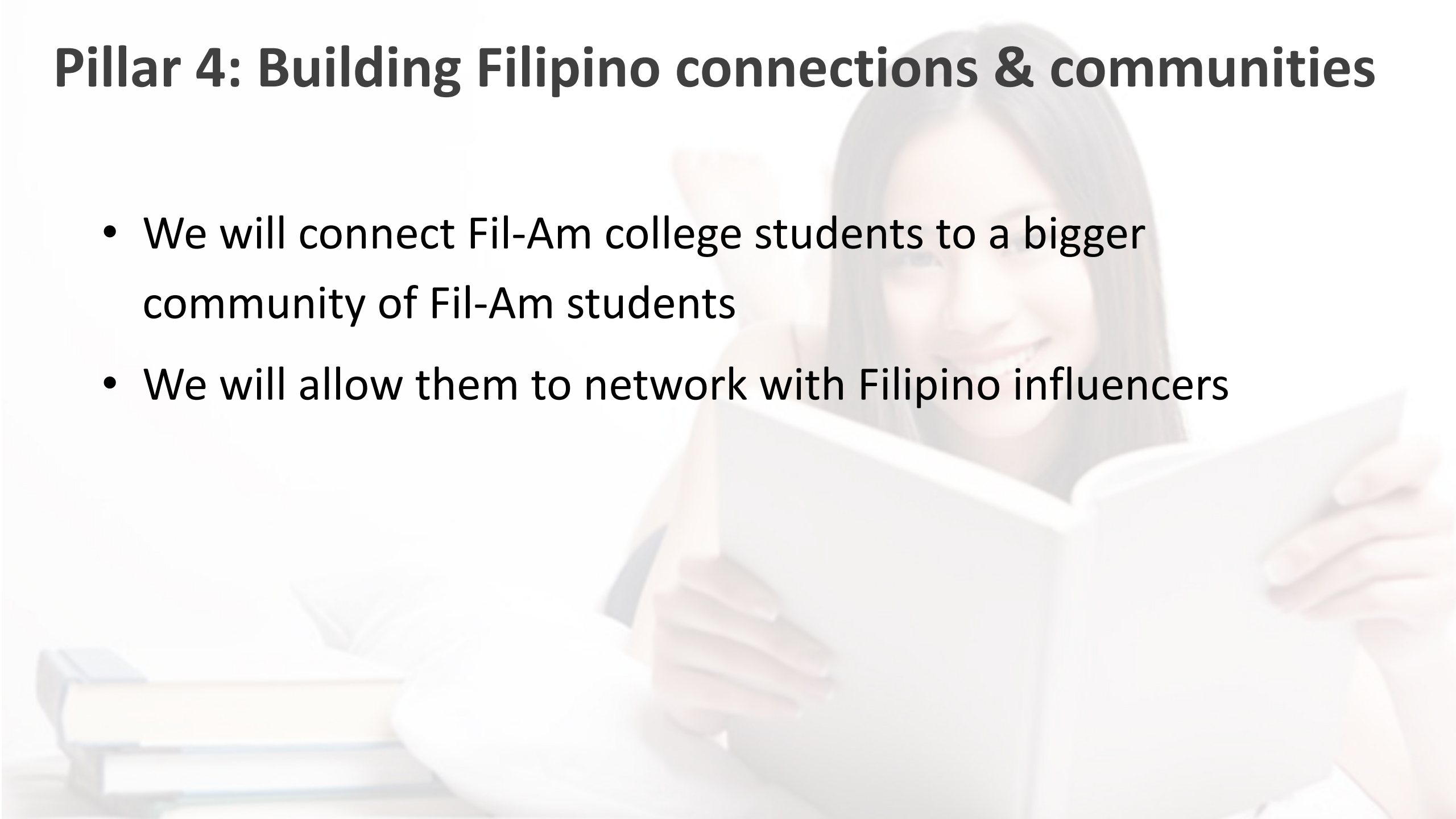
## Pillar 3: Ignite Filipino pride

- We will ignite Filipino pride through the stories of fellow Fil-Am and Filipino influencers who shared the same journey and made it in their respective industries.
- We will promote Filipino talents in the world-stage.



# Pillar 4: Building Filipino connections & communities

- We will connect Fil-Am college students to a bigger community of Fil-Am students
- We will allow them to network with Filipino influencers





# Brand's Personality



# BRAND PERSONALITY



Influential



Inspiring



Sincere



Fun



# **Brand Promise**

**To inspire, empower and connect them  
to their Filipino heritage.**





# Brand Essence

**Igniting Filipino pride  
among Fil-Am College students.**



# The TFCU Masterbrand Brand Platform

## ESSENCE

**Igniting Filipino Pride among Fil-Am college students**

## BRAND PROMISE

**To inspire, empower and connect them to their Filipino heritage.**

## PERSONALITY

**Influential | Inspiring | Sincere | Fun**

### PILLAR 1

***In the service of the Filipinos***

- We will address needs of the Fil-Am students
- To connect to their being
  - To be inspired by beacons of inspiration from fellow Fil-Am who've made it in their respective industries;
  - To be empowered to achieve new heights and create a cycle of success for future Filipino-Americans.

### PILLAR 2

***Engaging & Relevant Content***

- We will engage the Fil-Am students via:
- Inspirational talks by Filipino influencers
  - Exclusive mentorship from TFC executives
  - Internship opportunities
  - A summit where they can learn, network and collaborate

### PILLAR 3

***Ignite Filipino Pride***

- We will ignite Filipino pride through the stories of fellow Fil-Am and Filipino influencers who shared the same journey and made it in their respective industries.
- We will be the venue to showcase Filipino talent.

### PILLAR 4

***Building Filipino Connections & Communities***

- We will connect Fil-Am college students to a bigger community of Fil-Am students
- We will allow them to network with Filipino influencers



Thank You