

2015 WORLD BRANDING AWARDS: TANDUAY BAGS BRAND OF THE YEAR HONORS

By ARGIE C. AGUJA

In recognition of the Filipino spirit of resiliency, dedication, and tradition of excellence, the World Branding Forum (WBF) recently named Tanduay as its "Brand of the Year" in the Spirits - Rum category during the recently concluded World Branding Awards last September 24 at The State Apartments, Kensington Palace in London.

From a pool of 2,600 brands from 35 countries, Tanduay was among the 118 brands selected to receive the prestigious award where some of the world's best brands are recognized for their work and achievements. Consequently, Tanduay is the only brand in the Spirits - Rum category from the Philippines to be selected for this year's Awards. The delegation, composed of Tanduay Distillers, Inc. (TDI) VP for Distillery Operations Gerry Tee, AVP for Marketing Paul Lim and national manager Garry Ong, represented the brand and received the award.



TDI-VP for Distillery Operations Gerry Tee receives the "Brand of the Year" award for Tanduay in the recently concluded World Brand Awards held last September 24 at The State Apartments, Kensington Palace in London.

(From left) National marketing manager Garry Ong, AVP for Marketing Paul Lim, and Tee representing Tanduay during the awards night.



The trophy signifies Tanduay's distinction as the only brand in the Spirits - Rum category from the Philippines to be selected for this year's Awards.

The winners

National winners from the Philippines include Ayala Land, Jollibee and Puregold. Meanwhile, national tier winners from around the world include Barclays, BBC, British Airways, Thomas Cook, University of Oxford, Ferrari, Shell, Burj Al Arab Jumeirah, Taj Hotels and Palaces, Michelin, China Telecom, Acer, Woolworths, Speedo and State Bank of India. Global winners include Apple, Coca-Cola, Louis Vuitton, McDonald's, Mercedes-Benz, Samsung, Sony PlayStation, Lego, Nescafé, VISA, Club Med, Evian, L'Oréal, Cartier, Moët & Chandon, Hermès, Gucci, Prada, IKEA, Nike and Hilton Hotels.

Winners of the World Branding Awards are uniquely judged through three streams—Brand Valuation, Consumer Market Research and Public Online Voting. The award entitles the winning brand to use the "World Branding Awards" and "Brand of the Year" trademark logos on all their branding, advertising, marketing, packaging, PR, corporate and social media assets for a year.

The Awards was organized by the World Branding Forum (WBF), a global non-profit organization dedicated to advancing branding standards for the good of the branding community, as well as consumers. It organizes and sponsors a range of educational programs, and has joint collaborations with universities and museums.

Unexpected win

The award, the first-ever bestowed upon a Filipino beverage company, came as a surprise. "Actually, this award surprised us. We did not know about it until the World Branding Forum contacted us, saying that Tanduay was hailed as one of the best brands in the Philippines. Of the three kinds of awards (Global, Regional and National), Tanduay was named under the National Awards category. According to the guidelines, the general public can nominate. I think the nomination could have come from our loyal consumers," shares Lim.

"With this new recognition, we only have to thank consumers for continuously believing in the brand. We have a reason to celebrate because Tanduay products are distinctly Filipino and winning the Brand of the Year award translates

to the voice of at least 65,000 consumers across the world. For that, we can't be more grateful."

Tanduay takes pride in being the first recipient of the "Brand of Year" award in the Philippines for the entire beverage industry. "Tanduay takes pride in receiving this award. It shows that, even at its 160th year, Tanduay is still re-inventing itself. Being able to represent the country in a prestigious international award-giving event like this is a testament to Tanduay's continued growth, resilience and relevance," says Tee.

160 years of quality and legacy

According to its website, Tanduay traces its corporate origin as one of the companies under Ynchausti y Cia, a "conglomerate" founded in 1854 by Don Jose Joaquin Ynchausti, Joaquin Elizalde, joined by uncle Juan Bautista. They were later on joined by Valentin Teus with an *alakan* or a distillery which was originally located in Hagonoy, Bulacan.

The distillery started by producing Tanduay rum in large 10-gallon blown glass bottles with a narrow neck called *dama juanas* and transported through the Pasig River as well as in small waterways known as *esteros*. The company's inter-island shipping network enabled the product to reach various destinations throughout the country.

In 1988, in what was then considered the biggest corporate buyout, industrialist and philanthropist Dr. Lucio C. Tan acquired Tanduay from the Elizalde family. Dr. Tan, fondly called *Kapitan* within the company, launched a modernization process and resurrected Tanduay out of the doldrums. The takeover of the Lucio Tan Group paved the way to what would become the golden years of Tanduay. When the company was acquired from the Elizaldes, it used to supply the country's demand for fine rum with 15,000 oak barrels used for aging and one manufacturing plant in San Miguel, Manila, in a street formerly known as Calle De Tanduay, now called as Jose Nepomuceno, the same location where it originally began in 1854. Processes within the plant

are mostly done manually or with assistance from its employees.

Under Dr. Tan's leadership, the company embarked on a modernization program that invested on modern machinery and equipment. The new leadership endeavored to achieve perfection, as it became a fully integrated, self-reliant entity. Tanduay's story is a successfully engineered rebirth of a company once on a verge of a collapse, which today, survives as the most pioneer and biggest rum manufacturer creating a range of products that are distinctly Filipino and undeniably word-class.

Into the global stage

The WBF "Brand of the Year" award is the latest addition to the long line of awards and recognitions Tanduay has received throughout the years.

The rum maker has won over a hundred awards for product excellence in various international wines and spirits competitions, including the prestigious Monde selection.

Earlier this year, *The Spirits Business*—the only dedicated international spirits magazine and website—named Tanduay Rum as the 2015 Rum Brand Champion. It called Tanduay "The Comeback Kid" of the rum world in its June 2015 report, mentioning that Tanduay saw an impressive increase of 19 percent last year, the most of any rum brand among the million-case sellers, beating other established rum manufacturers worldwide.

It further stated, "Tanduay attributed this growth to an aggressive new campaign for its flagship expression, launched in celebration of the group's 160th anniversary. The campaign presented the brand as a symbol of the Filipino character depicting perseverance and resilience in challenging environments."

Tanduay's long history and world-renowned quality made it a national icon. As the chosen rum drink of Filipinos, it represents the nation's true characteristics as a people, the spirit of honor and tradition; the spirit of bravery, resiliency, dedication; and the core trait of respect for elders and family values. It is these characteristics that made the Tanduay brand an integral part of Filipino tradition. It is these same characteristics that propelled the Filipino brand into the spotlight of the global stage.

ABOUT THE AWARDS

The World Branding Awards is the premier awards recognition program of the World Branding Forum. The Awards sees some of the world's best brands recognized for their work and achievements, and is one of the few truly global recognition awards that is dedicated to brands.

How are Brands Nominated?

Brands owners, custodians, agencies, and the general public can nominate a brand for the World Branding Awards. There is no cost to nominate a brand on the public voting platform. Brands and agencies pay an evaluation fee if they enter a brand through the Awards website.

Types of Awards – Award Tiers

Global Award: The Global Award is presented to truly international brands that have a presence in ten or more countries, on three or more continents. These are truly global household names, and the Award is limited to the top 100 global brands in any particular year.

National Award: The National Award is presented to the very top brands in each participating country at the Awards. These brands are household names in their home country that have been judged to be truly exceptional. For each product/service category, only one brand will be awarded for each country. Winners of the Global Award are not eligible for the National Award.

Regional Award: Brands that score highly in a particular region may be accorded with a Regional Award if the brand scores highly in multiple countries in a region.

Voting and Judging

Voting and Judging Process – Public Participation of 70%

The judging and voting processes of the World Branding Awards are unique as points are awarded through three streams, with each stream contributing a set percentage to the total score in evaluating a brand.

BRAND VALUATION – 30%

The World Branding Forum's research department conducts a financial valuation of a brand based on an income approach model, which also takes into account a projection period. For public companies, data is gathered from available published sources, while for non-public companies, audited financial data is provided by the companies for evaluation or from publicly available sources.

PUBLIC ONLINE VOTING – 30%

The World Branding Forum runs an ongoing online nomination and voting platform designed specifically for online research. Although this may be considered as a populist or peoples' choice vote, the scores for this stream only contributes to one part of the judging process, so the popularity aspect of a brand alone may not result in a brand winning.

CONSUMER MARKET RESEARCH – 40%

The World Branding Forum's research department conducts one-on-one telephone interviews in all countries that are selected for the Awards. The results from this survey contribute to the market research score for that brand both globally and also for a particular country.

TANDUAY
NAMED
BRAND OF THE YEAR
AT THE 2015 WORLD BRANDING AWARDS

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Tanduay likewise takes pride in being the first recipient of the Brand of Year award in the Philippines in the entire beverage industry. National tier winners from the Philippines include Ayala Land, Jollibee and Puregold. Global winners include Apple, Cartier, Coca-Cola, Facebook, Google, Guinness, HSBC, IKEA, Johnnie Walker, Kleenex, Lego, Louis Vuitton, McDonald's, Mercedes Benz, Nescafé, Nike, Rolex, Shell, Starbucks and VISA.

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