



## Media Coverage

Country	Date	Publication
Philippines	2013	Press Clippings

# Alvarado, wins Superbrands' "Outstanding Governorship Award"

By: PPAO

Wednesday, 20 November 2013

## CITY OF MALOLOS- Good leadership is now a “superbrand.”

Governor Wilhelmino M. Sy-Alvarado and five other provincial executives became the first recipients of “Outstanding Governorship Awards” given by Superbrands Marketing International (SMI), an award-giving body tasked to celebrate the success of brands worldwide held at Mandarin Hotel, Makati City recently.

Superbrands cited Alvarado for leading Bulacan as “the undisputed most progressive province in the country today.”

The other Superbrands awardees are Isabela Gov. Faustino G. Dy, Autonomous Region in Muslim Mindanao Gov. Mujiv S. Hataman, Davao Oriental Gov. Corazon N. Malanyaon, Batangas Gov. Vilma Santos-Recto and Nueva Ecija Gov. Aurelio Matias Umali.

Karl Maclean, Chairman of SMI and Harry Tambuatco, SMI President and Chief Executive Officer, said that Gov. Alvarado has been steering the province into unprecedented growth and development through his administration’s “Seven Point Agenda” (Health, Education, Peace and Order, Nature and Environment, Good Governance, Livelihood and History and Culture).

Foremost among the rooster of Alvarado’s achievement as governor of Bulacan is the “Kapitolyo sa Barangay”, where he personally brought the services of the provincial government to various communities including far flung villages.

This initiative has already served more than 295,000 Bulakenyos in 855 community operations.

The Superbrands also cited Alvarado for launching the trendsetting “One Bulacan Pride” or “program for Rapid Industrialization and Development.”

The program is slowly creating new growth corridors in Bulacan that can catapult the province into new heights that could make it, the next premiere province in the country.

The Outstanding Governorship Awards is bestowed on deserving government officials, who, by mandate, are responsible to their constituents. Through that mandate, governors

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must convey strategic management programs if they are to succeed, the international awards giving body stated.

<https://www.bulacan.gov.ph/newsarticle.php?id=1897>



## Chooks-to-Go, awarded as a Superbrand

Friday, December 13, 2013

Last December 11, 2013 Superbrands, the sole award-giving body for Marketing/ Branding in the Philippines, gave recognition to the strongest brands in the country via an awarding ceremony entitled "Volume VIII Second Certificate Superbrands Accreditation and Awarding of Certificate".

Established in 2009, Chooks-to-Go, under the company Bounty Agro Ventures Inc., was selected as the only roasted chicken brand qualified to carry the Superbrands Awards Seal from 2013 until 2015. Currently recognized as 216th among the top corporations in the Philippines by BusinessWorld, Chooks-to-Go was able to change the perception of Filipinos about eating lechon manok. Because of this, they were able to claim the title of "innovative brand position".

# Superbrands

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By establishing its tagline "Masarap kahit walang sauce", the company was also able to successfully attract customers from all walks of life. Other major factors which contributed to the popularity of the Chooks-to-Go brand and overall trust of its customers are the excellent management of operating standards as well as ensuring high quality control.

Other brands which also received awards are: Philippine Prudential Life Insurance Company, Inc., A Bonne' (Star Asia Marketing), Center for Culinary Arts (CCA), C-Lium Fibre (Pascual Laboratories), Gardenia, Globe Tadoo (Globe Telecom), Met Tathione (White Beauty Corporation), PLDT myDSL, Solignum (Jardine Distribution, Inc.), and Yakult (Yakult Phils.).

<http://chookstogo.com.ph/news/article/3/Chooks-to-Go-awarded-as-a-Superbrand>