

THE UNLI HAPPY CAMPAIGN FOR TEAM BELEN 2016

Here is the working framework for the UNLI HAPPY campaign that we can roll-out ASAP. Pasensya na po na medyo natagalan, but we did a comprehensive FGD and baseline market study on it first. I'm happy to report that the findings are conclusive: the acceptance and appeal of the campaign is on the same levels as our "Pag-asa at Pagbabago" theme during the 2010 elections. Sobrang patok based on testing.

More importantly, the audience made a strong connection to the word UNLI. Once we establish ownership of this term, Globe, Smart, and Sun Cellular will be doing our marketing and promotional work for us ☺ Kaya sobrang importante magawan agad si Mayor ng shirts, button, pins, etc. para ma-connect agad si Mayor sa UNLI HAPPY.

Please find the following elements below:

- 1) **UNLI HAPPY GRAPHIC** – This is a working sample of the Unli Happy Graphic. Ang elements niya, it's like a sun, but at the same time, it is also a METER. If you notice, the needle is pointing towards the Unli Happy level, meaning to say pa-dagdag ng pa-dagdag lang ang saya sa Dagupan.

My suggestion is to make collaterals of this logo (or any other logo you like, in case you don't approve this one) immediately para magamit na. Ilagay na siya sa lahat ng posters, announcements, at tarpaulins. Gumawa na agad ng t-shirts, vests, caps, etc. at lagyan ng logo. Mayor should be identified with the logo immediately para maka-establish na tayo ng ownership agad.

It would also be great if we could animate this. If you can picture the logo, umpisa muna yung needle sa kaliwa, tapos gagalaw siya (parang speedometer) towards the Unli Happy level. Pwede itong 15-second bumpers sa TV, or even sa lahat ng LCD/ TV displays all over CSI Malls and Dagupan.

- 2) **UNLI HAPPY SONG** – This is sung to the tune of "Happy" by Pharell Williams. The lyrics are below, and we made a rough testing during the FGDs. Sobrang maganda yung acceptance. Sing the song in your head, and if you like it, pwede ko na itong ipa-record agad upon your go-signal.

We can play this as an ad, as a rolling campaign in markets, plaza, CSI, etc. Since it is talking about the city, it won't be seen as early campaigning. But here is the best part: once election period rolls in, may application na ako para sa kanta na may pangalan na ni Mayor.

UNLI HAPPY

(Sung to the tune of "Happy" by Pharell Williams)

*Ngiti sa Dagupan ay ibang-iba
Lahat ganado at masigla
Progresibo, bago't maganda
Halinaaa at tayooo ay makisaya*

REFRAIN:

(Dagupan City)

Patungo sa kaunluran at pag-asensong totoo

(Unli Happy)

Sa Dagupan feel na feel ang serbisyong publiko

(Dagupan City)

Masaganang tulong at sari-saring proyekto

(Unli Happy)

Yan ang dulot ng gobyernong tapat at para sa 'yo

CLAPS INTERLUDE

Dagupan City

Unli ang Happy

(4X)

I am fully confident that if we implement this ASAP, the second term for Mayor is guaranteed. Basta maganda at comprehensive ang execution natin, this will be an unbeatable branding campaign for Team Belen 2016 ☺

Thank you!

Best,
Alan