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MARCH 2026

MAGAZINE

How Strong Market Positioning Turns Visibility into Sales

with Bingo Soriano

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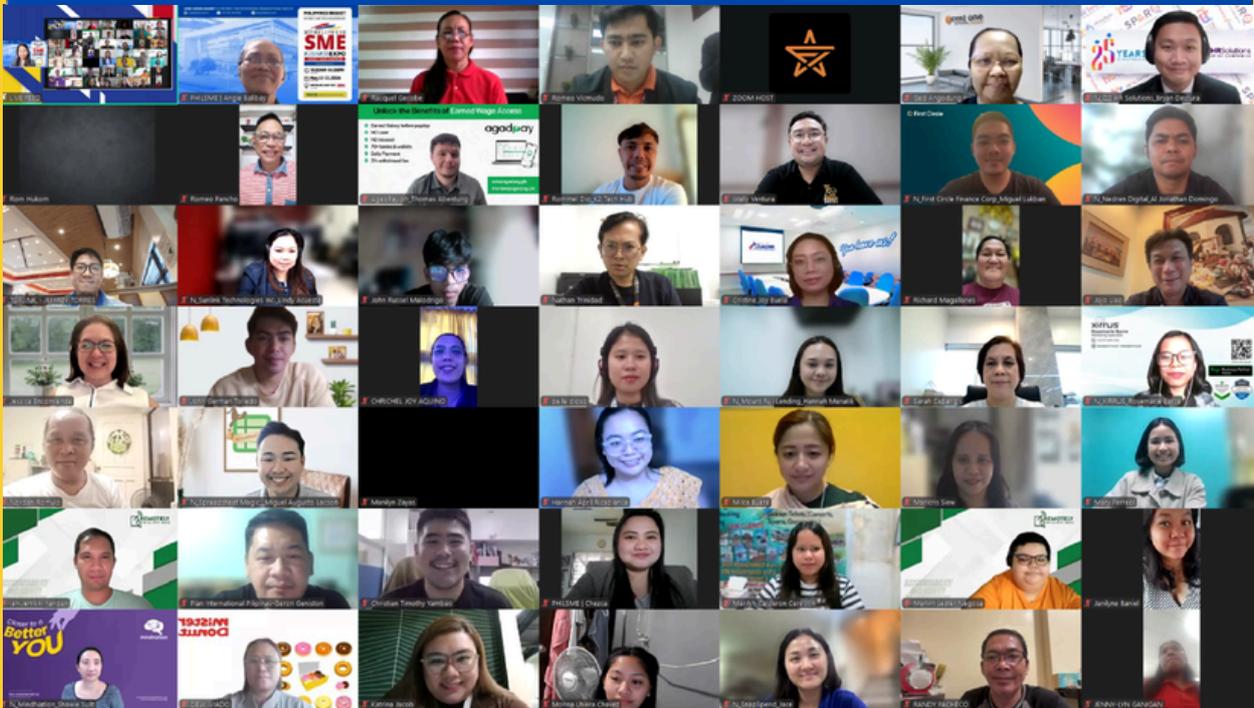
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Owning A Word In The Mind: Why Most Companies Still Get Branding Wrong

By: Franchezca Romano

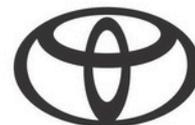
By any measure, branding is one of the most talked-about, and least understood disciplines in business.

Ask executives what branding is, and you'll hear a mix of answers: logo design, advertising, social media, packaging, reputation. Google it, and you'll find dozens of definitions. Yet, even among mid-sized Philippine companies with billions in revenue, there remains a fundamental misconception about what branding truly means. At its core, *branding is not about how you look. It's about what you own.*

During the 39th PHILSME Business Networking Session, **Bingo Soriano**, Founder of **Branding Nerd** and **Brand Con**, delivered a compelling talk on why most companies still get branding wrong –and how to correct it.

Addressing an audience of entrepreneurs, SME owners, and business leaders, **Soriano** challenged one of the most common assumptions in business today: *that branding is about logos, advertising, or social media presence.*





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- Toyota Safety Sense (HEV Variant)
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 - Level 4 Food Choices, Ayala Malls Feliz
 - SM City East Ortigas (2nd Level)
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- Bicol Region**
 - SM City Legaspi (2nd Floor, SM Food Hall)
 - SM City Sorsogon (2nd Floor)
 - SM City Davao (2nd Floor)
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 - SM City Suxat (2nd Food Court, Building A)
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- North Luzon**
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 - Newpoint Mall Angeles City, Pampanga (Upper Ground)
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 - Robinsons Place Tuguegarao (Level 1)
 - SM City Baguio (Lower Ground Level, Sunset Terraces)
 - SM City Cagayan (Level 1, Building A)
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 - SM City Tuguegarao (2nd Level)
 - SM City Tuguegarao Downtown (Ground Level)
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 - Palacio Mall, Lucena City (Ground Floor)
 - SM City Batangas (Ground Level)
 - SM City Sorsogon (2nd Floor)
 - SM City San Pablo (2nd Floor)
 - SM City Sta. Rosa (2nd Level)
 - SM City Sta. Tomas (Ground Level)
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 - 4C's Building, Amado Blvd., Roxas City, Cebu (across SM City Roxas)
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 - Robinsons Maribara, Toledoan (Level 3 Food Gallery Expansion)
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 - SM City Bacolod (Ground Floor Northwing Expansion)
 - SM City Cebu (Upper Ground Level)
 - SM Puerto Princessa (Lower Ground)
 - SM Seaside City Cebu (2nd Level Cube Wing)
- Mindanao**
 - Ayala Malls Cebu, Cagayan de Oro (Ground Floor)
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The **USA Poultry & Egg Export Council (USAPEEC)** is a non-profit organization that promotes the export of high-quality U.S. chicken, turkey, and duck products around the world. In the Philippines, we work closely with importers, food professionals, chefs, and entrepreneurs to highlight the versatility, safety, and profitability of U.S. poultry.

What We Do

We help businesses, from startups to SMEs, discover the potential of **U.S. poultry** as a foundation for food ventures. Through promotions, culinary training, and market access initiatives, we bring opportunities to your table.

What is Poultry-preneur

Poultry-preneur is a development program for aspiring and existing food entrepreneurs who want to start or grow their food business using U.S. chicken, turkey, or duck. Whether you're a pop-up stall owner, or a startup restaurant, this program is for you.

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A Singular Idea in the Mind

Marketing strategist **Al Ries**, co-author of the classic book *Positioning: The Battle for Your Mind*, defined branding as: “A singular idea or concept that you own inside the mind of your prospect.” This definition is deceptively simple but powerful.

Think about brands you instantly associate with a specific concept. You don't need to see the logo. Just mention the idea, and the brand comes to mind. That's when branding has done its job. The challenge for every business owner, entrepreneur, and marketing leader is this:

The Three Parts of a Brand

1. A Singular Idea

A brand must stand for one thing, not five, not ten. In a noisy marketplace, focus beats breadth.

2. Ownership

You don't just express the idea, you own it. It distinguishes you from competitors and becomes your public face. And like any valuable asset, it has monetary value.

3. A Place in the Mind

Branding is not built in factories or boardrooms. It is built in the minds of prospects. Perception determines reality.

What Kills a Brand?

Many assume scandals destroy brands. History suggests otherwise. Brands can survive controversy. Two bigger killers are:

1. Consistent Inconsistency

If your promise doesn't match the experience, customers leave. As one global CEO once put it: marketing brings people in; operations make them come back.

2. Lack of Innovation

Markets evolve. Consumer expectations shift. Brands that stop innovating become irrelevant.

Consistency protects trust. Innovation protects relevance.

The Six Principles of Positioning

Today, **Laura Ries**, daughter of Al Ries, continues the positioning legacy and outlines six core principles for building strong brands:

1. Find an Open Hole

Before launching products or designing logos, identify an unoccupied space in the market.



Why is Branding Important for Business?
“B-R-A-N-D”

BLUEPRINT
 A brand is a masterplan for your customer experience. It needs to be delivered consistently across all areas of your business.

RELATIONSHIP
 A brand is the thoughts, feelings and psychological relationship between a business and a customer.

AGREEMENT
 A brand is a promise of what the consumer will experience from your business.

NATURE
 A brand is the inherent nature of your business – the personality, the character, the style. It is the emotional association to your brand.

81% of consumers say that their first choice when buying is based on trust.

BASC

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2. Narrow Your Focus

Once you find your space, double down. Don't expand your message prematurely. Focus builds authority.

3. The Name Is Foremost

A strong name reinforces positioning. Red Bull signals energy in two words. The name works with the concept.

4. The Visual Hammer

Logos and symbols reinforce meaning. Over time, they become shorthand for the idea you own.

5. The Verbal Battle Cry

A powerful slogan crystallizes positioning.

6. PR, Not Advertising

Advertising tells. PR validates. Long-form articles, third-party features, search visibility, and earned media build credibility in ways ads cannot. In a world where customers search before they buy, organic authority strengthens positioning.

Branding as Blueprint

Branding is not decoration. It is a blueprint.

Most importantly, it builds relationships, an implicit agreement between company and customer. A promise. When done right, branding defines your character and distinguishes you in a crowded marketplace. When done poorly, it becomes noise.

The Ultimate Question

If branding is the art of owning a singular idea in the mind, then every business leader must ask: What word do we own? If you can't answer that in one clear concept, your competitors might answer it for you.

And in branding, whoever owns the word owns the market.

Get a chance to meet different brands dominating the market at the 18th PHILSME Business Expo on May 22-23, 2026 at the SMX Convention Center, Metro Manila. Join this fun, high-energy, and collaborative group. To learn more about the PHILSME Business Network, contact sunshine@philsmc.com, text, call, or Viber/WhatsApp +63 927 288 7927.



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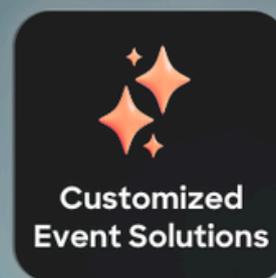
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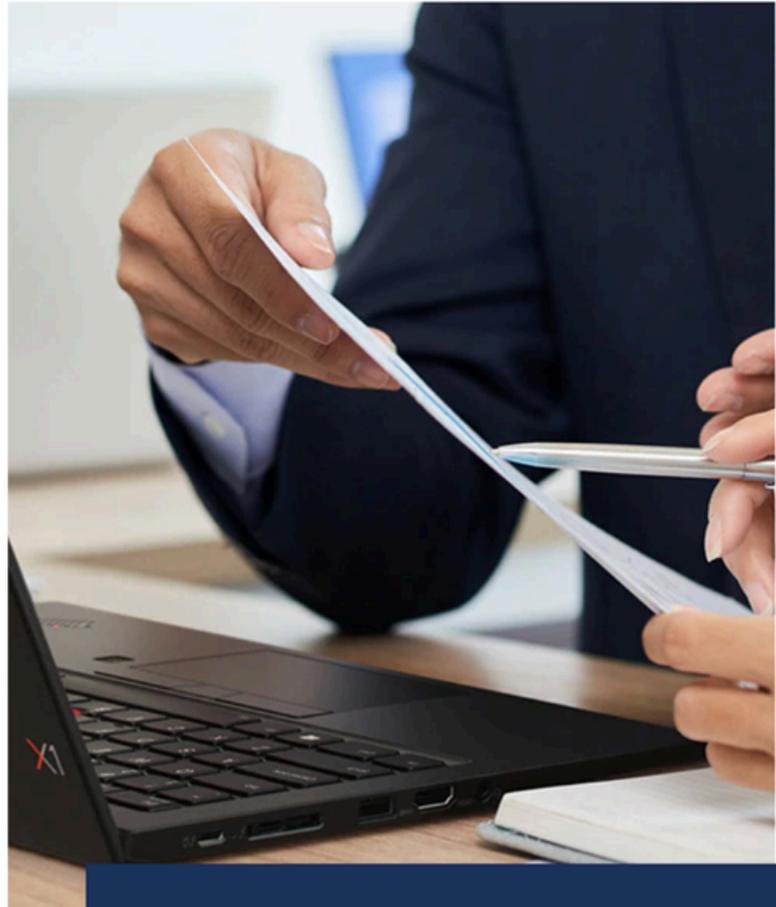


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VeritasPay Powers PHILSME's Digital Payment Systems for SMEs



(L-R: Franchezca Romano, Angie Quadra-Balibay, Mailine Upano, Trixie Esguerra-Abrenilla, Christopher James Payne, Carl Tienzo, Khristine Cruz, Xyrus Dayao)

As PHILSME continues to evolve into a national business-building platform, strengthening its digital infrastructure remains a strategic priority. Seamless, secure, and efficient transactions are essential for entrepreneurs navigating today's digital-first economy.

To support this direction, PHILSME has deepened its collaboration with **VeritasPay Philippines Inc.**, integrating the company's EasyLink and Checkout payment solutions into the PHILSME ecosystem.

The integration enhances how exhibitors, partners, and event participants transact through [PHILSME's website](#) and event platforms—enabling faster processing, secure payments, and greater flexibility.

Enabling Operational Efficiency for Entrepreneurs

For SMEs, operational friction translates directly into lost time and missed opportunities. Digital payment systems that are reliable and easy to deploy allow business owners to focus on growth rather than administrative tasks.

VeritasPay EasyLink enables businesses to generate personalized payment links that customers can access instantly. Meanwhile, VeritasPay Checkout provides a secure, integrated checkout page capable of accepting multiple payment methods—streamlining online transactions for both merchants and customers.

By embedding these tools into its platform, PHILSME strengthens the infrastructure supporting thousands of entrepreneurs who engage in its expos, networking events, and digital initiatives.

Supporting Platform Scale and Expo Growth

Beyond technical integration, VeritasPay actively participates in PHILSME expos and business events, engaging directly with SME founders seeking scalable solutions.

Christopher James Payne, President of VeritasPay, underscored the alignment between both organizations, emphasizing the importance of helping Filipino entrepreneurs simplify operations and boost efficiency through accessible payment technologies.

For PHILSME, the collaboration reinforces its positioning not merely as an event organizer, but as an ecosystem builder—integrating practical solutions that address real business needs.

Formalized Ahead of the 17th Expo

The partnership was formalized on October 29, 2025, ahead of the 17th PHILSME Business Expo, as part of preparations to strengthen event systems and digital capabilities.

[PHILSME CEO Trixie Esguerra-Abrenilla](#) noted that integrating VeritasPay's solutions enhances the convenience and flexibility available to SMEs

engaging with the platform—an essential requirement in today's hybrid business environment.

Strengthening SME Digital Readiness

As PHILSME prepares for larger-scale editions, including the 18th PHILSME Business Expo at SMX Convention Center Manila, secure and seamless payment systems remain critical.

The collaboration with VeritasPay reflects PHILSME's broader commitment to equipping Filipino entrepreneurs with accessible, future-ready tools that enable sustainable growth.

In a competitive market where trust and speed influence decision-making, frictionless transactions are no longer optional—they are foundational to business success.



PHILSME CEO & Managing Director Trixie Esguerra-Abrenilla with VeritasPay President Christopher James Payne at the MOA signing



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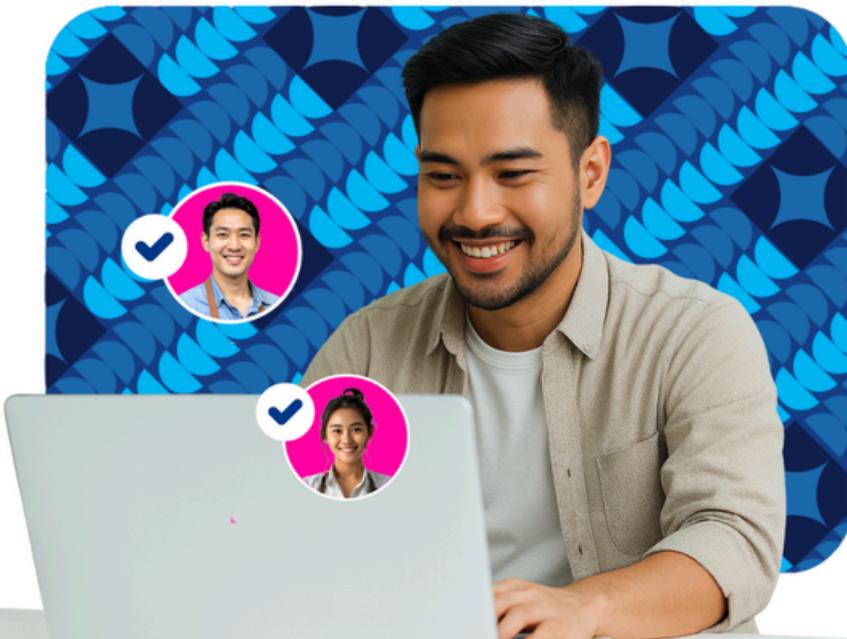
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Isabel Delgado
International Marketing Manager

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Quinny, analyze the reasons for the expense increase from May to June and share a detailed comparison.

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Upon reviewing the comparison report between May and June, here are the reasons for the increase in expenses:

Traveling Expenses: In June, traveling expenses significantly rose to **\$5,390.00** compared to previous periods, suggesting potential additional travel activities or events that increased costs.



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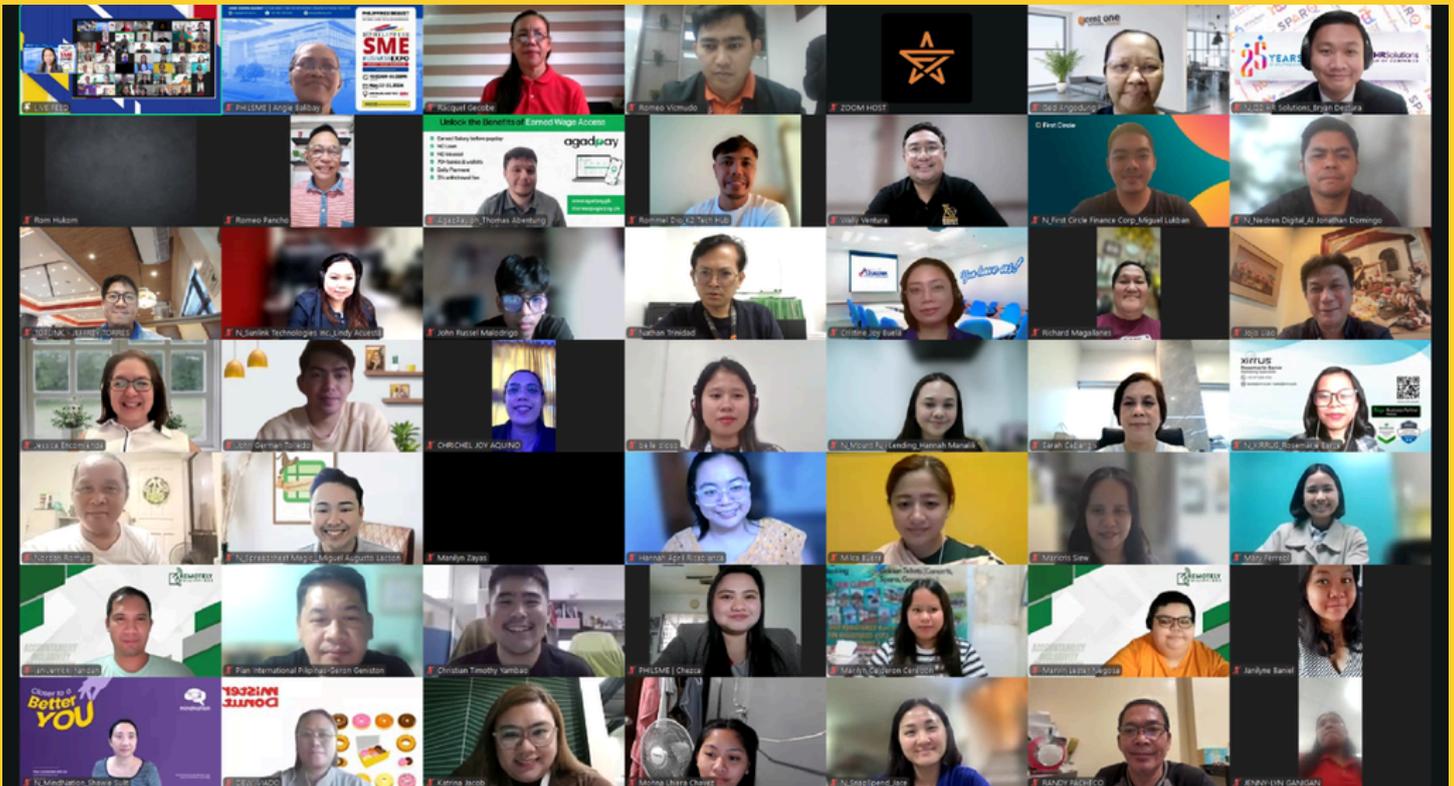
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