

Its more fun in the philippines background

[Countries](#), [Philippines](#)



Introduction:

Last January 2012 the Department of Tourism launched the new slogan “ It’s morefun in the Philippines” to raise the awareness of the locals and the tourist who are still unaware of the beauty of the Philippines. The said slogan created a question in our mind. What will be difference of using this new slogan over the old one “ Pilipinas kay Ganda” , will it be more effective to attract tourist and help to promote the hidden beauty of the Philippines that still awaits to be discovered. And with that we come up with the idea to make a study about the questions that we want to be answered. The main goal of the administration is to attract 6. 8 million foreign tourists a year by 2014, 8 million by 2015, and 10 million by 2016, by using the slogan will the government can achieve their goal? Background of the study

“ It’s more fun in the Philippines” campaign was made by David Guerrero the chairman and chief creative officer of BBDO Guerrero, which is the country’s most awarded and popular advertising firm. This slogan is simple yet very meaningful and applicable to the Filipino character. Making the Slogan, the team Guerrero thinks of a theme which can be a big hit to boost the PhilippineTourism Industry, a campaign slogan which can really be a big help to our economy. The campaign objective is to get the Filipinos into the global perception, to start an image that other countries will turn to. This campaign can also be a big help in letting other countries know what the Philippines can offer. The things that no other countries can offer. Objectives:

To determine if the slogan has been successfully launched internationally. To determine if the slogan help to raise the awareness of the people about the Philippines. Research Problem:

The researchers seek answers to the following questions:

1. Is the slogan will be effective to promote the Philippines?
2. Does the government can market the said slogan globally?
3. Will the slogan be able to help to raise the awareness of the people?

Variables:

- Independent: It's more fun in the Philippines
- Dependent: Effect of the slogan in the Philippines's tourism industry
- Significance of the Study:

1. The proposal will be able to determine if the slogan has been successfully marketed globally.
2. The proposal will show if the slogan " It's more fun in the Philippines" help to attract tourist to visit Philippines.
3. This proposal will determine if the Department of Tourism has chosen a good slogan for the tourism industry.