

UP Virata School of Business wins the 1st Toyota Young Marketeers Challenge

UP Virata School of Business students won the very first Toyota Young Marketeers Challenge held in the Grand Hyatt Manila in Bonifacio Global City on 8 October 2019. The team won the championship trophy, individual medals, a trip to Japan, a 2018 Macbook Air, and Php250,000. The team bested nine (9) finalist teams from different schools all over the Philippines.

The Toyota Young Marketeers Challenge is the flagship student marketing competition of Toyota Motors Philippines. The tilt required business students to come up with an integrated marketing communications (IMC) campaign for the Toyota Vios targeted towards Filipino millennials. The team's campaign – **Toyota Vios, Simply Driven** – closely tracked and followed the consumer journey of the newest breed of car purchaser, and aimed to position the brand as a life companion versus a list of functional traits. The team was lauded for their deep and sharp consumer understanding, and an engaging presentation and humanization of Toyota's premier subcompact sedan brand.

The winning team is composed of John William S.P. Alonzo (IV BSBA), Samantha L. Ching (IV BSBA), Mariya Hanna D.G. Laurel (IV BSBA), and Nathan Joseph P. Oranga (IV BSBA). Prof. Luis Diego D. Lee acted as the team mentor.



L-R: Samantha L. Ching, Mariya Hanna D.G. Laurel, Nathan Joseph P. Oranga and John William S.P. Alonzo

SC WON'T RULE YET ON VP POLL PROTEST



PHILIPPINE DAILY INQUIRER

BALANCED NEWS • FEARLESS VIEWS

INSTANT-NOODLE DIET HARMS ASIAN KIDS

'NINJA COPS' MAY END UP DEAD-MAGALONG

The civilian agents involved in the 2013 drug operation have all been killed, Baguio City's mayor says. 'Anything can happen' to the policemen. The 'real criminals,' Gordon adds, will not allow the situation to get worse.

RECTIFYING GENDER IMBALANCE

WHO IS THE FEMALE SUPERHERO?

CANNES, FRANCE—Most of the women candidates in the 2019 French presidential election are women, and it's a good sign for gender equality. But the French president-elect, Emmanuel Macron, is a man. The French people will have to wait to see if the new president will be a woman.

SEXUAL ABUSE PROTESTS ROCK ATENED

MORE PGH PERMANENT NURSES URGED

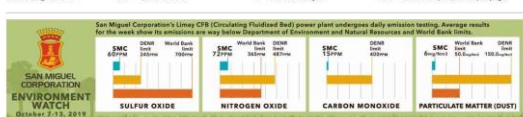
BECKHAM AS THE AUTHENTIC DAD LIFESTYLE / G1

Japan battles mud as storm deaths rise

'Mabagal' sweeps songwriting tilt

Review to yield expanded infra list

UP tops Toyota market challenge



San Miguel Corporation's Liney CTR (Circulating Fluidized Bed) power plant underwent daily emission testing. Average results for the week show its emissions are way below Department of Environment and Natural Resources and World Bank limits.



UP tops Toyota market challenge

Students from the University of the Philippines Diliman bagged the grand prize at the inaugural Toyota Young Marketeers Challenge for presenting the best marketing strategy for the country's best-selling car. The champion team was awarded an all-expense paid trip to Japan for an immersion in the Toyota Way by Toyota Motor Philippines officials led by president Satoru Suzuki (third, from left) and judges.



U.P. WINS TOYOTA YOUNG MARKETEERS CHALLENGE: For presenting the most creative and innovative integrated marketing campaign for the Toyota Vios, College of Business Administration students from the University of the Philippines in Diliman bagged the grand prize at the inaugural Toyota Young Marketeers Challenge. A total of 10 colleges and universities battled it out at the Grand Hyatt Manila in Taguig City, with teams presenting their best marketing strategies for the country's best-selling car. De La Salle University and College of St. Benilde Antipolo won second and third place, respectively. Winners received cash grants for their schools plus technology packages, with the champion team also winning an all-expense paid trip to Japan for an immersion in the Toyota Way. Photo shows Toyota Motor Philippines officials, led by president Satoru Suzuki (3rd from left) and the competition judges, presenting the awards to the UP team.

Leni to SC: Don't change rules in VP protest



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Albayalde bids PNP goodbye

'Carry on, don't be demoralized'

Linked to illegal drugs by former colleagues just days before his retirement, Philippine National Police chief Gen. Oscar Albayalde yesterday bade goodbye to the PNP, exhorting its members to 'carry on in the service' and not get demoralized by controversies.

Second round of polio vaccination kicks off

PHILADELPHIA—The second round of supplemental polio vaccination against polio in the United States is under way, the Centers for Disease Control and Prevention announced Tuesday.

DepEd: Christmas break starts Dec. 15

MANILA—The Department of Education (DepEd) announced that the Christmas break for public schools will start on Dec. 15, 2019, and end on Dec. 31, 2019.

Retiring CJ Bersamin: No regrets

MANILA—Chief Justice Renato Corona said he has no regrets about his tenure as the 12th chief justice of the Philippines.

Lucsin apologizes to China over tweets

MANILA—Foreign Affairs Secretary Aiza Lucin said she has apologized to China for her tweets regarding the South China Sea issue.

PNP chief's move lauded, but probe to continue

Investor Secretary Eduardo Alas lauded the decision of Philippine National Police chief Gen. Oscar Albayalde to resign from his post as 'a noble act' and a 'public service.'

OIC Gamboula vows policy change at PNP

Newly designated Philippine National Police officer-in-charge Lt. Gen. Ombing Gamboula vowed to bring about a policy change at the PNP.

PHILIPPINE NATIONAL POLICE

PHILADELPHIA—The Philippine National Police (PNP) chief, Gen. Oscar Albayalde, has announced his resignation from the post. He will be replaced by Lt. Gen. Ombing Gamboula.

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