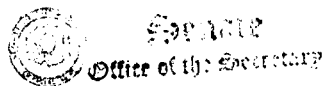


EIGHTEENTH CONGRESS OF THE)
REPUBLIC OF THE PHILIPPINES)
First Regular Session)



SENATE

20 MAY 12 11:00

P.S. Res. No. 402

Introduced by SENATOR LEILA M. DE LIMA

RESOLUTION
HONORING THE LATE TOURISM SECRETARY RAMON “MON”
JIMENEZ, JR. FOR HIS IMMEASURABLE CONTRIBUTIONS TO
PHILIPPINE ADVERTISING, HIS ENDURING LEGACY TOWARDS
REVOLUTIONIZING THE PHILIPPINE TOURISM INDUSTRY, AND HIS
LASTING IMPACT TOWARDS NATIONAL DEVELOPMENT AND
ECONOMIC GROWTH

1 WHEREAS, the Senate of the Philippines has, on many occasions, commended
2 and honored iconic Filipinos for their triumphs and excellence in their respective fields
3 and their influence to the country's development throughout the years;

4 WHEREAS, in the early morning of 27 April 2020, former Tourism Secretary
5 Ramon “Mon” Jimenez passed away at the age of 64;¹

6 WHEREAS, he was a graduate of the University of the Philippines, Diliman with
7 a degree in Fine Arts Major in Visual Communications;²

8 WHEREAS, he was a marketing communication expert and is considered as one
9 of the pillars of the Philippine advertising industry;³

¹ Rey, A. (2020, April 27). Former tourism chief Mon Jimenez dies. Retrieved April 29, 2020, from <https://www.rappler.com/nation/259149-former-tourism-chief-mon-jimenez-dies>

² Rey, A. (2020, April 27). Former tourism chief Mon Jimenez dies. Retrieved April 29, 2020, from <https://www.rappler.com/nation/259149-former-tourism-chief-mon-jimenez-dies>

³ Rey, A. (2020, April 27). Former tourism chief Mon Jimenez dies. Retrieved April 29, 2020, from <https://www.rappler.com/nation/259149-former-tourism-chief-mon-jimenez-dies>

1 WHEREAS, he began his career in the creative department of Ace-Saatchi &
2 Saatchi Advertising and eventually worked up to become vice-president and executive
3 creative director at from 1988 to 1989;⁴

4 WHEREAS, prior to his government stint, Sec. Jimenez was a senior consultant
5 and joint chief executive officer of WOO (Winning Over Obstacles) Consultants with
6 his wife Annabelle “Abby” Lee-Jimenez;⁵

7 WHEREAS, he also helped build Jimenez Basic Advertising into the largest
8 creative ad agency in the country during his stint as joint CEO from 1989 to 2008. His
9 work at the agency was closely associated with the rise of Philippine brands, such as
10 Jollibee, Selecta Ice Cream, San Miguel, and Cebu Pacific, among others;⁶

11 WHEREAS, Sec. Jimenez also received the Creative Guild Lifetime
12 Achievement Award in 2006 and was the chairman of the Association of Accredited
13 Advertising Agencies of the Philippines (4A’s Philippines) Agency of the Year Awards
14 in 2007;⁷

15 WHEREAS, he served as Tourism Secretary from 2011 to 2016 under President
16 Benigno S. Aquino III. He is credited for having crafted the tourism slogan “*It’s more*
17 *fun in the Philippines*”. The campaign was brought to the global stage in 2012 and
18 heavily relied on the power of social media to make the campaign go viral;⁸

19 WHEREAS, the campaign, which has garnered several awards, including the
20 2013 Readers’ Choice for the “Fun” category at the Yomiuri Advertising Award⁹ in
21 Tokyo, Japan and the bronze at the 2016 Asia-Pacific Tambuli Awards¹⁰, is still being

⁴ ABS-CBN News. (2020, April 27). Former Tourism chief Mon Jimenez, creator of 'It's More Fun in PH,' passes away. Retrieved April 28, 2020, from <https://news.abs-cbn.com/news/04/27/20/former-tourism-chief-mon-jimenez-creator-of-its-more-fun-in-ph-passes-away>

⁵ ABS-CBN News. (2020, April 27). Former Tourism chief Mon Jimenez, creator of 'It's More Fun in PH,' passes away. Retrieved April 28, 2020, from <https://news.abs-cbn.com/news/04/27/20/former-tourism-chief-mon-jimenez-creator-of-its-more-fun-in-ph-passes-away>

⁶ ABS-CBN News. (2020, April 27). Former Tourism chief Mon Jimenez, creator of 'It's More Fun in PH,' passes away. Retrieved April 28, 2020, from <https://news.abs-cbn.com/news/04/27/20/former-tourism-chief-mon-jimenez-creator-of-its-more-fun-in-ph-passes-away>

⁷ Almazan, F. (2020, April 27). Former tourism chief Mon Jimenez dies at 64. Retrieved April 29, 2020, from <https://www.manilatimes.net/2020/04/27/news/latest-stories/former-tourism-chief-mon-jimenez-dies-at-64/719689/>

⁸ Rey, A. (2020, April 27). Former tourism chief Mon Jimenez dies. Retrieved April 29, 2020, from <https://www.rappler.com/nation/259149-former-tourism-chief-mon-jimenez-dies>

⁹ Official Gazette. (2013, July 25). PH ‘More Fun’ wins Yomiuri Advertising Award. Retrieved April 29, 2020, from <https://www.officialgazette.gov.ph/2013/07/25/ph-more-fun-wins-yomiuri-advertising-award/>

¹⁰ Simeon, L. M. (2016, June 10). ‘It’s more fun’ wins AsPac award. Retrieved April 29, 2020, from <https://www.philstar.com/lifestyle/travel-and-tourism/2016/06/10/1591448/its-more-fun-wins-aspac-award>

1 used today, after almost a decade since its inception. For his part, Sec. Jimenez was
2 also awarded the Tambuli Crimson Award¹¹ for promoting the Philippines globally
3 through excellent use of marketing communications and industry leadership;

4 WHEREAS, the domestic tourism industry flourished under Sec. Jimenez's
5 watch as he helped the Department of Tourism (DOT) defy expectations. According to
6 former President Aquino, the original target for 2016 for domestic tourism was 35.5
7 million tourists, but this was surpassed in Sec. Jimenez's first year at the helm with
8 37.5 million domestic tourists. Domestic tourism receipts more than doubled during
9 Sec. Jimenez's watch, from ₱713.8 billion in 2010 to nearly ₱1.5 trillion by 2016;¹²

10 WHEREAS, under his guidance, the Philippines' tourism competitiveness rose
11 20 places from 94th in 2011 to 74th in 2015. When Sec. Jimenez joined the DOT, the
12 Philippines had total tourist arrivals of 3.9 million in 2011. This figure increased to
13 nearly 6 million in 2016;¹³

14 WHEREAS, Sec. Jimenez was also a key contributor to the DOT policies that
15 helped shape the National Tourism Development Program (NTDP) for 2016 to 2022;¹⁴

16 WHEREAS, the World Bank has also praised Sec. Jimenez by stating that he
17 was able to transform the DOT "into a primary selling unit whose ultimate goal is not
18 only to improve statistics but also to ensure that every tourism success would include
19 and benefit as many Filipinos as possible";¹⁵

20 WHEREAS, Sec. Jimenez will go down in Filipino history as a key figure of the
21 tourism industry and for revolutionizing the way by which the Philippines, as a
22 tourism destination, is presented and promoted to both local and global audiences;

¹¹ Simeon, L. M. (2016, June 10). 'It's more fun' wins AsPac award. Retrieved April 29, 2020, from <https://www.philstar.com/lifestyle/travel-and-tourism/2016/06/10/1591448/its-more-fun-wins-aspac-award>

¹² Aquino, B. (2020, April 29). 'He gave generously': Aquino's tribute to late tourism chief Mon Jimenez. Retrieved April 30, 2020, from <https://www.rappler.com/nation/259316-benigno-aquino-iii-tribute-former-tourism-chief-mon-jimenez-death>

¹³ Rey, A. (2020, April 27). Former tourism chief Mon Jimenez dies. Retrieved April 29, 2020, from <https://www.rappler.com/nation/259149-former-tourism-chief-mon-jimenez-dies>

¹⁴ Fuentes, A. (2020, April 27). How PH advertising 'rock star' Ramon Jimenez's brainchild transformed Philippine tourism. Retrieved April 29, 2020, from <https://news.abs-cbn.com/business/04/27/20/how-ph-advertising-rock-star-ramon-jimenezs-brainchild-transformed-philippine-tourism>

¹⁵ Barcelo, V., & Ramos-Araneta, M. (2020, April 28). Palace mourns passing of DOT ex-Sec. Jimenez. Retrieved April 29, 2020, from <https://manilastandard.net/news/national/322491/palace-mourns-passing-of-dot-ex-sec-jimenez.html>

1 WHEREAS, it is only proper to recognize these contributions to his field of
2 expertise and honor him for his exemplary work, dedication, and commitment to
3 bringing out the best that the Philippines can offer at every opportunity;

4 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE, to honor the late
5 Tourism Secretary Ramon “Mon” Jimenez, Jr. for his immeasurable contributions to
6 Philippine advertising, his enduring legacy towards revolutionizing the Philippine
7 tourism industry, and his lasting impact towards national development and economic
8 growth.

Adopted,


LEILA M. DE LIMA