

The collective group communication and effectiveness into strategic planning in the making of the incremental improvements for Panderia Delight. Methods such as ethos, pathos, and logos were there to craft Panaderia Delight in consideration of challenges like weaker brand identity and poorer sustainability and virtual presence.

[Partnerships](#) built the ethos. Micro-influencers potently promoted social media campaigns to niche audiences. Collaborations with cafes and artisanal brands added credibility. The origin story of college mates baking for loved ones grounds the brand in authenticity.

The Pathos was tied directly to [Filipino culture](#). This was reflected in the employing of taglines such as Baked with Love and Made for YOU, which evoked nostalgia. Festivals and fiesta promotions had a hand in relating the brand to tradition. Packaging designs through gift boxes and rustic paper bags redefined warmth and care in delivery.

Logos were mainly about [scalability](#). Food delivery apps were integrated to reach a wider audience. Eco-friendly packaging joined the sustainability trend. User-generated content campaigns permitted data-driven refinements.

One critical enduring engagement process is nonverbal communication. Remarks upon occurrence of each task were recorded from the first use-case onwards. Here, before any transaction took place, for example, entirely nonverbal communication came into play with [visual representations](#)' tell-a-visual-stories with mock-ups and packaging designs. Such visual stories made manifest the integrity of their brand identity, using no words. The next level of nonverbal communication was in the group as brought about by [emoji reactions](#) to a message from a member.

Branding strategy involves drawing its business strategy and resourcefulness together. The value proposition consists of giving warmth; thus, the mission is always warm. Exclusive [blogs and social teasers](#) were reaping all of the rewards from cost-effective pop-ups.

Doing community good holds weight with the brand giving leftovers to benefit from a good cause. Get the messaging clear (Clarity) now and learn how to communicate them clearly and with consistency. The taglines and slogans were spread out with no ambiguity that feels inspirational to the brand they serve. Their visual and storytelling were said to propel continuation of brand recognition consistently across various critical platforms. Such clarity was also seen in the [group messaging and zoom](#) meeting as they walked through planning what to do as well as when Each task should be due. [Consideration](#) was seen when a message was responded to regarding environmental concerns on use of the mic versus typing.

Grice's maxims kept communication effective and fun. With such maxims, information was imparted without overwhelming audiences. Messages about eco-friendly packaging matched action. Promotions carried out through Filipino traditions were deemed relevant. Standards of logic assisted in clarifying that flow.

By integrating these principles, Panaderia Delights has become a culture-based customer-relations brand. It is a brand that blends emotions and logic backed with credibility and faith in innovation and community impact.

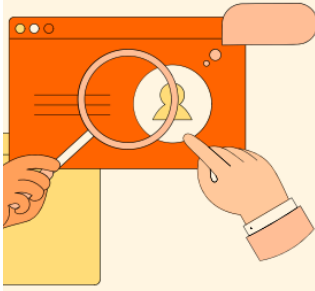
Within the group, the use of the 8 C's helped us in making sure everyone understood what was expected of them from each of their individual tasks. Similarly for the nonverbal communications in form of emojis, these helped in giving solid clarity in the messages. It serves as a "yes, understood" in a subtle and compact way as you would only need to check if every member has reacted to your message.

PLEASE SEE THE GOOGLE DOCS LINK FOR THE VISUAL PROOF USED. CLICK ON THE BLUE WORDS TO REVEAL EACH PROOF. THIS FORMAT OFFERS A MORE POLISHED AND VISUALLY COHESIVE PRESENTATION OF THE VISUAL EVIDENCE.

<https://docs.google.com/document/d/1WWZE2ib7ATkpO74hmdsfexcpfsfSNYkhxpXMya16lVQ/edit?usp=sharing>

partnerships

Community Engagement & Collaboration



- **Strategic Partnerships** – Partner with micro-influencers for social media campaign, user generated content (#DelightfulBakes), and giveaways to tap into niche audiences like students and food enthusiasts.
- **Local Business Alliances** – Partner with coffee shops for combos (e.g., pandesal + coffee) and pop-ups with artisanal brands for shared promotions and foot traffic.
- **Community Engagement** – Sponsor local events, offer discounted bulk orders for fiestas, donate leftovers to feeding programs, and align promotions with Filipino traditions (e.g., festival-themed bundles).
- **Localized and Digitalized Events** – Run pop-ups in busy spots with free samples + social teasers. Launch recipe challenges + customer spotlights to boost engagement + user generated content.

Filipino Culture

Brand Development



#BakedWithLove

Good mornings start with
Panaderia Delight!



***Baked with Love, Made for
YOU***



One for you, one for them.... or
maybe both for you!



Barkada Box! 6 breads, 1 price,
shared delight!

When we first launched Panaderia Delight, we were just college mates baking for ourselves and our loved ones. We are now spreading that same warmth to everyone. From the buttery ube rolls to the delicate pandesal, every bite is **Baked with Love, Made for YOU.**

Every bread is carefully and lovingly made not just as **bread**, but a bread made especially with a **heartfelt** experience, made just for **YOU**.

scalability

Analysis of Customer Base



- **Lack of Utilization** – the social media platform of the brand is not being fully maximized, which leads to the brand's weak presence, and feedback would not be accessible if the business cannot be promoted to a broader audience.
- **Lack of Brand identity** – the brand needs to shift the image and hold onto the essence of the brand's name itself which is “Panaderia,” wherein most families in the Philippines associate with nostalgic feelings being with family.
- **Competitors** – a lot of similar businesses within the industry, which puts the brand at a disadvantage to be acknowledged by the consumers.
- **Collaboration** – incorporate **Mullin's idea**, which is entrepreneurs should be resourceful. The brand is not investing in food delivery apps like Grab Food or Food Panda, to reach a broader range of consumers.

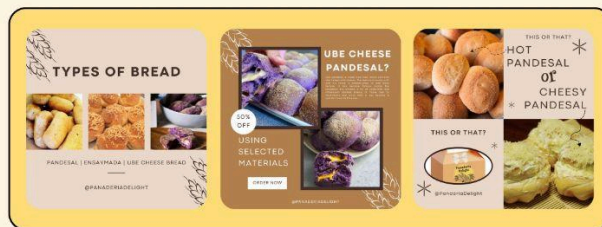
Mockups

MOCKUPS Visual Materials

Mockup Logo of Panaderia Delight



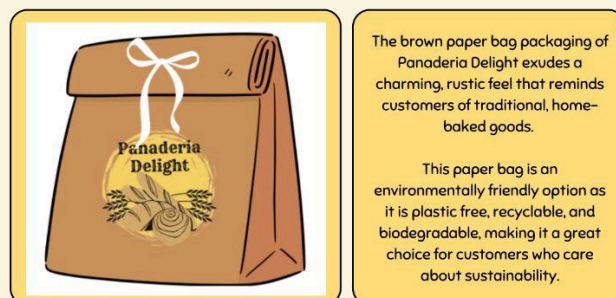
Social Media Posts



Packaging Design 1



Packaging Design 2



nonverbal in group

[https://www.canva.com/design/DAGpX5bfFAw/23C_Vumwiah8wAMZbjM0lg/edit?](https://www.canva.com/design/DAGpX5bfFAw/23C_Vumwiah8wAMZbjM0lg/edit?utm_content=DAGpX5bfFAw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

[utm_content=DAGpX5bfFAw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton](https://www.canva.com/design/DAGpX5bfFAw/23C_Vumwiah8wAMZbjM0lg/edit?utm_content=DAGpX5bfFAw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)



[COMSKIL] Quiz #1 - Group Task (June 9, 2025)



3

@everyone hi submitted na output natin thank u guys! also, nilagay ko yung mga pangalan natin sa comment section just in case hanapin ni miss :->



4



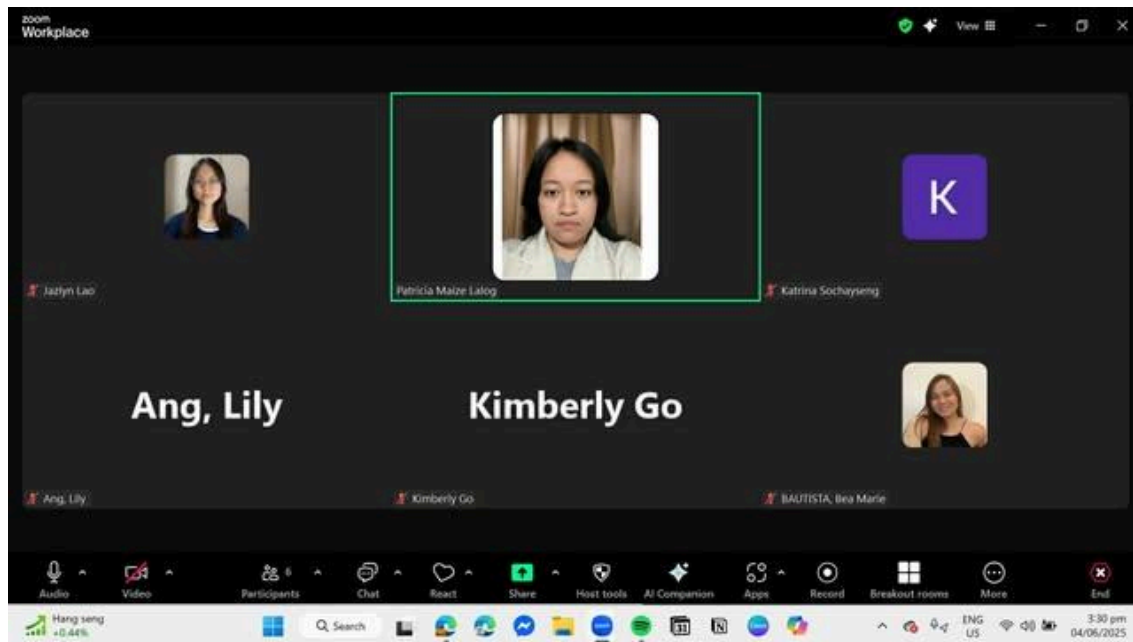
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deets^^



2

Clarity



do u guys want paper or infograph?

Im g w infograph

How shd we fit ung mga nasa outline in the infograph

Im strategic n lng

Logo n lng me

consideration

Hi can I ask if we're just going to assign tasks in the zoom?

Patricia Maize replied to you

Hi can I ask if we're just going to assign tasks in the zoom?

hii yup, division of tasks, discuss about what type of output & internal dls

social media

Social Media Posts

