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Moderator: Caby Verzosa, The World Bank

Rey: Often times I find that there is an imbalance between the hard and soft components of project funding. You have a lot of effort put into developing the substance of the reform, but in getting the message out and communicating and winning stakeholders for the reforms oftentimes not enough funding is provided. And equally important is provision of funding for the follow through. You know, most reforms require legislation. When the legislation is passed, then people seem to forget about it, which is the most important part, it's the implementation process. Often times when I'm asked about planning a communication program, I tell them I'll give you three words, at any time you can only have two out of these three words.

Caby: Okay, what are these three words?

Rey: Good, fast and cheap. If you wanted fast and cheap, it cannot be good. Good and fast, certainly will not be cheap. But more importantly if you want it good and cheap, plan well. Do a lot in your planning stage. Provide ample time so that you could tap into as many opportunities as possible without having to spend a lot of resource.

Caby: So what kinds of tools and approaches have you yourself used in your communication programs?

Rey: In the procurement reform bill in the Philippines when we were helping in the communication process, when you don't have enough funding, or your funding is limited, you really have to think outside the box to find ways of getting your messages out. Now, the government has thousands and thousands of computers. Now, one day we were discussing with our team and I said why do we have to give the space on our computer to anybody else's screensaver? Why can't we develop our own screensaver, put all the salient features of the bill we are pushing, advocating the passage of the procurement reform and so that at least the key features get known by people in government, because it's going to effect them in their own work.

Caby: That's very creative.

Rey: At the end of the day, that's a lot of real estate without having to cost us very much because it only took a programmer to put that together. And that's a free resource.

Caby: So it became a new communication channel?

Rey: Oh yeah, when you are pressed, you really, really have to think out of the box and you have to look for ways and means to get your message out. Even in terms of when there are seminars, a simple thing like, many of the seminars we were holding, the workshops, these were in the middle of the summer, and it is very, very hot. Now, not everybody has air conditioned conference rooms, often times you are faced with a very warm setting. So we developed little fans, because while it's warm, you want to fan yourself and keep cool. And those little fans would have all the key salient features of our bills. So it's a dual purpose.

Caby: And again another communication channel...

Rey: Like I said, when you have limited funds, you will do your best in trying to reach out and get your message out.