

# Patrolman Emilio Mascot: A Guerrilla Marketing Strategy to Uplift the Image of the Policemen

<sup>1</sup>Vincent C. Cortiñas, <sup>2</sup>Catty Lea Gamo

Faculty, College of Business Administration

Lyceum of the Philippines University Cavite, Gen. Trias City, Cavite, Philippines

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**Abstract:** This study investigated the potentiality of using a police mascot as an image-changer among policemen. The results of the study will then be used as a basis for uplifting the image of the policemen among different multi-sectoral groups in Kawit, Cavite, Cavite. Specifically, it sought to answer the following questions: (1) what is the demographic profile of the participants in terms of sex and sector belonged; (2) what is the perception of the general public toward the use of a police mascot in terms of perceived usefulness and attitude; (3). what is the most acceptable feature of the police mascot as per the participants; and (4) what plans and/or programs of the Philippine National Police needs to be improved and addressed so that the image building using police mascot can be integrated and make it a component of existing PNP core values? The findings of the study were: 1. 160 participants or 53.33 percent were female and 140 or 46.67 percent are male. On the other hand, the multi-sectoral group that participated more in this study are students (33.33%), followed by entrepreneurs (28.33%), then the working professionals (21.67%), and government employees (16.67); 2. 300 of the participants thinks that the idea is worth pursuing. 280 (93.33%) thinks that the town could possibly adapt this idea but 20 (6.67%) thinks that the majority of the participants were resistant to change and are wedged on their traditions; 3. Perceived value (with  $\bar{x}$  =4.48 and sd=0.48) and attitude (with  $\bar{x}$  =4.25 and sd=0.57) and is interpreted with very high level of acceptance; and 4. 140 of the participants would like the police mascot be more realistic (50%) and 135 wanted it to be more cartoony (48.21%). On the other hand, the participants wanted the police mascot to have a friendly and charming personality (61.43%). Also, majority of the participants wanted her to have an average type of body (64.29%) wearing a tourist police uniform (90.71%).

**Keywords:** Police mascot, Patrolman Emilio, Philippine National Police, Guerrilla Marketing.

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## I. INTRODUCTION

The image of the Philippine National Police (PNP) has eroded from the time of the hostage crisis debacle of 23rd of August 2010 to the present news of police abuses. The torture of a prisoner by a chief senior police inspector caught from a cellphone video, the December 2011 foiled kidnap attempt of an Indian national by 11 Quezon City Police District (QCPD) drug unit which resulted to the abduction of the two (2) companion of the Indian national and finding the dead body of the two companion in Bataan and Pangasinan, the running amok of a police captain at Pasig displaying his baby armalite (M-14) against Pasig security personnel for minor traffic violation, a Manila police inviting a woman vendor at 5am for an allegedly because of a complain only to be raped and robbed by the police inside the police station thereafter, another Manila police who knife a guy in the head because of their drinking spree in the middle of the night (Yahoo answers, 2011). This incidents concerning policemen reflects the growing number of deviant cops that are mostly graduates of the Philippine National Police Academy (PNPA), in which apparently where the money of taxpayers were allotted for the education and training of these officers.

Furthermore, peace and order is essential to economic growth. Two embassies, South Korea and China, have publicly complained about how their citizens are being murdered. The Chinoy (Filipino-Chinese) community has been expressing

concern over the increased incidence of kidnap for ransom cases involving their community. Furthermore, 10 Manila police officers was accused by a Pakistani businessman of huli-dap (caught and held up). On the other hand, an image was uploaded in social networking sites and became viral because during a police operation, the police officials was caught with their pants down (Chanco, 2014) <sup>[1]</sup>.

The new vision of the Philippine National Police states that “Imploring the aid of the Almighty, by 2030, we shall be a highly capable, effective and credible police service, working in partnership with a responsive community towards the attainment of a safer place to live, work and do business.”

Police organizations, like all organizations, rely on distinctive structural forms and management processes to maintain accountability. Characteristically, their structures are centralized with functionally defined bureaus, and their management processes emphasize preservice training and elaborate command and control mechanisms. In many respects, police organizations have typified the classical command and control organization that emphasizes top-level decision making: flow of orders from executives down to line personnel, flow of information up from line personnel to executives, layers of dense supervision, unity of command, elaborate rules and regulations, elimination of discretion, and simplification of work tasks.

According to a well-known marketing guru, Phillip Kotler (2015), people will not buy a product if they are unaware of it. Same thing goes in the public service, particularly in the Philippine National Police (PNP), in which in their Peace and order Agenda for Transformation and upholding of the Rule-Of-Law (PATROL) plan for 2030, one of its processes, which was also given top consideration is community relations.<sup>4</sup> There are lots of identified program and projects by the PNP, yet is there a way the institution is communicating it to the public? If yes, does it make the general public aware of it?

Over the past three to four decades there have been national scandals concerning police misconduct, including human rights violations, excessive use of force and corruption in countries around the world resulting in public outcries. Scandals such as these led to a need for the police to regain moral authority by improving their integrity and re-establishing public confidence, resulting in major changes in police accountability structures with the acceptance of stricter external scrutiny (United Nations, 2011).

On the contrary, not all police officers are depraved, there some who risk life and limb to keep peace in the communities. Since 1993 up to date, there are some institutions who has been consistent in recognizing selected personnel who have excelled in their work and promote them as models who would help to restore public confidence and respect for the PNP.

This study mainly focused on uplifting the image of the policemen among the multi-sectoral groups, local government units, non-profit organizations and other stakeholders. This is geared towards the investigation of perception of different stakeholders in the use of police officer mascot named Patrolman Emilio. The named was after General Emilio Aguinaldo, the first president of the republic of the Philippines and a true Caviteño from Kawit, Cavite.

It is very evident in Japan that when a citizen visits the police station, the signs that can be seen in the station where different characters of their mascots. In different places of the Japan, every station has their own mascots that represents their province. This was originally used by successful business in the country like Jollibee, McDonalds, KFC and many other businesses aside from the quick service restaurants. They use this friendly mascot to reach out to their customers, in effect, it brought their endeavors toward business triumph in terms of appreciation by the society.

In the country, the Philippine National Police – Northern Police District also adopted the use of this guerrilla strategy in which they called Oplan MASCOT (Makiisa At Sumali CAMANAVA pagbabag Ong pananaw ng Tao ukol sa pulis). In this case, they used this program in reference to their community awareness activity of PCR master plan “SANTINIG”.<sup>6</sup>

This study was developed as a big step to accomplish the Philippine National Police goal of restoring the public confidence and respect for the PNP using Patrolman Emilio, a Kawit, Cavite police mascot.

### **1.1 Problem Statement**

There are numerous controversies that the Philippine National Police has been involved with, and with the exponential power of storytelling, in which as people tell the story, the negativity is embellished and grows. This happens to the policemen in the country, most especially in the social media. The challenge is how the policemen will transform the bad perception of the general public to them through public relations. This study will probe if the use of Kawit, Cavite Police

Mascot will be an image-changer for the policemen. The results of the study will then be used as a basis for uplifting the image of the policemen among all stakeholders.

Specifically, it sought to answer the following questions:

1. What is the demographic profile of the participants in terms of:
  - a. sex, and
  - b. sector belonged?
2. What is the perception of the general public toward the use of a police mascot as grouped according to:
  - a. perceived usefulness, and
  - b. attitude?
3. What are the suggestions of the participants to how Patrolman Emilio would look like?
4. What are the plans and/or programs of the Philippine National Police needs to be improved and addressed so that the image building using police mascot can be integrated and make it a component of existing PNP core values?

### 1.2 Significance of the Study

It is in the efforts to deliver better public service, the Philippine National Police (PNP) developed a plan to achieve its vision of becoming “a highly capable, effective and credible police service by 2030”. This study is significant to the **Philippine National Police** as it will be a source of possible inputs in creating a program that would uplift the image of the policemen in the minds of the public.

This study of creating a police mascots will serve as an ambassador of goodwill emblem for the **policemen** of the municipality in order to develop a positive perception in the minds of the people that policemen are friend, and someone who could they depend for security and protection. It could also redeem the intimacy between the police and the community and foster sustainable awareness campaign in the community against all forms of criminality.

It will also give a better chance for the **public**, including the **researcher**, to unite with the police force. It will open a door to win the hearts and mind of people using innovative and sociable medium, such as POI Emilio, to remove aloofness and fear of people towards their police and transform their negative impression that the police were just scarecrows and bad guys. Instead, make over their minds that policemen are their friends, links, partners and defenders.

Today, it is not enough for policemen just to do their job, because no matter what they decide to do, someone or some group will be unhappy with the outcome. The **police officers** themselves were tasked to partake in the creation of an interactive community, safe from crimes and disorder, so that their families, citizens and visitors are secured in a metropolis, worthwhile living in, working and doing business. This study will help in creating an optimum customer satisfaction to the general public, as such, partaking a step in making the image of the policemen be uplifted is a fulfilment of that goal.

This study can also be used as a reference for future study. **Future researchers** may adapt the concepts presented according to the nature of their studies.

### 1.3 Scope and Limitations

The study is geared towards the investigation of the perception of the general public on the proposed police mascot as an emblem of ambassador of goodwill of the policemen to the general public. This idea was patterned in the strategy of Japanese Police of using mascot that was also adopted by Northern Police District in Caloocan City which was named *Oplan* Mascot, which was originally used for community awareness activity of PCR master plan called *SANTINIG*.

The Municipality of Kawit, Cavite was the research locale. The selected stakeholders were the working professionals, entrepreneurs, government employees and students. Convenience sampling was utilized in contacting 350 participants.

The perception of the general public towards the use of police mascot is limited to public relations components such as perceived usefulness and attitude. The data that were gathered was limited to the responses of the participants in the self-administered questionnaire that was distributed to them. The said questionnaire was developed by the researcher and will be tested for reliability and validity using Chronbach's Alpha Analysis before the conduct of the study.

#### 1.4 Conceptual Framework

The conceptual framework of the study was originally patterned after Parasuraman's (1985), as cited by Kotler and Keller (2014), framework of the five-gap model. This suggests that marketing strategies affects the customer perception in the service that is provided by the company. Also, to schematically present the framework, input-process-output was utilized.

Figure 1 shows the research paradigm. The study was then focus on investigating the marketing strategies of the Philippine National Police as perceived by the general public. The inputs were the general perception and attitude of the general public to the marketing strategies of PNP. The process employed was descriptive correlational research and focused on the knowledge, attitude, and practice (KAP).The output of this study was a marketing strategy that would uplift the image of the policemen to the general public.

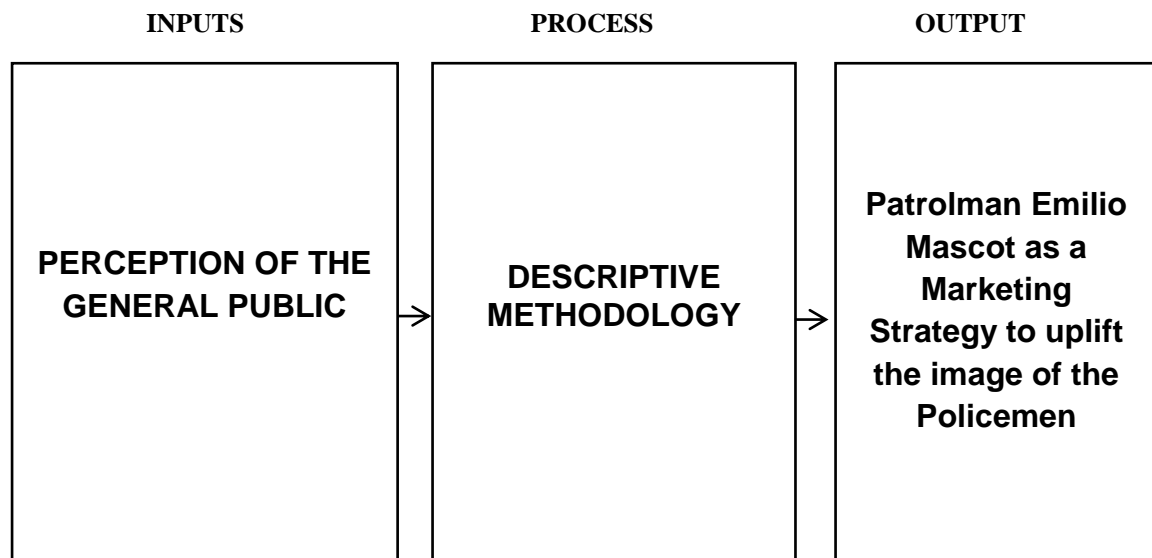


Figure 1: The research paradigm of the study

#### 1.5 Definition of Terms

The following terms were defined in a conceptual and operational manner.

**Guerrilla marketing** is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results (Creative Guerrilla Marketing, 2015) [2]. It is a marketing strategy about taking the consumer by surprise, make an indelible impression and create copious amounts of social buzz.

**Mascot** is a person, animal, or object used as a symbol to represent a group. In this study, a mascot for the Philippine National Police, will serve as an emblem of ambassador of goodwill.

**Patrolman.** The lowest rank of policemen in the Philippines. The one who is assigned by the Philippine National Police to good care of the welfare of the general public.

## II. REVIEW OF RELATED LITERATURE

### 2.1 Review of Related Literature

**Guerrilla Marketing.** This marketing strategy is difficult to define (Hjalmarsson & Ahman, 2012).According to Early (2011), it is a form of marketing which uses unconventional methods of promotion to engage audiences. The idea of Guerrilla marketing is to generate a 'Buzz', and ideally to turn viral. It is a cost effective alternative to large advertising campaigns. It is an effort to engage customers rather than educate them.

Gumas (2014) emphasized that guerrilla marketing utilizes low-cost unconventional means, these are often in a localized fashion or large network of individual cells, to convey or promote a product or an idea. The term guerrilla marketing is easily traced to guerrilla warfare which utilizes atypical tactics to achieve a goal in a competitive and unforgiving environment.

**History of Guerrilla Marketing.** The term 'Guerrilla Marketing' was coined by Jay Conrad Levinson in 1984 when he released the famous book 'Guerrilla Advertising' Levinson's book was the beginning of underdog companies starting to

compete with their larger competitors. Advertisers began to take concepts from this book and use them to create amazing and creative advertising campaigns. Guerrilla marketing takes its name from Guerrilla warfare. As it involves small companies taking on large companies using unconventional methods (Ibid).

Every year, millions of money was wasted in marketing, most of those messages either misunderstood by the consumers, or targeted to the wrong audience. Compared to the giant corporations, the small business owners do not have enough money to waste in the ineffective marketing campaigns. They want to use the limited budgets to the right targets. Rather than shouting vague messages to vague audiences, marketers are whispering just the right word in just the right ears, evoking the exact response they desire (Mindshare Consulting LLC, 2016).

Guerrilla marketing was born due to the needs of the small business marketers. In 1984, a book named "Guerrilla Marketing: Secrets for Making Big Profits from Your Small Business" by Jay Conrad Levinson set the stage for Guerrilla Marketing in history. Since then, Jay Levinson has written more than 30 books about guerrilla marketing. His books appear in 62 languages and are required readings for MBA courses worldwide. Jay Levinson now has been often referred as father of guerrilla marketing. However, back in 1984, even the author did not predict that the concept of guerrilla marketing from the book would completely change the way of marketing. For the first time, the small business could garner as much attention from the consumers as the giant corporation because of guerrilla marketing. Those different, personal, or even weird advertisements in 80s pioneered a marketing revolution for the next century. In 1990s, guerrilla marketing had entered the mainstream. More and more major corporations started to adopt guerrilla marketing theory in their marketing campaigns. Even the consumers started to notice the difference in the corporations' marketing strategies (Ibid, 2016).

**Initiation of Guerrilla marketing.** The concept of Guerrilla Marketing started because there is an ineffective and costly inefficient marketing campaigns, a lot of different ads that had more educational rather than involvement character, and also because of false marketing (Shallow, 2012). On the other side, due to the technological progress that (the Age of Information) consumers became more informative about what they buy and as a result, it became more difficult to manipulate. Advertisements need to be more smart and creative in order to capture their attention. Shallow (2012) identified 12 secrets of guerrilla marketing, these are: 1. *Commitment*. It is believing in what the marketer is doing with all his/her heart and passion and pursue it till the very end; 2. *Investment*. Marketing is not an expense, but an investment -- the best investment; 3. *Consistent*. Don't make many changes to marketing undertakings, it is confusing to consumers; 4. *Confident*. People prefer business confidence over quality, service, selection and price; 5. *Patient*. "Rome was not built in a day"; 6. *Assortment*. To use combination of marketing weapons. One is not going to work; 7. *Convenient*. Respect consumers' time; 8. *Subsequent*. Focus on a long term relationship with a customer; 9. *Amazement*. Amaze you customer with something that you might take as a granted; 10. *Measurement*. Always measure the results of companies marketing efforts; 11. *Involvement*. Prove the involvement by following up; consumers prove theirs by patronizing and recommending you; and 12. *Dependent*. The guerrilla's job is not to compete but to cooperate with other businesses.

**Marketing with a Mascot, a guerrilla marketing tactic.** A blog from Think Entrepreneurship (2016) put great emphasize that mascots are an excellent way to market and brand your business on a bootstrapping budget. Furthermore, mascots seem to catch people's attention because people love to meet mascots, get pictures with them, and give them a high five. This guerrilla marketing tactic is memorable, its utilization is an effort of public relations and publicity and are not really expensive.

**Police mascot.** It is then ironic that mascot will be used by the police force, but in Japan it is a normative act to use this mascot in order to promote approachableness among the police officers. In an article by Idle Idol (2010), which comprehensively presents 48 police mascots, one for each prefecture including one extra for the city of Saga in Yokohama, Kanagawa. Figure 1 shows the numbered map of identified places in Japan that have their own respective official police mascots. This figure is also a reference to the succeeding presentation of the respective official police mascots with the descriptions each.

**Japan's Police Mascots.** Listed below are 48 police mascots, one for each prefecture including one extra for the city of Saga in Yokohama, Kanagawa. The various mascots often take on the appearance of one of the symbols of the prefecture. Each prefecture usually has four symbols which include a flower, bird, tree and fish. Being as a fish and trees are not too cute most have opted for the prefecture bird. Specialty food, famous animals, local legends and landmarks are also used. Many of the mascots have a male and female character, invariably the female mascot was added later in what is most likely an easy way to address gender equality issues.

**Oplan Mascot.** The headquarters in Northern Police District, particularly in Tanigue ST. Kaunlaran Village, Caloocan City has a program that is geared towards the introduction of ambassadors of goodwill with productive sociable intention to the general public via affable intervention of CAMANAVA MASCOTS. It was created for community awareness activity. Figure 3 shows the CAMANAVA police mascots that partake a very important job in community awareness activity of the policemen (Northern Police District, n.d).



**Figure 2: The CAMANAVA Police mascots**

**Guerrilla marketing as a tool image-building through creative.** Guerrilla marketing, as mentioned, is about using energy and creative methods in order to reach full potential as a marketer. The importance of creativity in marketing is described in a good way by Jay Conrad Levinson: “It seems like a lot of people that create marketing campaigns believe that the whole world is waiting for their message. Instead the whole world is looking away and hoping that the marketer will stay quiet so that they can continue with their lives.” (Levinson 2005 s. 17, as cited by Hjalmarsson & Ahman, 2012). Consequently, the marketer is responsible for making the customer aware of the message that is the purpose of the campaign.

Traditionally guerrilla marketing has been about using spectacular marketing campaigns to catch people’s eyes when they are walking down the street. This is still basic thinking when it comes to guerrilla marketing but with new technology one can bring even more creativity into the guerrilla marketing campaign. An example is the furniture company from Minneapolis that placed couches at different locations in New York City. In the couches they had placed small GPS receivers that gave the company the possibility to track the people who brought the couches home with them. When the company later went around picking the couches up they offered the people a new couch for free in return for answering questions. This is only one example on how creativity can be used in guerrilla marketing. Wasserman, Todd, & Brandweek (2012).

In this study, the use of police mascot in the community relations of the policemen in Kawit, Cavite. The tactic will be used to uplift the image of the policemen from different sectors in the society.

## **2.2. Synthesis and Gaps**

The related literature and studies help in the conceptualization of the project. Since there has been very limited citation for the study, the researcher was able to intellectualize the variables that will be used.

The project will employ and utilize a female police mascot in order to uplift the image of the police to the public. The study of Hjalmarsson and Ahman (2012) regarding guerrilla marketing help to identify the different variables and components of the topic to be studied. The criteria were presented in the theoretical framework of the study.

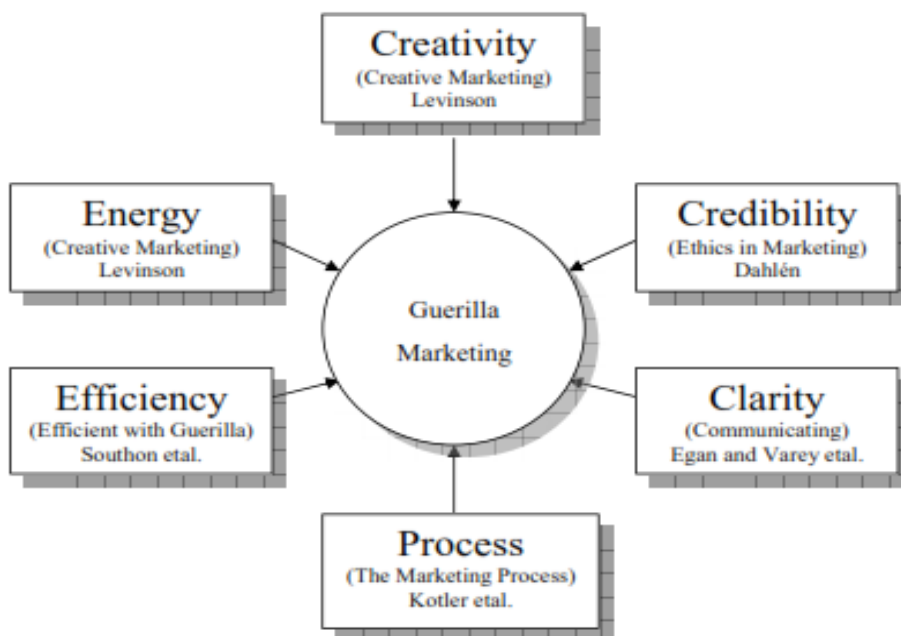
Also, the identified application of police mascot in Japan and CAMANAVA became very vital in the establishing Cavite’s own police mascot, particularly in Kawit, Cavite, Cavite. The individual identity of each police mascot was used in naming the police mascot for the town, which is Patrolman Emilio, who will be the representative of a true Caviteño and a representation of the national patriotism.

Gaps in the perception and expectation on the policemen is very evident because of a lot of controversies, in which own police officers were involved. This research will address the said gap that exists in the minds of the general public. A police mascot in the province is hypothesized to uplift the bad image of this public servants.

**2.3 Theoretical and Conceptual Framework**

The theoretical framework of the study was patterned after the guerrilla marketing theory of Hjalmarsson, John & Ahman, Ludvig Rosenstam (2012). This model suggests that there are aspects of the theories that come across that description of guerrilla marketing and how it should be implemented.

The criteria are as follows: creativity - Here the focus will be on the inspiration for the campaign; credibility - The importance of maintaining credibility towards customers; clarity - communicating a message that is easy to understand; process - when it comes to the process, the focus is on the implementation part; efficiency - Reach as many potential customers as possible with a small amount of resources; and energy - creative methods instead of large resources.



**Figure 3: Hjalmarsson and Ahman Guerrilla Marketing Model**

**III. METHODOLOGY**

In this chapter the research methodology used in the study is described. The geographical area where the study was conducted, the study design and the population and sample are described. The instrument used to collect the data, including methods implemented to maintain validity and reliability of the research instrument are described.

**3.1 Research Design**

The study utilized was descriptive research design. According to Fluid Surveys University (2014), descriptive research is conclusive in nature, as opposed to exploratory. This means that descriptive research gathers quantifiable information that can be used for statistical inference on your target audience through data analysis. As a consequence this type of research takes the form of closed-ended questions, which limits its ability to provide unique insights. However, used properly it can help an organization better define and measure the significance of something about a group of respondents and the population they represent.

Descriptive research design was used to describe the perception of the general public and the level of acceptance in using the mascot, as a guerrilla marketing strategy, to uplift the image of the policemen.

### 3.2 Locale



**Figure 4: The vicinity of Kawit, Cavite**

The location of the study was in Kawit, Cavite. Kawit is located within the Province of Cavite, Region IV-A (CALABARZON), west of the island of Luzon. It is particularly situated in the northern part of the province and is bounded by Cavite City and Bacoor Bay in the north, City of Bacoor in the east, City of Imus in the southeast, Municipality of Gen. Trias in the south and Municipality of Noveleta in the west. It has a distinctive hook-shaped coastline and famous for its Aguinaldo Shrine.

It is about 25 kilometers away southwest of Manila by land and about four (4) kilometers south of Cavite City across Bacoor Bay. With the opening of the new road named Cavite Expressway or CAVITEX, travel time from Manila to Kawit as now been reduced to only 20 minutes from the previous one and a half travel time. The CAVITEX has also helped decongest Aguinaldo and Tirona Highways.

The study was conducted from April to August 2019.

### 3.3 Population and Sample

The study was conducted in Kawit, Cavite. Kawit is composed of 23 Barangays. It is both an inland and coastal municipality. As of 2010 Census, the Municipality of Kawit has a total population of 78,209 which account for 2.53 percent participation share of the total provincial population. The population has been decreasing from 1990 indicating that other areas in Cavite have been urbanizing more than Kawit.

The participants of the study was focused on the different multi-sectoral groups in the municipality. In order to determine the sample size of the research, Raosoft sample size calculator was used. With 5 percent margin of error and a population of 78,209, the sample size is 383. Convenience sampling was utilized to identify the participants of the study.

Table 1 shows the distribution of the 383 estimated participants as per the different multi-sectoral groups they belongs: 85 working professionals, 85 entrepreneurs, 80 government employees and 100 students. Unfortunately, the percentage of participation of the working professionals and government employees were 76.47 and 62.50, respectively. The reason behind this is that the working professionals are hard to reach because they are busy and others are working in other places. On the other hand, government employees Therefore, the actual participants were: 140 male and 160 female, a total of 300 actual participants.

**Table 1: Distribution of multi-sectoral group of participants\***

Stakeholders	Estimated No. of Participants			Actual Participants			% of Participation			% of Distribution
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Total
Working professionals	40	45	85	25	40	65	62.50	88.89	76.47	21.67
Entrepreneurs	45	40	85	45	40	85	100.00	100.00	100.00	28.33
Government employees	40	40	80	20	30	50	50.00	75.00	62.50	16.67
Students	50	50	100	50	50	100	100.00	100.00	100.00	33.33
<b>TOTAL</b>	<b>175</b>	<b>175</b>	<b>350</b>	<b>140</b>	<b>160</b>	<b>300</b>	<b>80.00</b>	<b>91.43</b>	<b>84.74</b>	<b>100%</b>



### 3.4 Data Collection Procedures

A self-administered questionnaire was developed by the researcher to gather pertinent information to answer the problem statements. The survey questionnaire as distributed to 350 participants in Kawit, Cavite. But prior to the distribution, the developed research questionnaire undergone a pilot testing to determine the reliability and validity of constructs using Cronbach's Alpha Analysis.

Also, the content of the questionnaire was validated by different experts in the field of marketing in order to ensure that the data to be gathered will answer the problems of the study.

After pilot testing, the researcher will address a letter of request to the municipal mayor of Kawit, Cavite and the Chief of Police of the said town. After approval, the data gathering was conducted in the research locale, and the questionnaires were retrieved from them.

### 3.5 Tools of Analysis

A self-administered questionnaire was developed by the researcher in order to determine the perception of the general public toward the use of a police mascot as grouped according to selected to different stakeholders, and also the level of acceptance of using Patrolman Emilio, as a guerrilla marketing strategy, was determined?

The research instrument was divided into three parts, the demographic profile, the perception towards the use of police mascot and the level of acceptance of using Patrolman Emilio to uplift the image of the policemen

**Demographic Profile.** This part includes the sex and sector belonged. The current sector belonged was classified according to which industry or a group the participant belongs. The categories were working professional, entrepreneur, government employee, and students.

**Perception toward the Police Mascot.** This second part of the questionnaire contain statements about perceived usefulness and attitude. The participants will evaluate their degree of agreement about the statements which pertains to how they feel about police mascots. The participants were expected to express their degree of agreement, depending on how they experience it, on the items using the Likert Scale. The Likert Scale has five categories: strongly agree which means that the participants think that the statement is always true; agree which means that the statement is often true; agree nor disagree means neutral; disagree which means that the statement is seldom true; and strongly disagree which means that the statement is almost never true. For the purpose of data analysis, the Likert Scale was recoded into the following measures:

5	–	Strongly Agree
4	–	Agree
3	–	Neither Agree nor Disagree
2	–	Disagree
1	–	Strongly Disagree

For the sake of data analysis, the answers of the participants to the prepared questions will be tallied in order to measure the level of acceptance using the weighted means. Shown below are the equivalent remarks and level of acceptance based on the computed weighted means.

Weighted Mean	Remarks/ Level of acceptance
4.20-5.00	Strongly agree/ Very high level of acceptance
3.40-4.19	Agree/ High level of acceptance
2.60-3.39	Neither
1.80-2.59	Disagree/ Low level of acceptance
1.00-1.79	Strongly disagree/ Very low level of acceptance

**Suggestions of the participants to aesthetics of Patrolman Emilio police mascot.** This section of the questionnaire contain questions and statements regarding the suggestions on how the police mascot would look like.

#### IV. RESULTS AND DISCUSSION

##### Demographic Profile

Table 2 presents the demographic profiles of the participants. The first profile is sex, 160 participants or 53.33 percent were female and 140 or 46.67 percent are male. On the other hand, the multi-sectoral group that participated more in this study are students (33.33%), followed by entrepreneurs (28.33%), then the working professionals (21.67%), and government employees (16.67%).

**Table 2: Demographic profile of the participants**

INDICATOR	FREQUENCY	PERCENTAGE
<b>Sex</b>		
Male	140	46.67
Female	160	53.33
Total	300	100
<b>Sector belonged</b>		
Working professionals	65	21.67
Entrepreneurs	85	28.33
Government employees	50	16.67
Students	100	33.33
Total	300	100

##### Perceptions to Patrolman Emilio Mascot

Table 3 presents the responses of the participants on the questions of the possibility of police mascot utilization. When the participants was asked if the idea is worth pursuing, all of them answered yes. On the other hand, when they were asked if they could see that the Municipality of Kawit, Cavite could adapt this guerrilla marketing strategy, 280 or 93.33 percent answered yes, while 20 of them (6.67%) said no. Those who answered no have common reasons which is that they think that the majority of the participants were resistant to change and are wedged on their traditions.

**Table 3: Responses to the feasibility of the idea of using police mascot**

INDICATOR	FREQUENCY	PERCENTAGE
Does this sound like an idea that is worth pursuing?		
Yes	300	100.00
No	0	0.00
<b>Total</b>	<b>300</b>	<b>100.00</b>
Could you see the Municipality of Kawit, Cavite getting behind an idea like this?		
Yes	280	93.33
No	20	6.67
<b>Total</b>	<b>300</b>	<b>100.00</b>

##### Level of Acceptance

The level of acceptance of the participants is presented in Table 4. Both of perceived value (with  $\bar{x}$  =4.48 and sd=0.48) and attitude (with  $\bar{x}$  =4.25 and sd=0.57) was strongly agreed by the participants. This implies that there is a very high level of acceptance towards the utilization of Patrolman Emilio as an emblem of ambassador of goodwill among the policemen.

**Perceived usefulness.** This indicator of acceptance was interpreted with a very high level of acceptance. The highest acceptance based on mean score is with the statement regarding the utilization of mascot makes a friendly image among policemen (with  $\bar{x}$  =5.00 and sd=0.00), followed by the statement on the topic of approachable aura is built with the use of police mascot (with  $\bar{x}$  =4.67 and sd=0.577) and the police effectiveness is enhanced with the use of the mascot (with  $\bar{x}$  =4.67 and sd=0.50). On the other hand, the lowest mean score is 4.0 with standard deviation of 0 in the statement "Overall, I think that using police mascot is advantageous for the PNP". This implies that there is a high level of acceptance among the participants, this means that its utilization may really help the policemen in terms of public relations but still they act and do their job in a just and rightful manner to make the bad perception to them will be altered.

**Attitude.** This indicator of acceptance was also interpreted with a very high level of acceptance (with  $\bar{x}$  =4.25 and  $sd=0.57$ ). All of the statement have the same mean score of 4.33 except for the statement “I think that using police mascot is a wise idea”, which garnered a mean score of 4.00 and a standard deviation of 0. This suggest that the participants agreed on this statement and is interpreted with a high level of acceptance. The standard deviation also revealed that the participant answers for this statement is identical. Moreover, the level of acceptance in terms of attitude is very high.

**Table 4: Level of acceptance towards the utilization of Patrolman Emilio Mascot**

STATEMENT	Mean	SD	Remarks	Level of Acceptance
<b>Perceived Usefulness</b>				
I think that the utilization of mascot makes a friendly image among policemen.	5.00	0	Strongly Agree	Very High
I think that the utilization of mascot creates an approachable aura.	4.67	0.577	Strongly Agree	Very High
I think that using mascot enhances police effectiveness on the job.	4.67	0.5	Strongly Agree	Very High
Using police mascot raises chances of changing the bad image of the policemen to the public.	4.33	0.5	Strongly Agree	Very High
I think that the advantages of using police mascot outweigh the disadvantages.	4.33	0.956	Strongly Agree	Very High
Overall, I think that using police mascot is advantageous for the PNP	4.00	0	Agree	High
I think that using police mascot enables the public to access a lot of information	4.33	0.816	Strongly Agree	Very High
	4.48	0.48	Strongly Agree	Very High
<b>Attitude</b>				
I think that using police mascot is a good idea.	4.33	1	Strongly Agree	Very High
I think that using police mascot is a wise idea	4.00	0	Agree	High
I think that using police mascot is a positive idea	4.33	0.637	Strongly Agree	Very High
I like the idea of using mascot as a marketing strategy	4.33	0.654	Strongly Agree	Very High
	4.25	0.57	Strongly Agree	Very High

The participants were asked on how do they want Patrolman Emilio to look like, Table 5 summarizes their responses. The 140 of the participants would like the police mascot be more realistic (50%) and 135 wanted it to be more cartoony (48.21%). On the other hand, the participants wanted the police mascot to have a friendly and charming personality (61.43%). Also, majority of the participants wanted her to have an average type of body (64.29%) wearing a tourist police uniform (90.71%).

**Table 5: The suggestions for Patrolman Emilio aesthetics**

	FREQUENCY	PERCENTAGE
Would you like the Police Mascot be more: “cartoony” or “realistic”?		
Cartoony	135	48.21
Realistic	140	50.00
Others, <i>Anime</i>	5	1.79
Total	280	100
What kind of personality would you like her to have: “Friendly & charming” or “heroic and tough”?		
Friendly and charming	172	61.43
Heroic and tough	108	38.57
Others	0	0.00

Total	280	100
What kind of body type would you like her to have: “roly poly” or “athletic” or “average”?		
Roly Poly (Short And Fat)	0	0.00
Athletic	100	35.71
Average	180	64.29
Total	280	100
What would you like to see her wearing: tourist police uniform, athletic uniform, or search and rescue uniform?		
Tourist Police Uniform	254	90.71
AthleticUniform	25	8.93
Search and Rescue Uniform	1	0.36
Others	0	0.00
Total	280	100

## V. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary of the study, the conclusions drawn and the recommendations made.

### Summary

Over the past three to four decades there have been national scandals concerning police misconduct, including human rights violations, excessive use of force and corruption in countries around the world resulting in public outcries. The challenge is the policemen will transform the bad perception of the general public through public relation. Most female police officers do not need to escalate to physical force as often as men, they can serve as the key to uplifting the image of the policemen. Patrolman Emilio will serve as the ambassador of goodwill of the policemen in Kawit, Cavite, Cavite.

This study investigated the potentiality of using a police mascot as an image-changer among policemen. The results of the study will then be used as a basis for uplifting the image of the policemen among different multi-sectoral groups in Kawit, Cavite, Cavite. Specifically, it sought to answer the following questions: (1) what is the participants’ sex and sector belonged; (2) what is the perception of the general public toward the use of a police mascot in terms of perceived usefulness and attitude; (3). what is the most acceptable feature of the police mascot as per the participants; and (4) what plans and/or programs of the Philippine National Police needs to be improved and addressed so that the image building using police mascot can be integrated and make it a component of existing PNP core values?

The findings of the study were:

1. 160 participants or 53.33 percent were female and 140 or 46.67 percent are male. On the other hand, the multi-sectoral group that participated more in this study are students (33.33%), followed by entrepreneurs (28.33%), then the working professionals (21.67%), and government employees (16.67%).
2. 300 of the participants thinks that the idea is worth pursuing. 280 (93.33%) thinks that the town could possibly adapt this idea but 20 (6.67%) thinks that most of the participants were resistant to change and are wedged on their traditions.
3. Perceived value (with  $\bar{x}$  =4.48 and sd=0.48) and attitude (with  $\bar{x}$  =4.25 and sd=0.57) and is interpreted with very high level of acceptance.
4. 140 of the participants would like the police mascot be more realistic (50%) and 135 wanted it to be more cartoony (48.21%). On the other hand, the participants wanted the police mascot to have a friendly and charming personality (61.43%). Also, majority of the participants wanted her to have an average type of body (64.29%) wearing a tourist police uniform (90.71%).

### Conclusions

After the analysis of the results, the following conclusions were drawn:

1. The multi-sectoral groups think that Patrolman Emilio Mascot is worth pursuing. Also, majority of them thinks that the Kawit, Cavite Municipal Police and the local government unit would adapt the said guerrilla marketing strategy.
2. There is a very high level of acceptance, among the various sectors, in the utilization of police mascot. They think that this strategy will make a friendly and approachable image of the policemen. Also they think that this would enhance the

effectiveness of the police officers in their job and would enable the public to access a lot of relevant information. The public also thinks that it could increase the chances of changing the bad image of the policemen. Moreover, the participants think that this guerrilla marketing strategy is a good, positive and wise idea.

3. Majority of the participants wanted the police mascot to be more realistic, with friendly and charming personality, have an average type of body, and wears a tourist police uniform.

### **Recommendations**

Based on the conclusions derived, the following recommendations are made:

1. Since the proposal is approved to the general public, it is advisable create a prototype that will be used in pilot testing the image. Future studies may be tailored in measuring the effectiveness of the police mascot and may widen the scope of the study.
2. The study will benefit the municipality of Kawit, Cavite, it is recommended to conduct a comprehensive feasibility study since the idea is acceptable to the public.
3. With the suggested features, the municipal police officers may try to use this idea and may incorporate the use of the police mascot in the different community relation projects or programs that the Philippine National Police is undertaking.

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