

BRAND EFFECTIVENESS THROUGH BUSINESS GROWTH - LARGE ENTERPRISE		
CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
Colgate-Palmolive Philippines Incorporated   Tender Care		Mint In Box
Ghebra San Miguel Inc.		Iba ang Ngiti Ngayon sa One Ghebra Nation
Golden Arches Development Corporation (McDonald's Philippines)	Leo Burnett Manila	Better Chicken McDo
International Pharmaceuticals Incorporated   Efficascent Oil		Trusted Ginhawa
Nutri-Asia, Inc.   Mang Tomas	Wunderman Thompson and Initiative	Mang Tomas Cong TV Campaign
PepsiCo Philippines   Sting	DDB MNL, Inc.	Sting Hataw ang Energy sa Mind and Body Campaign
WeFund Lending Corp.		Sagot Ka Ni JuanHand
BRAND EFFECTIVENESS THROUGH CORPORATE SUSTAINABILITY AND BRAND TRUST		
CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
Century Pacific Food Inc.   Century Tuna	COMCO Southeast Asia	Save Our Planet, Save Our Seas - The Century Tuna "Saving Our Seas" Initiative
Golden Arches Development Corporation (McDonald's Philippines)	Leo Burnett Manila	Night Classroom
Golden Arches Development Corporation (McDonald's Philippines)	Leo Burnett Manila	Ride the Arches
Golden Arches Development Corporation (McDonald's Philippines)	TBWA\Santiago Mangada Puno Advertising Inc.	Best Me At McDo
Nestle Philippines / Nescafe	Dentsu Creative Philippines	Kape't Bislag Sa Pagbangon
Personal Collection Direct Selling, Inc. PHILUSA Corporation		#GreenLifeGreatLife Movement
PJ L'HUILLIER INC. / Cebuana Lhuillier		Towards a Greener Philippines
SM Prime/SM Supermalls/SM Cares	Havas Media Ortega, Inc.	Kanegosyo Center
SM Store		Rainwater Project
Unilab   Corporate Branding Group	Omnicom Media Group Phils, Inc	Small Acts, Big Impact: How Shop&Share Transforms Retail Philanthropy
Unilab   Corporate Branding Group	Omnicom Media Group Phils, Inc	Alagang Unilab Bayan Kalusugan
BRAND EFFECTIVENESS THROUGH CUSTOMER EXPERIENCE		
CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
Aslan Hospital and Medical Center		Alagang Deserve, Alagang Sult
Ayala Land Inc.		Vermosa Holiday at Play
Ayala Land, Inc.		Christmas Nights with Countless Lights
AyalaLand Estates, Inc.		Nuvali Fountain of Lights 2023, Seaside Serenade: Muses and Creatures
Bank of the Philippine Islands		May BPI Dito
Coca-Cola	WPP Open X - Bates 141 Philippines	Coke Christmas 2023
Golden Arches Development Corporation (McDonald's Philippines)	Leo Burnett Manila	Night Classroom
Golden Arches Development Corporation (McDonald's Philippines)	Leo Burnett Manila	Ride the Arches
Mang Inasal	DDB Philippines	#MangInasalAt20: Mang Inasal's Record-Breaking 20th Anniversary Celebration
Nestle Philippines   Nescafe	Dentsu Creative Philippines	Kape't Bislag Sa Pagbangon
Nutri-Asia, Inc.	Insight 360	Reopening of The Catsup Museum
PepsiCo Philippines   Gatorade	DDB MNL, Inc.	Gatorade No Sugar SWEAT FEST
SM Super Malls	Havas Media Ortega, Inc.	SM 100 Days of Christmas Surprises
Unilab   Corporate Branding Group	Omnicom Media Group Phils, Inc	Alagang Unilab Bayan Kalusugan
Unilever Philippines   Breeze	Mindshare Philippines	BREEZE'S IMMERSIVE AR-POWERED CHALLENGE FOR MOMS
Unilever Philippines   Closeup	MullenLowe TREYNA	Ride Closer
Watsons Philippines	Intersections Communications Inc	Watsons Playlist: The Feel Great Concert
BRAND EFFECTIVENESS THROUGH CREATIVE CONTENT INNOVATION		
CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
Nestle Philippines   Nescafe	Dentsu Creative Philippines	Kape't Bislag Sa Pagbangon
PepsiCo Philippines   Sting	DDB MNL, Inc.	Sting Hataw ang Energy sa Mind and Body
BRAND EFFECTIVENESS THROUGH DISRUPTIVE INNOVATION		
CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
FWD Life Insurance (FWD Philippines)	MullenLowe TREYNA	FWD: The Gamer Insurance
Golden Arches Development Corporation (McDonald's Philippines)	Leo Burnett Manila	Night Classroom
Golden Arches Development Corporation (McDonald's Philippines)	Leo Burnett Manila	Ride the Arches
Watsons Philippines	Intersections Communications Inc	Watsons Playlist: The Feel Great Concert

BRAND EFFECTIVENESS THROUGH PRODUCT INNOVATION		
CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
FWD Life Insurance (FWD Philippines)	MullenLowe TREYNA	FWD: The Gamer Insurance
Kenny Rogers Roasters		The Great Garlic Roast
Nutri-Asia, Inc.	Wavemaker	NOM App Launch
PJ LHUILLIER INC. / Cebuana Lhuillier		Kanegosyo Center
BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING COMMUNICATION CHANNELS [INTEGRATED]		
CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
Bank of the Philippine Islands		Project Angat: Mas Magandang Bukas
Bank of the Philippine Islands		Project Care - Do More with BPI
Coca-Cola	WPP Open X - Bates 141 Philippines	Coke Christmas 2023
Colgate-Palmolive Philippines Incorporated   Colgate		Missing Smiles
FWD Life Insurance (FWD Philippines)	MullenLowe TREYNA	FWD: The Gamer Insurance
Golden Arches Development Corporation (McDonald's Philippines)	Leo Burnett Manila	Our Best Everrr Burgers
Golden Arches Development Corporation (McDonald's Philippines)	TBWA\Santiago Mangada Puno Advertising Inc.	Lovin All
Golden Arches Development Corporation (McDonald's Philippines)	TBWA\Santiago Mangada Puno Advertising Inc.	Best Me At McDo
Heinz	Carat under Dentsu Solutions Philippines Inc.	Turn It Upside Down With Heinz
Mitsubishi Motors Phils.   Mitsubishi Xpander	Beginnings Communications, inc.	Journey to #1
Nestle Philippines   Nescafe	Dentsu Creative Philippines	Kapet Bisig Sa Pagbangon
PepsiCo Philippines   Pepsi	BBDO Guerrero	Pepsi Mas Masarap Maiba
PepsiCo Philippines   Sting	DDB MNL, Inc	Sting Hataw ang Energy sa Mind and Body
Philippine National Bank	Optimax Communications Group, Inc.	PNB - Every Step Together
PJ LHUILLIER INC. / Cebuana Lhuillier		Kanegosyo Center
RiteMED	Omnicom Media Group Phils, Inc.	RiteMED: Coco Martin Endorser Launch
Unilever Philippines   Cream Silk	Mindshare Philippines	#BoostedForMore: Cream Silk welcomes its NEW Vitamin Boost Conditioners
Watsons Philippines	GOBOCreative Inc.	Vaxxed Office Hits
Watsons Philippines	GOBOCreative Inc.	Watsons HIM-tayan Club
Watsons Philippines	GOBOCreative Inc.	Watsons Holiday Campaign 2023 - Project Regalo
Watsons Philippines	GOBOCreative Inc.	2023 Happier You Campaign
WeFund Lending Corp.		Sagot Ka Ni JuanHand
BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING COMMUNICATION CHANNELS [SINGLE MEDIUM - BTL]		
CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
Golden Arches Development Corporation (McDonald's Philippines)	Leo Burnett Manila	Night Classroom
Golden Arches Development Corporation (McDonald's Philippines)	Leo Burnett Manila	Ride the Arches
BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING COMMUNICATION CHANNELS [SINGLE MEDIUM - DIGITAL]		
CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
Asian Hospital and Medical Center		Alagang Deserve, Alagang Sulit
Avida Land Corp.		A Sure Thing Back Home   Avida
Golden Arches Development Corporation (McDonald's Philippines)	Leo Burnett Manila	McDonald's Kami Naman, Ma
Mang Inasal	DDB Philippines	Mang Inasal Nation: Mang Inasal's Facebook Community
Nutri-Asia, Inc.   Mang Tomas	Ripple 8	Mang Tomas Cong TV Campaign
Pepsico   Gatorade No Sugar	180 Amsterdam	Water Drinks Gatorade
Unilab   Neozep	Omnicom Media Group	Neozep META Precision Campaign
Watsons Philippines	GOBOCreative Inc.	Kwentong Pharmacist
BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING COMMUNICATION CHANNELS [SINGLE MEDIUM - OOH]		
CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
Kenny Rogers Roasters		Conquering Traffic with Kenny Rogers Roasters: The First 3D Billboard in EDSA
Mitsubishi Motors Phils.   Mitsubishi Xpander	Beginnings Communications, inc.	Excess Baggage Allowed
Smart Communications Inc.	Metropolis Evolving Media Solutions Corp.	FIBA World Cup 2023: Smart Ball of Asia
Watsons Philippines	GOBOCreative Inc.	Vaxxed Office Hits