



# PANATA AWARDS 2023

The Awards for Advertisers by Advertisers

Join us in celebrating Excellence and Effectiveness in Philippine advertising.

# SUBMIT YOUR ENTRIES!

Early Bird  
Deadline  
**May 19, 2023**

Deadline of  
Submission  
**May 26, 2023**

[Click here to register](#)



# ABOUT THE PANATA AWARDS

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For 14 years now, the PANAta Awards has been celebrating the legacy of the country's most effective advertisers.

The Philippine Association of National Advertisers (PANA) is THE industry organization representing the interests of brand builders and advertisers from multinational companies, small and medium enterprises, and industry partners nationwide.

As the longest-running association of advertisers and brand builders in the Philippines, we salute campaigns that demonstrate brand effectiveness, creativity, strategic thinking, and impact.

**The PANATA Awards**

The Award for Advertisers by Advertisers.

# ABOUT THE PANATA AWARDS

The PANAta Awards is open to all legal entities, companies, and organizations within the Philippines. This includes:

- Advertisers (Large, SMEs, PANA Members and Non PANA Members)
- Advertising agencies
- Media agencies
- Media entities
- Advertising suppliers
- Schools / School Organizations
- Government agencies
- Non-government organizations

# WHAT ARE THE QUALIFICATIONS TO JOIN THE PANATA AWARDS 2023?

- Entries submitted must have materials that were aired or used in any form of media/platform from **January 2022 through December 2022**.
- Entries must be submitted as originally released and cannot be modified for the competition.
- Only original materials are qualified. Syndicated, borrowed, stock, or re-run materials are automatically disqualified.
- All entries must have clearly-defined objectives, and must demonstrate proof of measurable results/outcomes in comparison to stated goals or objectives.
- Eligible entries may have been used for the purpose of advertising, promotions, direct marketing, digital publicity, activation/events, employee/student communications, or public relations.

# WHAT SHOULD BE INCLUDED IN THE ENTRY?

- Entry write-up: maximum of 6 slides including the title slide in a PDF file
- Case summary (this can be in the form of a video or infographics that highlights the major points of your case)

**Video:** maximum 2 minutes, MP4 file    **Infographics:** single page, PDF file

*\*Note that the execution of video summaries or infographics will not carry weight in the evaluation and judging of entries.*

- Support materials (e.g documents, images, TVCs, etc.) should follow specified formats.
- For agencies submitting entries on behalf of their clients, a client approval letter in a PDF file.
- For school organizations interested in joining, a school endorsement letter signed by their dean and/ or school president in a PDF file

# ENTRY WRITE UP GUIDE

Company Name/ School Name: Campaign/Project Title:

## CHALLENGE

Describe what the current brand situation is, what the landscape of the brand space is like, and what difficulty or objective the brand needs to address. Describe the importance of the challenge that the project or campaign seeks to address. Make sure you define your target market and include all relevant information related to the campaign.

## STRATEGY

State a clear rationale behind the campaign. Outline the insights on which the strategy was based, and clearly define the following:

- Campaign objectives
- Big idea
- Creative and media thinking
- Channels Used

## RESULTS

Describe the impact of the campaign in terms of revenue increase, sales generation, brand perception, event participation, audience satisfaction, or whichever metric is relevant to the campaign objectives. You may use graphs and infographics to illustrate your results.

## EXECUTION

Describe how the strategy was executed and implemented. Indicate the role of the media used, and the reasons why such platform(s) was/were used for the campaign.

*NOTE: Any information shared to the PANATA Awards will be treated with the utmost confidentiality and will not be intentionally disclosed to any entity outside of PANA aside from the panel of judges.*



# ACCEPTED FILE FORMATS

All materials in the entries must follow the following file formats:

- **PDF file not exceeding 20 MB** - Write-up, print ads, press releases, support images, and other support documents (e.g. client's approval letter, ASC clearance, etc.)
- **MP4 file not exceeding 50MB** - All support video materials
- **MP3 file not exceeding 30MB** - All audio materials

**NOTE:** For all TVCs and radio ads, please do not forget to include the **Certificate of Airing and/or ASC Clearance** as part of the support material.

For digital and mobile materials, please provide **screenshots** and **URLs of the website if available**.

For BTL (Below-the-Line) **actual photos or videos of activation**. Photos of the perspective or visual mockup and the actual structure of the activation can also be included.

For OOH, **photo/s of the actual installed billboard material** or OOH materials with proof of the actual date the photo was taken (**Copy of ASC clearance** if available).



# REMINDERS

- All entries should be submitted online via

<https://applications.pana.com.ph/panata-awards/>

- **DO NOT use special characters (&, #, @, etc.) in your filenames.**
- **Please label photos properly and upload as one file.** To combine multiple photos into a single PDF file (i.e. if you have several files such as print ads, press releases, digital screenshots, event photos, etc.), insert the photos in a Microsoft Word document and save the document as PDF file.
- Advertising/supplier/media agencies must secure their client's approval letter before submitting the entry.
- School organizations must secure an **endorsement letter from their school signed by the college dean and/or school president.**
- Advocacy ads featuring politicians as endorsers are **NOT ALLOWED** if these clearly promote the politician's career.

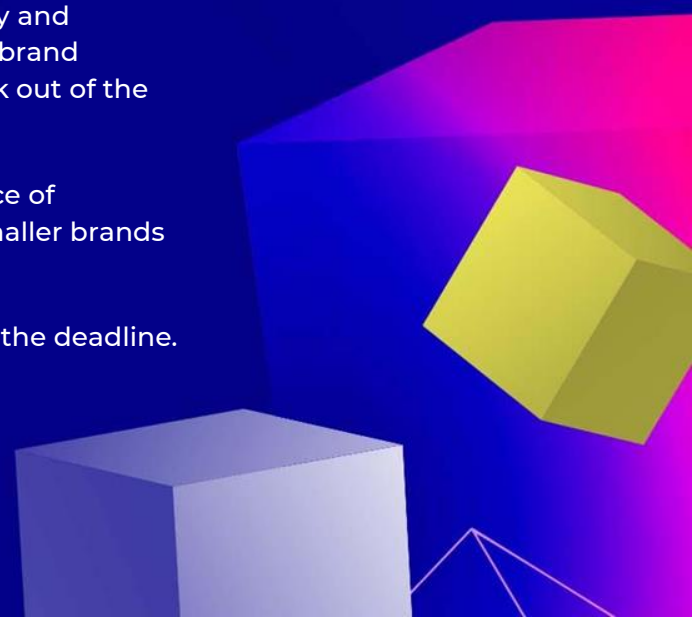
**IMPORTANT: All PANAta entries must have English translation/ subtitles.**

# ENTRY FEES

For this year's PANAta Awards, we want to celebrate the power of both legacy and innovation. We salute established brands that push the envelope of effective brand building. We recognize and welcome younger brands and agencies that think out of the box.

To show our support for emerging brand builders who are reinventing the face of advertising, PANAta Awards 2023 is introducing tiered entry fees that give smaller brands and students a chance to stand alongside our industry luminaries.

The Early Bird fee also encourages participants to submit their entries before the deadline.



	<b>Early Bird Until May 19</b>	<b>Regular Rates May 20 -26</b>	<b>Late Fees May 27 - June 2</b>
<b>Corporate (Large)</b> Local or multinational corporations with more than 200 employees and with assets valued at more than P100 million (*Republic Act 9501)	<b>P13,000.00</b>	<b>P15,000.00</b>	<b>P17,000.00</b>
<b>Corporate (SME)</b> Any enterprise with 10 to 199 employees and/or assets valued from P3 million to P100 million	<b>P10,000.00</b>	<b>P12,000.00</b>	<b>P14,000.00</b>
<b>Academe</b>	<b>P2,000.00</b>	<b>P3,000.00</b>	<b>P4,000.00</b>

***Fee is inclusive of one (1) seat during the Awards Night.***

***\*\*Payment options: Cash, check or online bank transfer.***



The Categories

# **BRAND BUILDER CATEGORIES**



# BRAND EFFECTIVENESS THROUGH BUSINESS GROWTH

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This category is open to brands that have maximized the use of information or research by identifying, characterizing, and processing invaluable insights and made a brand decision that resulted in outstanding brand performance.

This may have been a pivot or a reduction of operational factors that triggered the action. Data, insight, decision, and implementation of the decision need to be presented.

There are 2 subcategories:

**SME | Large Enterprise** (local and multinational corporations)

Citation: 3 winners - Gold, Silver and Bronze - per subcategory

# BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS

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## Integrated

Combination of 2 or more mediums/platforms used.

Citation: 3 winners – Gold, Silver and Bronze

## Single Medium

- ATL (TV, Radio or Print)
- Digital (including websites, apps, blogs, vlogs, podcasts)
- OOH (static and digital billboards, transit ads)
- BTL (activation - events, product sampling)

Entries must show how the particular medium was instrumental in achieving the campaign objectives. Single medium entrants may still opt to enter a different category provided they can substantiate the results for the medium used. A different entry form is needed for the additional category.

Citation: 1 winner per medium category (total of 4 winners)

# BRAND EFFECTIVENESS THROUGH CSBT

(Corporate Sustainability and Brand Trust)

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Entries in this category must show the impact of a particular program/advocacy that has generated positive benefits to the community where it was rolled out.

The entry must include the campaign objectives, the details of the support generated by the campaign, and the overall behavioral transformation of the consumer and the upliftment of the brand.

Support materials such as internal memos, posters, flyers and other communication materials may comprise the submission.

Citation: 3 winners – Gold, Silver and Bronze

# BRAND EFFECTIVENESS THROUGH CUSTOMER EXPERIENCE

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This category celebrates brand efforts that resulted in high engagement levels from its target audience. Judges will look at the campaign design by which consumers were engaged and guided throughout the customer journey. Activities may include activation, retail overhaul, gamification, interactive films, merchandising booths, direct mailers, exhibits, user-generated content and /or loyalty programs.

Entries should present the communication material, the level of engagement generated, and its effect on sales and the overall brand image.

Citation: 3 winners – Gold, Silver and Bronze



# BRAND EFFECTIVENESS THROUGH INNOVATION

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Innovation is necessary for brands to adapt and overcome the challenges of change. This category rewards brands that have trailblazed to foster growth, improve productivity, and excite consumers. It is meant to showcase brand experience that has been enhanced beyond traditional advertising.

There are 3 sub-categories:

## **Most Effective Product Innovation**

This category champions brands that have seized the opportunity in view of the changing preferences and shifting behaviors market. It may be a new product/service launched in the market or an existing product/service that underwent modification of any or any combination of these elements: design, utility and/or packaging.

## **Most Effective Creative Content Innovation**

Creativity opens perspectives, gives a fresh take, and inspires others. This award is given to the brand which has taken a unique approach in its strategy in developing communication materials without losing its duty to champion responsible brand building. The major consideration in this category is that brand builders must have broken out of established patterns in order to look at things in a different way.

## **Most Effective Disruptive Innovation**

Disruptive Innovation refers to short-term, tactical, unconventional, and original campaign moves. This award is given to the brand that has executed a creative and impactful campaign that helped achieve its brand objectives. The disruption should be relevant to the target audience and resonate with their needs or interests.

Citation: 3 winners - Gold, Silver and Bronze - per subcategory

# BRAND BUILDER AWARDS

## THE JUDGING PROCESS

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1. **Pre-screening** – the organizers will check all the entries for compliance.
1. **Pre-judging** – members of the PANA and PANAF Board of Directors and Trustees will conduct preliminary judging of all entries.
1. **Final Judging** – all entries which passed the pre-judging stage will undergo final judging to determine the Gold, Silver, and Bronze winners in each category.

**Note:** All members of the PANA and PANAF Board of Directors, and the jury, are advised to abstain from rating the entries if the entry is of their company/brand or direct competitor.

# BRAND BUILDER AWARDS CRITERIA

Challenge	20 points
Strategy	25 points
Execution	25 points
Results	30 points
<b>TOTAL</b>	<b>100 points</b>

All entries that garner a score of at least 75 points will be included in the shortlist, but only the top entries in their respective categories will be declared winners:

- Gold (must have a score of at least 90 points)
- Silver
- Bronze

*NOTE: Trophies and plaques will be named after, and awarded to the client/advertiser, unless otherwise specified.*



# **MAJOR AWARDS**



# CREATIVE AGENCY OF THE YEAR

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An effective client-agency relationship is one based on trust, communication, and collaboration. This is evident from the successful campaigns that are produced from working closely with the client through shared vision, customer perception, and work ethics.

The Creative Agency of the Year is chosen based on the body of work they have produced with their Client, the harmonious relationship they keep with them as well as with other industry partners and the creativity they have shown consistently.

Two (2) to three (3) campaigns may be submitted as support documents.  
Only the Client may nominate for this award.

# CREATIVE AGENCY OF THE YEAR CRITERIA

Strategic Thinking (Market Insight, Consumer Insight)	15 points
Client Relations	15 points
Industry Partner Relations	15 points
Creativity and Bravery	15 points
Results of the Campaigns	40 points

# MEDIA AGENCY OF THE YEAR

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This award recognizes those game-changing media ideas initiated by the media agency that have contributed significantly to the marketing program itself, to the extent that the program would not have been successful without the strategic media idea.

This award is for the media agency that had the insight and creativity to change the way a particular media channel is consumed, or created a new channel. The entry should show 2-3 campaign/s that utilized a particular medium and went beyond the conventional approach to grab its target audience and effectively engage with them.

Two (2) to three (3) campaigns may be submitted as support documents.  
Only the Client may nominate for this award.

# **MEDIA AGENCY OF THE YEAR**

## **CRITERIA**

Strategic Media Planning (Media Insight, Trend)	15 points
Challenge (Media Planning/Buying/Negotiation)	15 points
Accuracy of Media Implementation	15 points
Client Relations/Industry Partner Relations	15 points
Attainment of the Media Objectives	40 points



# MEDIA NETWORK OF THE YEAR

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This category is awarded to the network (Broadcast, Print, Digital) that has demonstrated an inspiring and innovative execution of the media idea. The implementation should have resulted in an enhanced and amplified relationship between the agency, the brand builder, and their audiences.

Two(2) to three (3) campaigns may be submitted as support documents.  
Only the Client may nominate for this award.

# **MEDIA NETWORK OF THE YEAR**

## **CRITERIA**

Strategic Thinking (Marketing & Consumer Insights, Data and Innovation)	15 points
Challenge (Competition and Relevance)	15 points
Accuracy of Campaign Implementation	15 points
Client Relations/Industry Partner Relations	15 points
Results of the Campaign	40 points

# MOST EFFECTIVE USE OF A BRAND AMBASSADOR

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A brand ambassador is a person or group of people who are appointed by a brand to act as their “face and voice.” They are tasked to strengthen the positive reputation of the brand and develop an efficient image by interacting with consumers through various marketing and promotional activities.

Brand ambassadors can be celebrities, influencers, customers, or employees and they usually have a strong following or influence in their respective communities or industries.

This category is given to the ambassador who has an exponential effect on the brand's audience

# MOST EFFECTIVE USE OF A BRAND AMBASSADOR CRITERIA

<b>Authenticity</b> The ambassador should be genuine in their association with the brand, i.e. patronizing the brand and speaking positively about the brand.	<b>20 points</b>
<b>Reach</b> The ambassador should have a substantial reach and influence, either through their personal or social media following.	<b>20 points</b>
<b>Trustworthiness</b> The ambassador should be of good moral character and respected by their followers and peers.	<b>20 points</b>
<b>Reliability</b> The ambassador is committed to promoting the brand and upholding its values over a sustained period.	<b>20 points</b>
<b>Compatibility</b> The ambassador should be compatible with the brand's marketing goals and strategies. They should be able to work collaboratively with the brand's marketing team to achieve their shared objectives	<b>20 points</b>



# ROOKIE BRAND BUILDER OF THE YEAR

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Brand managers use customer and trend research to create strategies to maximize customer engagement. This involves overseeing the 4P's ensuring that branding is consistent across platforms, markets, and communications.

This award is given to brand managers with 2-3 years experience in brand work whose campaign echoes the values of PANAta Awards - excellence in marketing and championing responsible brand building- and has been shortlisted in any category.

Nominations should be from brand/communications/marketing supervisor or upper management.

# ROOKIE BRAND BUILDER OF THE YEAR

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**This is a “privilege” award for brand builders with 2-3 years work experience. Only those whose campaigns have been shortlisted may be invited to the Rookie Brand Builder of the Year. As such, the company will receive a notification if they are qualified to enter a nominee.**

Nominees must be at least 2 years in the current company as a brand manager. This award recognizes the candidate’s contributions to the growth of the brand, their work ethic, and their competence to make an impact in the industry.

Nominees should be able to demonstrate their direct or indirect role in the shortlisted entry and participation in the development, enhancement, turn-around, or brand growth as reflected by brand impact and business results (sales, market share, and other business objectives).

# ROOKIE BRAND BUILDER OF THE YEAR CRITERIA

Strategic and Critical Thinking	20 points
Creativity/Outside the Box Thinking	20 points
Communication Skills/ Attention to detail	20 points
Adaptability and Flexibility	20 points
Leadership Skills	20 points

# **BRAND BUILDER OF THE YEAR (BBOY)**

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This award recognizes the year's top personality who has delivered inspiring work and made an impact in brand building through business creativity and innovation, echoing the values of PANAta Awards: excellence in marketing and championing responsible brand building. The winner will also be nominated by PANA to the WFA Brand Builder of the Year awards.

**This is a WFA Supported Award.**

**This is a “privilege” award for brand builders. Only those whose campaigns have been shortlisted may be invited to nominate for Brand Builder of the Year. As such, the company will receive a notification if they are qualified to enter a nominee.**

# BRAND BUILDER OF THE YEAR (BBOY)

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Nominees must be at least 2 years in the current company with global or regional roles as head of marketing/brand or CMO, with at least 5 years of marketing/ brand experience.

This award recognizes the candidate's body of work for the year which has made an impact on brand building echoing the values of PANA for a responsible, responsive, and people-centric organization.

Nominees should be able to demonstrate his/her direct or indirect role on the shortlisted entry and leadership in the development, enhancement, turn-around, or brand growth as reflected by brand impact and business results (sales, market share, and other business objectives).



# BRAND BUILDER OF THE YEAR (BBOY) CRITERIA

<b>Business Growth</b>	Nominee should be able to demonstrate his/her contribution to the growth and profitability of the shortlisted entry	<b>25%</b>
<b>Leadership Effectiveness</b>	Overall, nominee shows influence in creating positive work environment through adapted values like work life balance, diversity, inclusion and sustainability	<b>30%</b>
<b>Innovation &amp; Creativity</b>	Nominee plays a significant role in advancing and transforming the marketing field through innovation and creativity	<b>20%</b>
<b>Local and Global Impact</b>	Nominee is recognized and respected by peers in the industry as a trailblazer in creating next-generation marketing & sales practices and through active participation in other fields i.e. academe, community involvement and /or government affairs.	<b>25%</b>

# BRAND TEAM OF THE YEAR (BTOY)

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This award is given to the team whose strategic direction and vision coupled with great execution has made their brand grow not only in awareness but also revenue.

**Only those whose campaigns have been shortlisted may be invited to nominate for Brand Team of the Year. As such, the company will receive a notification if they are qualified to enter a nominee.**

To assess the healthy relationship with the third-party suppliers, questionnaires will be provided to partners of their choice. The accomplished forms are to be uploaded by the entrant as support documents for their entry.

# BRAND TEAM OF THE YEAR (BTOY) CRITERIA

<b>Performance of the campaign</b>	Positive brand growth in awareness and significant revenue returns	<b>25%</b>
<b>Client-Supplier Relations</b>	Gleaned from the questionnaire– Supplier rated team high on the aspects of easy to work with, showed professionalism in terms of punctuality, attentiveness, dependability, adaptability and trustworthiness	<b>30%</b>
<b>Strategic Partnership</b>	Team demonstrated advanced organizing and planning skills, remained open to effective collaboration and creative approaches whilst uncompromising with their company standards	<b>20%</b>
<b>Vision and Leadership</b>	Suppliers assessed Brand team to have clear, concise and consistent directions at all times	<b>25%</b>



# GRAND PANAta BRAND OF THE YEAR

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This award is given by the PANAta Jury to the brand with the campaign they believe has executed the most game-changing, innovative, and effective strategies in promoting their brands to achieve outstanding results within the year of competition.

**Only those campaigns that have won GOLD in the Brand Builder Awards Categories are eligible to win the Grand PANAta Brand of the Year.**



# GRAND PANAta BRAND OF THE YEAR CRITERIA

Business Growth	30%
Marketing Communications	20%
Innovation	15%
Corporate Sustainability and Social Responsibility	15%
Customer Experience	20%





# **SPECIAL AWARDS**

# PEOPLE'S CHOICE AWARDS

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## **Only campaigns that have been shortlisted qualify for this category**

As the name suggests, judging will be done by participating consumers. They will choose from the qualified entries which will be published in the PANA Facebook page for 2 weeks.

The participating entries may solicit support from their community to up their votes. The entry that gets the highest number of votes wins this category.

The winners of this award should have established memorable, engaging experiences and unique connections with the consumer.

# PEOPLE'S CHOICE AWARDS

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There are three winners for each the People's Choice awards namely:

- Favorite Brand
- Favorite Campaign
- Favorite Brand Ambassador

Citation: 1 winner per award

Submit now and be part of the top-tier  
advertising awards in the country.

# JOIN THE PANATA AWARDS 2023



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