



# SHORTLIST

## BRAND EFFECTIVENESS THROUGH BUSINESS GROWTH - LARGE ENTERPRISE

CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
CENTURY TUNA	PC&V COMMUNICATIONS, INC.	SUPERBODS LOVESTRONG 2022
CLOSEUP	MULLENLOWE and U-STUDIO	RECORD HIGH GROWTH: SAY NO TO BACTERIA BREATH CAMPAIGN
DEL MONTE PINEAPPLE	TBWA\SMP	PROJECT LOVE
DEL MONTE TOMATO SAUCE	TBWA\SMP	SAUCE PA MORE 2022
GINEBRA SAN MIGUEL INC.		HULING PATAK NG BAGONG TAPANG
IPI - EFFICASCENT EXTREME		EFFICASCENT EXTREME - KILIG
LISTERINE	WUNDERMAN THOMPSON	LISTERINE 24 HR COMPLETE MOUTH DEFENSE
MCDONALD'S PHILIPPINES	WUNDERMAN THOMPSON	MCDONALD'S APP CRAVE & CLAIM FEST
MCDONALD'S PHILIPPINES	WUNDERMAN THOMPSON	MCDONALD'S APP CRAVE & CLAIM FEST - MUSIC MARKETING
MCDONALD'S PHILIPPINES	LEO BURNETT MANILA	MCSAVERS MIX & MATCH
MCDONALD'S PHILIPPINES	LEO BURNETT MANILA	UNBRANDED MENU
NESCAFÉ	DENTSU CREATIVE PHILIPPINES/DENTSU CREATIVE MANILA	NESCAFÉ ORIGINAL'S KWENTO NG TAPANG: CHEZKA GONZALES
UFC	RIPPLE 8	UFC SOUPS BEAT MY BITS
VILLARICA PAWNSHOP		SURE KA BA
WATSONS PHILIPPINES	GOBO CREATIVE	SA WATSONS AKO

## BRAND EFFECTIVENESS THROUGH THROUGH CORPORATE SUSTAINABILITY AND BRAND TRUST

CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
AYALA LAND, INC.		FORGING AHEAD WITH YOU. FOR YOU. - SUSTAINABILITY STORIES
AYALALAND METRO NORTH INC. (U.P. TOWN CENTER)		PAWS AND PLAY YEAR 5
BANK OF THE PHILIPPINE ISLANDS		PROJECT SUSTAIN
KENNY ROGERS ROASTERS	BRAND WORX INC.	CHIMICHURRI FARMVOCACY
MCDONALD'S PHILIPPINES	LEO BURNETT MANILA	MCDELIVERBACK HAPPINESS DELIVERED
MCDONALD'S PHILIPPINES	TBWA\SMP	MCDONALD'S M SAFE
MEGAWORLD FOUNDATION, INC.		CREATING CHANGE, TRANSFORMING LIVES
MOUNTAIN DEW	BBDO GUERRERO	SCRAPBOARDS
NUTRIASIA INC.	TRIBAL DDB	LOVE WITH PRIDE
SHELL PILIPINAS CORPORATION	TEAM ONGROUND INC.	55TH SHELL NATIONAL STUDENTS ART COMPETITION (NSAC)
SM PRIME HOLDINGS/SM SUPERMALLS/MALLS	HAVAS MEDIA ORTEGA, INC.	THE SM GREEN MOVEMENT
THE PHILIPPINE DAILY INQUIRER		INQSKWELA
THE PHILIPPINE DAILY INQUIRER		THE INQUIRER PROJECT REBOUND
WATSONS PHILIPPINES	GOBO CREATIVE	DO GOOD FOR YOU AND THE PLANET

# CONGRATULATIONS!



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## BRAND EFFECTIVENESS THROUGH CREATIVE CONTENT INNOVATION

CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
MCDONALD'S PHILIPPINES	LEO BURNETT MANILA	MOTHER'S DAY GIANT GREETINGS
MCDONALD'S PHILIPPINES	LEO BURNETT MANILA	UNBRANDED MENU
NESTLÉ CHUCKIE	NUWORKS	CHUCKIE SNACK N' PLAY
POCKY	DENTSU CREATIVE PHILIPPINES/DENTSU CREATIVE MANILA	ALL TASTES COVERED

## BRAND EFFECTIVENESS THROUGH DISRUPTIVE INNOVATION

CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
MCDONALD'S PHILIPPINES	LEO BURNETT MANILA	UNBRANDED MENU
MCDONALD'S PHILIPPINES	TBWA\SMP	CARABAO-THRU
MOUNTAIN DEW	BBDO GUERRERO	SCRAPBOARDS

## BRAND EFFECTIVENESS THROUGH PRODUCTION INNOVATION

CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
CEBUANA LHUILLIER		CEBUANA XPRESS
CIBO	CAPER CONSUMER BUSINESS INNOVATIONS INC	CIBO NUOVA ERA - CIBO FROM A RESTAURANT BRAND TO MODERN RETAIL TRADE BRAND

## BRAND EFFECTIVENESS THROUGH CUSTOMER EXPERIENCE

CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
MANG INASAL	DDB PHILIPPINES. INC.	#ILOVEMANGINASAL - HOW ORGANIC BRAND LOVE TRANSFORMED MANG INASAL'S FACEBOOK PAGE
MCDONALD'S PHILIPPINES	LEO BURNETT MANILA	UNBRANDED MENU
NESTLÉ CHUCKIE	NUWORKS	CHUCKIE SNACK N' PLAY
NUTRIASIA	RIPPLE 8	NUTRIASIA CHRISTMAS STATION
JUFRAN	RIPPLE 8	SRIRACHAFY MANILA
CHILL SPIKED SPIRIT	SPARK FOUNDRY	CHILL DI KAILANGAN NG DRAMA
PALMOLIVE NATURALS	SVEN	TURN #HAAAYTOBUHAYNABUHAY
VILLARICA PAWNSHOP		SURE KA BA

# CONGRATULATIONS!



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## BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS [INTEGRATED]

CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
AIA PHILIPPINES	SEVEN A.D. INC.	IT'S REAL LOVE
AIRASIA & AIRASIA SUPERAPP	PHILIPPINES AIRASIA INC.	AIRASIA FIESTA SERIES
AYALA LAND ESTATES INC.		AYALA LAND ESTATES: THE WONDERS OF CHRISTMAS
BANK OF THE PHILIPPINE ISLANDS		PROJECT LOVE
CEBUANA LHULLIER		CEBUANA XPRESS
CHOWKING	DENTSU CREATIVE PHILIPPINES/DENTSU CREATIVE MANILA	#GUESSWOKSCOOKING
GREAT TASTE WHITE	SPARK FOUNDRY	GREAT TASTE WHITE AROMANAMNAM
LAND BANK OF THE PHILIPPINES		LANDBANK: SERVING THE NATION CAMPAIGN
LOLA REMEDIOS	KULAY AHENXA, INC	PROJECT ELECTION
MANG INASAL	DENTSU CREATIVE PHILIPPINES/DENTSU CREATIVE MANILA	CASABLANCA
MCDONALD'S PHILIPPINES	LEO BURNETT MANILA	MOTHER'S DAY GIANT GREETINGS
MEAD JOHNSON - ENFAGROW GENTLEASE 3+		CHOOSE THE RIGHT ENFA
PALMOLIVE NATURALS	SVEN	TURN #HAAAYTOBUHAYNABUHAY
RED RIBBON BAKESHOP, INC.	BBDO GUERRERO	RED RIBBON GIVE LOVE TODAY CAMPAIGN
UFC	RIPPLE 8	UFC FUN CHOW KOL PROGRAM
VILLARICA PAWNSHOP		SURE KA BA
WATSONS PHILIPPINES	GOBO CREATIVE	SA WATSONS AKO

## BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS [SINGLE MEDIUM - BTL]

CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
MCDONALD'S PHILIPPINES	TBWA\SMP	CARABAO-THRU
NESTLE PHILS. - MILO	TEAM ONGROUND INC.	MILO BACK TO SCHOOL, BACK TO SPORTS: BARANGAY JUMPSTART
RED RIBBON BAKESHOP, INC.	STRATEGIC WORKS, INC.	RED RIBBON GIVE LOVE TODAY GIFT BOX ACTIVATION

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## BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS [SINGLE MEDIUM - DIGITAL]

CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
DERMAZOLE AND DERMAZOLE PLUS	KULAY AHENXA, INC	PROJECT SCREAM
FONTERRA BRANDS - ANMUM	DENTSU CREATIVE PHILIPPINES/DENTSU CREATIVE MANILA	ANMUM BABE-SHOWER
MANG INASAL	DDB PHILIPPINES. INC.	#MANGINASALFAMILYFIESTA TIKTOK CHALLENGE
MCDONALD'S PHILIPPINES	LEO BURNETT MANILA	UNBRANDED MENU
NESTLÉ CHUCKIE	NUWORKS	CHUCKIE SNACK N' PLAY
NISSIN CUP NOODLES	DENTSU CREATIVE PHILIPPINES/DENTSU CREATIVE MANILA	GOOD VIBES AT HOME WITH NISSIN CUP NOODLES
NUTRIASIA INC.	TRIBAL DDB	LOVE WITH PRIDE
RECKITT PHILIPPINES - DUREX		THE UNEQUAL DINNER
SM SUPERMALLS	SVEN	AWESM SUPERKIDS ZONE AT ROBLOX
TELEPERFORMANCE PHILIPPINES	SVEN	#TPRUSHLIVE EXPRESS RECRUITMENT

## BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS [SINGLE MEDIUM - OOH]

CLIENT/BRAND	AGENCY	CAMPAIGN TITLE
CHOWKING	DENTSU CREATIVE PHILIPPINES/DENTSU CREATIVE MANILA	#GUESSWOKSCOOKING

# CONGRATULATIONS!