



LIST OF WINNERS

CITATION	CATEGORY	COMPANY	AGENCY	CAMPAIGN TITLE
	BRAND BUILDER CATEGORY			
SILVER	BRAND EFFECTIVENESS THROUGH BUSINESS GROWTH - LARGE ENTERPRISE	VILLARICA PAWNSHOP	SILVER MACHINE DIGITAL COMMUNICATIONS INC.	SURE KA BA
BRONZE	BRAND EFFECTIVENESS THROUGH BUSINESS GROWTH - LARGE ENTERPRISE	CENTURY TUNA	PC&V COMMUNICATIONS, INC.	SUPERBODS LOVESTRONG 2022
BRONZE	BRAND EFFECTIVENESS THROUGH BUSINESS GROWTH - LARGE ENTERPRISE	MCDONALD'S PHILIPPINES	LEO BURNETT MANILA	MCSAVERS MIX & MATCH
GOLD	BRAND EFFECTIVENESS THROUGH CORPORATE SUSTAINABILITY AND BRAND TRUST	MOUNTAIN DEW	BBDO GUERRERO	SCRAPBOARDS
BRONZE	BRAND EFFECTIVENESS THROUGH CORPORATE SUSTAINABILITY AND BRAND TRUST	BANK OF THE PHILIPPINE ISLANDS		PROJECT SUSTAIN
		AYALALAND METRO NORTH INC. (U.P. TOWN CENTER)		PAWS AND PLAY YEAR 5
BRONZE	BRAND EFFECTIVENESS THROUGH CORPORATE SUSTAINABILITY AND BRAND TRUST	MCDONALD'S PHILIPPINES	TBWA\SMP	MCDONALD'S M SAFE
BRONZE	BRAND EFFECTIVENESS THROUGH CORPORATE SUSTAINABILITY AND BRAND TRUST	SM PRIME HOLDINGS/SM SUPERMALLS/MALLS	HAVAS MEDIA ORTEGA, INC.	THE SM GREEN MOVEMENT
GOLD	BRAND EFFECTIVENESS THROUGH CREATIVE CONTENT INNOVATION	NESTLÉ PHILIPPINES - CHUCKIE	NUWORKS	CHUCKIE SNACK N' PLAY
SILVER	BRAND EFFECTIVENESS THROUGH CREATIVE CONTENT INNOVATION	MCDONALD'S PHILIPPINES	LEO BURNETT MANILA	UNBRANDED MENU
BRONZE	BRAND EFFECTIVENESS THROUGH CUSTOMER EXPERIENCE	MCDONALD'S PHILIPPINES	LEO BURNETT MANILA	UNBRANDED MENU
GOLD	BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS - INTEGRATED	RED RIBBON BAKESHOP, INC.	BBDO GUERRERO	RED RIBBON GIVE LOVE TODAY CAMPAIGN
BRONZE	BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS - INTEGRATED	PALMOLIVE NATURALS	SVEN	TURN #HAAAYTOBUHAYNABUHAY
BRONZE	BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS - INTEGRATED	BANK OF THE PHILIPPINE ISLANDS		PROJECT LOVE
BRONZE	BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS - INTEGRATED	MEAD JOHNSON - ENFAGROW GENTLELEASE 3+		CHOOSE THE RIGHT ENFA
GOLD	BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS - SINGLE MEDIUM - BTL	RED RIBBON BAKESHOP, INC.	STRATEGIC WORKS, INC.	RED RIBBON GIVE LOVE TODAY GIFT BOX ACTIVATION
SILVER	BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS - SINGLE MEDIUM - DIGITAL	MANG INASAL	DOB PHILIPPINES, INC.	#MANGINASALFAMILYFIESTA TIKTOK CHALLENGE
BRONZE	BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS - SINGLE MEDIUM - DIGITAL	MCDONALD'S PHILIPPINES	LEO BURNETT MANILA	UNBRANDED MENU
BRONZE	BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS - SINGLE MEDIUM - DIGITAL	NESTLÉ PHILIPPINES - CHUCKIE	NUWORKS	CHUCKIE SNACK N' PLAY

PANATA PEOPLE'S CHOICE AWARDS

FAVORITE BRAND

WATSON'S PERSONAL CARE STORES (PHILIPPINES), INC.

FAVORITE CAMPAIGN

DO GOOD FOR YOU AND THE PLANET
WATSON'S PERSONAL CARE STORES (PHILIPPINES), INC.

FAVORITE BRAND AMBASSADOR

BEA ALONZO
PROJECT SUSTAIN
BANK OF THE PHILIPPINE ISLANDS

INNOVATIVE EXECUTION THROUGH MOBILE AWARD

NESTLÉ PHILIPPINES
CHUCKIE SNACK N' PLAY
AGENCY: NUWORKS

MAJOR AWARDS

MEDIA AGENCY OF THE YEAR
HUDDLE ROOM MEDIA, INC.

MEDIA NETWORK OF THE YEAR
GMA NETWORK, INC.

TOP 3 AWARDS

BRAND BUILDER OF THE YEAR
CHRISTINE MARIANNE C. ROA
AYALA LAND, INC.

BRAND TEAM OF THE YEAR
PJ LUILLIER\
CEBUANA LHUILLIER

GRAND PANATA BRAND OF THE YEAR
RED RIBBON BAKESHOP, INC.



CONGRATULATIONS TO ALL THE WINNERS!