



SHORTLIST

CAMPAIGN CATEGORY			
SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for AI-assisted Advertising	Face of Courage	Foundation for Media Alternatives	Dentsu Creative
Best Showcase for Brand Turnaround and Revitalization	Rexidol Words for Pain	Unilab/Rexidol	Over The Moon
Best Showcase for Brand Turnaround and Revitalization	Hondo Civic Drives Like a Dream""	Honda Civic	NJYN, Inc.
Best Showcase for Brand Turnaround and Revitalization	The Love You Deserve	San Marino Corned Tuna	NuWorks Interactive Labs, Inc.
Best Showcase for Branded App or Game Development	McDonald's Afterparty	McDonald's Philippines	VML Manila
Best Showcase for Branded App or Game Development	Heroixm Tiny Tanim	Heroixm	Heroixm HakuHodo
Best Showcase for Building New Markets	Vino Kulafu Kul-disyon" Campaign"	Vino Kulafu	IdeasXMachina HakuHodo
Best Showcase for Building New Markets	WatSONS Stories	Watsons Philippines	GOBOCREATIVE INC
Best Showcase for Building New Markets	Gold Bar	PJ Lhuillier	
Best Showcase for Building New Markets	MI UNIVERse: Where Mang Inasal meets the Filipino Youth	Mang Inasal Philippines	Grupo Agatep Inc.
Best Showcase for Building New Markets	SM Cares Global Youth Summit	SM Cares	Ripple8, Inc.



SHORTLIST

CAMPAIGN CATEGORY			
SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Causes and Social Good Communication	Malaking Munti Foundation	Malaking Munti Foundation	IdeasXMachina Hakuhodo
Best Showcase for Causes and Social Good Communication	GCash #GSafeTayo Entertainingly Serious Campaign	GCash	VML Manila
Best Showcase for Causes and Social Good Communication	Polident Job CreDentals	Polident	FCB Manila Inc.
Best Showcase for Causes and Social Good Communication	Money Guro	PJ Lhuillier	
Best Showcase for Causes and Social Good Communication	Farmvocacy: Turning Meals Into A Movement For Urban Farming	Kenny Rogers Roasters / Epicurean Partners Exchange Inc	
Best Showcase for Causes and Social Good Communication	Weaving Dreams, Threading Change.	Mitsubishi Motors Philippines Corp	Hakuhodo - BCI
Best Showcase for Causes and Social Good Communication	Grab Delivery Rider's Care Kit	Seattle's Best Coffee / Coffee Masters Inc.	
Best Showcase for Causes and Social Good Communication	Face of Courage	Foundation for Media Alternatives	Dentsu Creative
Best Showcase for Causes and Social Good Communication	GCash Stories: Adz	GCash	Publicis JimenezBasic



SHORTLIST

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SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Causes and Social Good Communication	Fab Finds at the MaArte Fair	Museum Foundation of the Philippines, Inc.	TBWA\Santiago Mangada Puno
Best Showcase for Causes and Social Good Communication	Family Business short films against online sexual abuse and exploitation of children	Advocacy on Protection of Women and Children	Tribal Worldwide Philippines
Best Showcase for Causes and Social Good Communication	SM Cares' Mall for All	SM Cares	Ripple8, Inc.
Best Showcase for Causes and Social Good Communication	The KITA Initiative	Spark! Philippines	Havas Media Ortega, Inc



SHORTLIST

CAMPAIGN CATEGORY			
SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Corporate AVP	Live Life More with Avida Land	Avida Land Corp.	
Best Showcase for Corporate AVP	MVP Group / We Are Sports" Campaign"	Cignal	Tribal Worldwide Philippines
Best Showcase for Corporate Communication	ReClassified	McDonald's Philippines	Leo Manila
Best Showcase for Corporate Communication	Lighting the Way for Brighter Career Opportunities: Cultivating Future Leaders from Every Corner of the Philippines	McDonald's Philippines	TBWA\SMP
Best Showcase for Corporate Communication	Iponventure	PJ Lhuillier	
Best Showcase for Creative Business Solution	Le Minerale Rethink How You Use Doctor KOLs""	Le Minerale	NJYN, Inc.
Best Showcase for Creative Business Solution	McDonald's Afterparty	McDonald's Philippines	VML Manila
Best Showcase for Creative Business Solution	ReClassified	McDonald's Philippines	Leo Manila
Best Showcase for Creative Business Solution	Saridon Painlahatan" Campaign"	Saridon	IdeasXMachina Hakuhodo
Best Showcase for Crisis and Reputation Management	Vitress #VitressParaSaMistress	Vitress	IdeasXMachina Hakuhodo



SHORTLIST

CAMPAIGN CATEGORY			
SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Data Driven Performance	Tiktok Shop Trendahan""	TikTok Shop	NJYN, Inc.
Best Showcase for Data Driven Performance	Banking on Relevance: How Bank of the Philippine Islands Supercharged Lead Generation Through Data-Driven Search	Bank of the Philippine Islands	
Best Showcase for Data Driven Performance	McDonald's Superfan Quest	McDonald's Philippines	VML Manila
Best Showcase for Data Driven Performance	DOT Key & Emerging Markets Campaign	Digital Media Planning and Placements	David and Golyat Management Inc.
Best Showcase for Digital Video Advertising	Kwentong Powerhouse	Hap Suy Hardware Co. Inc.,	
Best Showcase for Digital Video Advertising	Family Business advocacy films against online sexual abuse and exploitation of children	Philippine Commission on Women	Tribal Worldwide Philippines
Best Showcase for Digital Video Advertising	Halfmates: How Bank of the Philippine Islands Banked on Stories Made for YouTube	Bank of the Philippine Islands	



SHORTLIST

CAMPAIGN CATEGORY

SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Disruptive Creatives	It's A Sign	Mang Inasal	Dentsu Creative
Best Showcase for Disruptive Creatives	ReClassified	McDonald's Philippines	Leo Manila
Best Showcase for Disruptive Creatives	Lucky Me! Ticnap Notnac	Lucky Me!	MULLENLOWE TREYNA
Best Showcase for Disruptive Creatives	Labuchi	Chowking Philippines	Dentsu Creative
Best Showcase for Disruptive Creatives	KitKat Break Bar	KitKat	VML Manila
Best Showcase for Disruptive Creatives	Eats-All-Purpose	UFC Overload	Ripple8, Inc.
Best Showcase for E-Commerce Program	Watsons Playlist: The P-Pop Power Concert	Watsons Philippines	Intersections Communications, Inc
Best Showcase for E-Commerce Program	Give Into Your Cravings	Chowking Philippines	Dentsu Creative
Best Showcase for E-Commerce Program	Unilever Beauty & Wellbeing Shopee Super Brand Day 2024: Beauty Decoded	Unilever Beauty & Wellbeing	NuWorks Interactive Labs, Inc.



SHORTLIST

CAMPAIGN CATEGORY			
SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Influencer and Endorsement Marketing	Gatorade No Sugar Influencer Campaign	Gatorade No Sugar	DDB MNL
Best Showcase for Influencer and Endorsement Marketing	Spotify KALYE	Spotify	SVEN
Best Showcase for Influencer and Endorsement Marketing	Fudgee Lagi	Fudgee/Rebisco Global Food Ventures Incorporated	
Best Showcase for Influencer and Endorsement Marketing	Allerta Partners in Relief	Unilab/Allerta	RedTorch Communications
Best Showcase for Influencer and Endorsement Marketing	Diatabs From Situationships to Relief	Unilab/Diatabs	Dentsu



SHORTLIST

CAMPAIGN CATEGORY			
SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Integrated Marketing Communication	Project Heart - Do More with Bank of the Philippine Islands	Bank of the Philippine Islands	
Best Showcase for Integrated Marketing Communication	Best Me at McDo: Empowered Stories Power McDo's Best Recruitment Year	McDonald's Philippines	TBWA\SMP
Best Showcase for Integrated Marketing Communication	Eats-All-Purpose	UFC Overload	Ripple8, Inc.
Best Showcase for Integrated Marketing Communication	Chowking Oohlalauriat	Chowking Philippines	Dentsu Creative
Best Showcase for Integrated Marketing Communication	Chimichurri 2024: A Legacy Flavor, A Nationwide Story	Kenny Rogers Roasters / Epicurean Partners Exchange Inc	
Best Showcase for Integrated Marketing Communication	#Type1Story	Watsons Philippines	GOBOCREATIVE INC
Best Showcase for Integrated Marketing Communication	Coke Studio Season 8	Coca-Cola	WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
Best Showcase for Integrated Marketing Communication	Sting in 3G: Galaw, Galing at Gising sa Mind and Body	Sting Energy Drink	DDB MNL
Best Showcase for Integrated Marketing Communication	Love the Flavors, Love the Philippines	Mang Inasal Philippines	Grupo Agatep Inc.



SHORTLIST

CAMPAIGN CATEGORY			
SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Integrated Marketing Communication	Play for Life	Sun Life of Canada (Philippines), Inc.	
Best Showcase for Integrated Marketing Communication	Vino Kulafu Kul-disyon" Campaign"	Vino Kulafu	IdeasXMachina Hakuhodo
Best Showcase for Integrated Marketing Communication	Spotify FANSHIP	Spotify	SVEN



SHORTLIST

CAMPAIGN CATEGORY			
SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Integrated Media Effectiveness	Royal Ito Ang Gusto Ko	Royal	WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
Best Showcase for Integrated Media Effectiveness	Palmolive Naturals Aromaganda	Colgate-Palmolive Philippines Inc	Colgate-Palmolive Philippines Inc
Best Showcase for Integrated Media Effectiveness	Project Money	MAYA	Initiative Philippines
Best Showcase for Integrated Media Effectiveness	Coke: The World Needs More Santas	Coca-Cola	WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
Best Showcase for Integrated Media Effectiveness	I Want SPAM® That Way	SPAM® Brand Philippines	Get Hooked 360, Inc.
Best Showcase for Integrated Media Effectiveness	Sprite x UAAP: Cool Ka Lang	Sprite	WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
Best Showcase for Integrated Media Effectiveness	Do More with Bank of the Philippine Islands: Banking on Integrated Media to Drive Results	Bank of the Philippine Islands	
Best Showcase for Integrated Media Effectiveness	Bank of the Philippine Islands Pwede Debit	Bank of the Philippine Islands	



SHORTLIST

CAMPAIGN CATEGORY

SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Local Adaptation of a Global Campaign	Royal Ito Ang Gusto Ko	Royal	WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
Best Showcase for Local Adaptation of a Global Campaign	Enchanteur Fragrance of French Romance""	Enchanteur	NJYN, Inc.
Best Showcase for Local Adaptation of a Global Campaign	Polident Job CreDentals	Polident	FCB Manila Inc.
Best Showcase for Local Adaptation of a Global Campaign	SM Cares' Global Youth Summit	SM Cares	Ripple8, Inc.
Best Showcase for Loyalty Program	Shop Saya Nutriasia Rewards	Nutri-Asia	Ripple8, Inc.
Best Showcase for Loyalty Program	Bank of the Philippine Islands Rewards_From Thrills to Rewards: Bank of the Philippine Islands's Digital Leap	Bank of the Philippine Islands	
Best Showcase for Media Efficiency	Umaapaw Sa Juicy Ihaw-Sarap	Mang Inasal	Dentsu Creative
Best Showcase for Media Efficiency	The KITA Initiative	Spark! Philippines	Havas Media Ortega, Inc
Best Showcase for Mobile Marketing	Grab Delivery Rider's Care Kit	Seattle's Best Coffee / Coffee Masters Inc.	



SHORTLIST

CAMPAIGN CATEGORY			
SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Moment Marketing	Chowlympics	Chowking Philippines	Dentsu Creative
Best Showcase for Moment Marketing	Grill-a in Manila: Dwight Howard's Love for Mang Inasal Goes Viral	Mang Inasal	Grupo Agatep Inc.
Best Showcase for Moment Marketing	McDonald's Yulo Olympics	McDonald's Philippines	VML Manila
Best Showcase for Moment Marketing	Playing the Games	McDonald's Philippines	Leo Manila
Best Showcase for Moment Marketing	Labuchi	Chowking Philippines	Dentsu Creative
Best Showcase for Moment Marketing	Home Credit Transition Videos: From Transition Army to Virality	Home Credit Philippines	
Best Showcase for Moment Marketing	Sprite x UAAP: Cool Ka Lang	Sprite	WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
Best Showcase for Music Marketing	Enchanteur Enchant You""	Enchanteur	NJYN, Inc.
Best Showcase for Music Marketing	Oh, Katawan!	Mitsubishi Motors Philippines Corp	Hakuhodo - BCI
Best Showcase for Music Marketing	Chowking Oohlalauriat	Chowking Philippines	Dentsu Creative
Best Showcase for Music Marketing	Coke Studio Season 8	Coca-Cola	WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
Best Showcase for Music Marketing	I Want SPAM That Way	SPAM® Brand Philippines	Get Hooked 360, Inc.
Best Showcase for Music Marketing	Lucky Me! Ticnap Notnac	Lucky Me!	MULLENLOWE TREYNA



SHORTLIST

CAMPAIGN CATEGORY

SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for New Product Launch	Perla Pure Bath Soap Pure Linis. Pure Alaga™	Perla Pure Bath Soap	NJYN, Inc.
Best Showcase for New Product Launch	Diatabs From Situationships to Relief	Unilab/Diatabs	Dentsu
Best Showcase for New Product Launch	UFC Overload Launch Campaign	UFC / Nutri-Asia	UM PHILIPPINES
Best Showcase for New Product Launch	Gold Bar	PJ Lhuillier	
Best Showcase for New Product Launch	Eastwest Bank Easyway Mobile App Sit Bank and Relax" Campaign"	Eastwest Bank	IdeasXMachina Hakuhodo
Best Showcase for New Product Launch	Bigger Better Chicken McDo	McDonald's Philippines	Leo Manila
Best Showcase for New Product Launch	GLoan Sakto: Galawang Sakto	GLoan Sakto / Gcash	Publicis JimenezBasic
Best Showcase for New Product Launch	Colgate Optic White: Purple Social Invasion	Colgate-Palmolive Philippines Inc	
Best Showcase for New Product Launch	Eats-All-Purpose	UFC / Nutri-Asia	Ripple8, Inc.
Best Showcase for New Product Launch	All-In-One Sarap	Mang Inasal	Dentsu Creative
Best Showcase for New Product Launch	Next Generation Toyota Tamaraw: Abante, Possible!	Toyota Tamaraw	Tribal Worldwide Philippines
Best Showcase for New Product Launch	Instax Mini 99 VIP Night	Instax Mini 99	CleverCatch, Inc.
Best Showcase for New Product Launch	Be The Probiotic	Erceflora Probiotics	Wizard Manila



SHORTLIST

CAMPAIGN CATEGORY			
SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for On-Ground Activation	Avida Land South Park District Art Installations	Avida Land Corp.	
Best Showcase for On-Ground Activation	SM Book Nook, A Place for Learning	SM Cares	Ripple8, Inc.
Best Showcase for On-Ground Activation	As a Matter of Vaxx	Watsons Philippines	GOBOCREATIVE INC
Best Showcase for On-Ground Activation	Be The Probiotic	Erceflora Probiotics	Wizard Manila
Best Showcase for On-Ground Activation	McDonald's Parade-Thru	McDonald's Philippines	TBWA\SMP
Best Showcase for On-Ground Activation	Graduation Rights	Quezon City Gender and Development Council Office	Ad Hoc Marketing Strategies And Services Co. Ltd
Best Showcase for On-Ground Activation	Pork Bbq Caravan	Mang Inasal	Dentsu Creative
Best Showcase for On-Ground Activation	Pasasalamat	PJ Lhuillier	
Best Showcase for On-Ground Activation	SM Art Market: Bringing Filipino Artistry to the People	SM Supermalls	Havas Media Ortega, Inc.
Best Showcase for On-Ground Activation	Let Me Show You How It's Done	Mitsubishi Triton	Hakuhodo - BCI
Best Showcase for Online Activation	Arches Everywhere	McDonald's Philippines	Leo Manila
Best Showcase for Online Activation	Find it at Watsons	Watsons Philippines	GOBOCREATIVE INC
Best Showcase for Online Activation	Chao Face	Chowking Philippines	Dentsu Creative
Best Showcase for Online Activation	555 Sardines Foodie Awards""	555 Sardines	IdeasXMachina Hakuhodo



SHORTLIST

CAMPAIGN CATEGORY

SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Print and OOH Advertising	It's A Sign	Mang Inasal	Dentsu Creative
Best Showcase for Print and OOH Advertising	#MangInasalKahitSaan	Mang Inasal	Grupo Agatep Inc.
Best Showcase for Print and OOH Advertising	The KITA Initiative	Spark! Philippines	Havas Media Ortega, Inc
Best Showcase for Print and OOH Advertising	We	Aboitiz Power Corporation	GOBOCREATIVE INC
Best Showcase for Print and OOH Advertising	Nissin Kintsugi	Nissin Ramen	Dentsu Creative
Best Showcase for Print and OOH Advertising	Calendar Girl 2025 Obra Maestra""	Ginebra	IdeasXMachina Hakuhodo
Best Showcase for Print and OOH Advertising	Vitress Instaglam""	Vitress	IdeasXMachina Hakuhodo
Best Showcase for Print and OOH Advertising	KitKat Break Bar	KitKat	VML Manila
Best Showcase for Print and OOH Advertising	Coke Foodmarks Living Posters	Coca-Cola	WPP Open X Led by Ogilvy Manila/Bates CHI & Partners



SHORTLIST

CAMPAIGN CATEGORY

SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Radio Advertising	POLIDENT NGITI RC	Polident	FCB Manila Inc.
Best Showcase for Radio Advertising	GCash One Time Thing Radio Campaign	GCash	VML Manila
Best Showcase for Rebranding Campaign	It's High Time for Highlands	Highlands Gold /CDO Foodsphere, Inc.	
Best Showcase for Rebranding Campaign	SO MUCH beauty	SM Beauty	GOBOCREATIVE INC
Best Showcase for Rebranding Campaign	FNG Nomura Welcome Home to Japan- Inspired Living™	FNG Nomura	IdeasXMachina Hakuodo
Best Showcase for Sustainability Communication	MMDA Bawas Basura	MMDA	Tribal Worldwide Philippines
Best Showcase for Sustainability Communication	CULTIVATING CHANGE: EMBEDDING URBAN FARMING IN FAST CASUAL DINING	Kenny Rogers Roasters / Epicurean Partners Exchange Inc	
Best Showcase for Sustainability Communication	Yamaha YZone Residual Grace - Gunk on Canvas	Yamaha YZone	IdeasXMachina Hakuodo
Best Showcase for Sustainability Communication	ReClassified	McDonald's Philippines	Leo Manila
Best Showcase for Sustainability Communication	This Entry Is... Too Good To Waste	Ajinomoto Philippines	Unit 8 Inc.



SHORTLIST

CAMPAIGN CATEGORY			
SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Social Media Content Advertising	McDonald's Love Ko Tok	McDonald's Philippines	TBWA\SMP
Best Showcase for Social Media Content Advertising	Sting in 3G: Galaw, Galing at Gising sa Mind and Body	Sting Energy Drink	DDB MNL
Best Showcase for Social Media Content Advertising	Lucky Me! Ticnap Notnac	Lucky Me!	MullenLowe Treyana
Best Showcase for Social Media Content Advertising	Arches Everywhere	McDonald's Philippines	Leo Manila
Best Showcase for Social Media Content Advertising	I Want SPAM® That Way	SPAM® Brand Philippines	Get Hooked 360, Inc.
Best Showcase for Social Media Content Advertising	Project Heart - Do More with Bank of the Philippine Islands	Bank of the Philippine Islands	
Best Showcase for Social Media Content Advertising	Money Guro	PJ Lhuillier	
Best Showcase for Social Media Content Advertising	Bite-Sized Moments. Bigtime Wins.	Chowking Philippines	Dentsu Creative



SHORTLIST

CAMPAIGN CATEGORY			
SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Tactical (short-term) Campaign	Bank of the Philippine Islands Rewards_Milestones That Move People and Metrics	Bank of the Philippine Islands	
Best Showcase for Tactical (short-term) Campaign	Creating A Market In A Moment: The Solo Love Club Valentine's Breakthrough	Kenny Rogers Roasters / Epicurean Partners Exchange Inc	
Best Showcase for Tactical (short-term) Campaign	Fudgee Lagi	Fudgee Barr / Rebisco Global Food Ventures Incorporated	
Best Showcase for Tactical (short-term) Campaign	From Hot Takes To Hot Discounts	Chowking Philippines	Dentsu Creative
Best Showcase for Tactical (short-term) Campaign	Pork Bbq Blowout	Mang Inasal	Dentsu Creative
Best Showcase for Tactical (short-term) Campaign	Chao Face	Chowking Philippines	Dentsu Creative



SHORTLIST

CAMPAIGN CATEGORY			
SUB-CATEGORY	CAMPAIGN TITLE	CLIENT/ADVERTISER/BRAND	AGENCY
Best Showcase for Trade Marketing Program	Pera Central	PJ Lhuillier	
Best Showcase for Trade Marketing Program	Carving Our Own Space To Overachieve	Ploom	ENAV
Best Showcase for Trade Marketing Program	Cetaphil National Healthy Skin Mission 2024	Cetaphil	MullenLowe TREYNA
Best Showcase for Use of Emerging Platform	What'S Wrong With Secretary Kim X Lucky Me!	Lucky Me!	Initiative Philippines
Best Showcase for Use of Emerging Platform	TasteTalk	Nutri-Asia	Ripple8, Inc.
Best Showcase for Use of Emerging Platform	Tiktok Shop Trendahan""	TikTok Shop	NJYN, Inc.
Best Showcase for Use of Emerging Platform	Bank of the Philippine Islands Rewards - From Bot to Breakthrough: Turning Conversations into Conversions	Bank of the Philippine Islands	
Best Showcase for Website Design	Bank of the Philippine Islands.com.ph: How Bank of the Philippine Islands Banked on Experiences That Evolve With Customers	Bank of the Philippine Islands	



SHORTLIST

PEOPLE CATEGORY		
SUB-CATEGORY	NOMINEE	COMPANY
Agency Accounts Professional of the Year	Ias "Blade" Bernardo	IdeasXMachina Hakuhodo
Art Director of the Year	Gab Navarro	NJYN, Inc.
Art Director of the Year	Dean Santidad	IdeasXMachina Hakuhodo
Copywriter of the Year	Grey Yuzon	NJYN, Inc.
Creative Leader of the Year	Jasper "Jazz" Ilagan	NJYN, Inc.
Digital Expert of the Year	Gelo Balingit	Hakuhodo - BCI Group
Digital Expert of the Year	Yves Nacpil	Golden Arches Dev't. Corp. / McDonald's Philippines
Strategy Specialist of the Year	Rey "Brain" Leuterio	Brand-Y Hakuhodo



SHORTLIST

PEOPLE CATEGORY		
SUB-CATEGORY	NOMINEE	COMPANY
Brand Building Team of the Year	Dharell Fontanilla Christian Renz LaLuz Stefhanie Medina Margarita Contreras Jemmelyn Tan	Watsons Philippines
Brand Building Team of the Year	Emirosco Michael Sena Josephine Casal Richard Villaseran Jeff Bryan Gajita	PJ Lhuillier
Brand Building Team of the Year	Richard Caluyo Sherly Chan Kimberlie Refuerzo Patrick Deane Damasco Chriszen Joy Villanueva Kristel Jade Oczon Michael Vincent De Vera	SM Supermalls



SHORTLIST

PEOPLE CATEGORY		
SUB-CATEGORY	NOMINEE	COMPANY
Executive Brand Builder of the Year	Joaquin L. San Agustin	SM Supermalls
Executive Brand Builder of the Year	Lorent Adrias	Kenny Rogers Roasters & Seattle's Best Coffee
Executive Brand Builder of the Year	Emirosco Michael Sena	PJ Lhuillier
Executive Brand Builder of the Year	Allan Tan	Mang Inasal



SHORTLIST

INDUSTRY CATEGORY		
SUB-CATEGORY	NOMINEE	COMPANY
Creative Agency Partner of the Year	IdeasXMachina Hakuhodo	IdeasXMachina Hakuhodo
Creative Agency Partner of the Year	Leo Manila	Leo Manila
Media Agency Partner of the Year	Intersections Communications, Inc.	Intersections Communications, Inc.
Production Agency Partner of the Year	FART, Inc.	
BEST SHOWCASE FOR AI EXCELLENCE (POWERED BY GOOGLE ADS)		
CAMPAIGN TITLE	CLIENT/ADVERTISER	AGENCY
Squid Game 2	Netflix	Intersections Communications, Inc.