



LIST OF WINNERS



WINNERS

SUB-CATEGORY		BRAND	CAMPAIGN TITLE	ADVERTISER	AGENCY
BEST SHOWCASE FOR AI-ASSISTED ADVERTISING	GOLD		Face of Courage	FOUNDATION FOR MEDIA ALTERNATIVES	Agency: Dentsu Creative
BEST SHOWCASE FOR BRAND TURNAROUND AND REVITALIZATION	BRONZE	HONDA CIVIC	Drives Like a Dream	HONDA	NY3N, Inc.
BEST SHOWCASE FOR BRAND TURNAROUND AND REVITALIZATION	BRONZE	SAN MARINO CORNED TUNA	The Love You Deserve	CDO FOODSPHERE	Agency: NuWorks Interactive Labs, Inc.
BEST SHOWCASE FOR BRAND TURNAROUND AND REVITALIZATION	GOLD	REXIDOL	Words for Pain	UNILAB, INC.	Agency: Over The Moon
BEST SHOWCASE FOR BRANDED APP OR GAME DEVELOPMENT	BRONZE	MCDONALD'S PHILIPPINES	McDonald's Afterparty	GOLDEN ARCHES DEVELOPMENT CORP.	Agency: VML Manila
BEST SHOWCASE FOR BRANDED APP OR GAME DEVELOPMENT	GOLD		Tiny Tanims	HEROIXM	Agency: Heroixm HakuHodo
BEST SHOWCASE FOR BUILDING NEW MARKETS	BRONZE	CEBUANA LHUILLIER	Gold Bar	PJ LHUILLIER	
BEST SHOWCASE FOR BUILDING NEW MARKETS	SILVER	VINO KULAFU	Kul-disyon Campaign	GINEBRA SAN MIGUEL	Agency: IdeasXMachina HakuHodo
BEST SHOWCASE FOR BUILDING NEW MARKETS	GOLD		WatSONS Stories	WATSONS PHILIPPINES	Agency: COBOCREATIVE INC
BEST SHOWCASE FOR CAUSES AND SOCIAL GOOD COMMUNICATION	BRONZE		Family Business Short Films Against Online Sexual Abuse and Exploitation of Children	PHILIPPINE COMMISSION ON WOMEN	Agency: Tribal Worldwide Philippines
BEST SHOWCASE FOR CAUSES AND SOCIAL GOOD COMMUNICATION	BRONZE		GCash #GSafeTayo Entertainingly Serious Campaign	GCASH	Agency: VML Manila
BEST SHOWCASE FOR CAUSES AND SOCIAL GOOD COMMUNICATION	BRONZE		The KITA Initiative	SPARK! PHILIPPINES	Agency: Havas Media Ortega, Inc



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SUB-CATEGORY	BRONZE	BRAND	CAMPAIGN TITLE	ADVERTISER	AGENCY
BEST SHOWCASE FOR CAUSES AND SOCIAL GOOD COMMUNICATION	BRONZE		Weaving Dreams, Threading Change.	MITSUBISHI MOTORS PHILIPPINES CORP	Agency: Hakuodo - BCI
BEST SHOWCASE FOR CAUSES AND SOCIAL GOOD COMMUNICATION	SILVER		Face of Courage	FOUNDATION FOR MEDIA ALTERNATIVES	Agency: Dentsu Creative
BEST SHOWCASE FOR CAUSES AND SOCIAL GOOD COMMUNICATION	GOLD	POLIDENT	Job CreDentals	HALEON PHILIPPINES, INC.	Agency: FCB Manila Inc.
BEST SHOWCASE FOR CORPORATE AVP	BRONZE		Live Life More with Avida Land	AVIDA LAND CORP.	
BEST SHOWCASE FOR CORPORATE AVP	GOLD	MVP GROUP	We Are Sports Campaign	SIGNAL	Agency: Tribal Worldwide Philippines
BEST SHOWCASE FOR CORPORATE COMMUNICATION	BRONZE	CEBUANA LHUILLIER	Iponventure	PJ LHUILLIER	
BEST SHOWCASE FOR CORPORATE COMMUNICATION	SILVER	MCDONALD'S PHILIPPINES	ReClassified	GOLDEN ARCHES DEVELOPMENT CORP	Agency: Leo Manila
BEST SHOWCASE FOR CORPORATE COMMUNICATION	GOLD	MCDONALD'S PHILIPPINES	Lighting the Way for Brighter Career Opportunities: Cultivating Future Leaders from Every Corner of the Philippines	GOLDEN ARCHES DEVELOPMENT CORP.	Agency: TBWA\SMP
BEST SHOWCASE FOR CREATIVE BUSINESS SOLUTION	BRONZE	LE MINERALE	Rethink How You Use Doctor KOLs		Agency: NYJN, Inc.
BEST SHOWCASE FOR CREATIVE BUSINESS SOLUTION	SILVER	MCDONALD'S PHILIPPINES	ReClassified	GOLDEN ARCHES DEVELOPMENT CORP	Agency: Leo Manila
BEST SHOWCASE FOR CREATIVE BUSINESS SOLUTION	GOLD	MCDONALD'S PHILIPPINES	McDonald's Afterparty	GOLDEN ARCHES DEVELOPMENT CORP.	Agency: VML Manila
BEST SHOWCASE FOR CRISIS AND REPUTATION MANAGEMENT	GOLD	VITRESS	Social Orchestration	SPLASH CORPORATION	Agency: IdeasXMachina Hakuodo



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BEST SHOWCASE FOR DATA DRIVEN PERFORMANCE	SILVER		DOT Key & Emerging Markets Campaign	DEPARTMENT OF TOURISM	Agency: David and Golyat Management Inc.
BEST SHOWCASE FOR DATA DRIVEN PERFORMANCE	SILVER	TIKTOK SHOP TRENDAHAN	Tiktok Shop Trendahan	TIKTOK	Agency: NJYN, Inc.
BEST SHOWCASE FOR DATA DRIVEN PERFORMANCE	GOLD	MCDONALD'S PHILIPPINES	McDonald's Superfan Quest	GOLDEN ARCHES DEVELOPMENT CORP.	Agency: VML Manila
BEST SHOWCASE FOR DIGITAL VIDEO ADVERTISING	SILVER		Family Business Short Films Against Online Sexual Abuse and Exploitation of Children	PHILIPPINE COMMISSION ON WOMEN	Agency: Tribal Worldwide Philippines
BEST SHOWCASE FOR DISRUPTIVE CREATIVES	SILVER	UFC OVERLOAD	Eats-All-Purpose	NUTRIASIA	Agency: Ripple8, Inc.
BEST SHOWCASE FOR DISRUPTIVE CREATIVES	SILVER	LUCKY ME!	Ticnap Notnac	MONDE NISSIN CORPORATION	Agency: MullenLowe TREYNA
BEST SHOWCASE FOR DISRUPTIVE CREATIVES	GOLD	KITKAT	Break Bar	NESTLE PHILIPPINES	Agency: VML Manila
BEST SHOWCASE FOR E-COMMERCE PROGRAM	BRONZE	CHOWKING DELIVERY	Give Into Your Cravings	CHOWKING PHILIPPINES	Agency: Dentsu Creative
BEST SHOWCASE FOR E-COMMERCE PROGRAM	SILVER		Unilever Beauty & Wellbeing Shopee Super Brand Day 2024: Beauty Decoded	UNILEVER PHILIPPINES	Agency: NuWorks Interactive Labs, Inc.
BEST SHOWCASE FOR INFLUENCER AND ENDORSEMENT MARKETING	SILVER		Spotify KALYE	SPOTIFY	Agency: SVEN
BEST SHOWCASE FOR INFLUENCER AND ENDORSEMENT MARKETING	GOLD	DIATABS	From Situationships to Relief	UNILAB, INC.	Agency: Dentsu
BEST SHOWCASE FOR INTEGRATED MARKETING COMMUNICATION	BRONZE	COCA-COLA	Coke Studio Season 8	COCA-COLA FAR EAST LIMITED	Agency: WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
BEST SHOWCASE FOR INTEGRATED MARKETING COMMUNICATION	BRONZE		Spotify FANSHIP	SPOTIFY	Agency: SVEN



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BEST SHOWCASE FOR INTEGRATED MARKETING COMMUNICATION	BRONZE	STING ENERGY DRINK	Sting in 3G: Galaw, Galing at Gising sa Mind and Body	PEPSICO	Agency: DDB MNL
BEST SHOWCASE FOR INTEGRATED MARKETING COMMUNICATION	BRONZE	VINO KULAFU	Kul-disyon Campaign	GINEBRA SAN MIGUEL	Agency: IdeasXMachina HakuHodo
BEST SHOWCASE FOR INTEGRATED MARKETING COMMUNICATION	SILVER	UFC OVERLOAD	Eats-All-Purpose	NUTRIASIA	Agency: Ripple8, Inc.
BEST SHOWCASE FOR INTEGRATED MARKETING COMMUNICATION	GOLD	MCDONALD'S PHILIPPINES	Best Me at McDø: Empowered Stories Power McDø's Best Recruitment Year	GOLDEN ARCHES DEVELOPMENT CORP.	Agency: TBWA\SMP
BEST SHOWCASE FOR INTEGRATED MARKETING COMMUNICATION	GOLD		Play for Life	SUN LIFE OF CANADA (PHILIPPINES), INC.	
BEST SHOWCASE FOR INTEGRATED MEDIA EFFECTIVENESS	BRONZE		Pwede Debit	BANK OF THE PHILIPPINE ISLANDS	Agency: HakuHodo - BCI
BEST SHOWCASE FOR INTEGRATED MEDIA EFFECTIVENESS	BRONZE	SPAM	I Want SPAM® That Way	HORMEL FOODS PHILIPPINES	Agency: Get Hooked 360, Inc.
BEST SHOWCASE FOR INTEGRATED MEDIA EFFECTIVENESS	BRONZE	ROYAL	Royal Ito Ang Gusto Ko	COCA-COLA FAR EAST LIMITED	Agency: WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
BEST SHOWCASE FOR INTEGRATED MEDIA EFFECTIVENESS	BRONZE	SPRITE	Sprite x UAAP: Cool Ka Lang	COCA-COLA FAR EAST LIMITED	Agency: WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
BEST SHOWCASE FOR INTEGRATED MEDIA EFFECTIVENESS	GOLD		Project Money	MAYA	Agency: Initiative Philippines
BEST SHOWCASE FOR LOCAL ADAPTATION OF A GLOBAL CAMPAIGN	BRONZE	ROYAL	Royal Ito Ang Gusto Ko	COCA-COLA FAR EAST LIMITED	Agency: WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
BEST SHOWCASE FOR LOCAL ADAPTATION OF A GLOBAL CAMPAIGN	SILVER	POLIDENT	Job CreDentals	HALEON PHILIPPINES, INC.	Agency: FCB Manila Inc.



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BEST SHOWCASE FOR LOYALTY PROGRAM	BRONZE	From Thrills to Rewards: Bank of the Philippine Islands' Digital Leap	BANK OF THE PHILIPPINE ISLANDS	
BEST SHOWCASE FOR MEDIA EFFICIENCY	BRONZE	Umaapaw Sa Juicy Ihaw-Sarap	MANG INASAL	Agency: Dentsu Creative
BEST SHOWCASE FOR MEDIA EFFICIENCY	SILVER	The KITA Initiative	SPARK! PHILIPPINES	Agency: Havas Media Ortega, Inc
BEST SHOWCASE FOR MOMENT MARKETING	BRONZE	Chowlympics	CHOWKING PHILIPPINES	Agency: Propel Manila
BEST SHOWCASE FOR MOMENT MARKETING	BRONZE	MCDONALD'S PHILIPPINES McDonald's Yulo Olympics	GOLDEN ARCHES DEVELOPMENT CORP.	Agency: VML Manila
BEST SHOWCASE FOR MOMENT MARKETING	SILVER	MCDONALD'S PHILIPPINES Playing the Games	GOLDEN ARCHES DEVELOPMENT CORP.	Agency: Leo Manila
BEST SHOWCASE FOR MOMENT MARKETING	GOLD	Labuchi	CHOWKING PHILIPPINES	Agency: Propel Manila
BEST SHOWCASE FOR MUSIC MARKETING	BRONZE	COCA-COLA Coke Studio Season 8	COCA-COLA FAR EAST LIMITED	Agency: WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
BEST SHOWCASE FOR MUSIC MARKETING	BRONZE	SPAM I Want SPAM® That Way	HORMEL FOODS PHILIPPINES	Agency: Get Hooked 360, Inc.
BEST SHOWCASE FOR MUSIC MARKETING	SILVER	LUCKY ME! Ticnap Notnac	MONDE NISSIN CORPORATION	Agency: MullenLowe TREYNA
BEST SHOWCASE FOR NEW PRODUCT LAUNCH	BRONZE	CEBUANA LHUILLIER Gold Bar	PJ LHUILLIER	
BEST SHOWCASE FOR NEW PRODUCT LAUNCH	SILVER	ERCEFLORA PROBIOTICS Be The Probiotic	OPELLA HEALTHCARE PHILIPPINES INC.	Agency: Wizard Manila
BEST SHOWCASE FOR NEW PRODUCT LAUNCH	GOLD	DIATABS From Situationships to Relief	UNILAB, INC.	Agency: Dentsu
BEST SHOWCASE FOR ON-GROUND ACTIVATION	BRONZE	South Park District Art Installations	AVIDA LAND CORP.	



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BEST SHOWCASE FOR ON-GROUND ACTIVATION	BRONZE	MCDONALD'S PHILIPPINES	Parade-Thru	GOLDEN ARCHES DEVELOPMENT CORP. Agency: TBWA\SMP
BEST SHOWCASE FOR ON-GROUND ACTIVATION	BRONZE	CEBUANA LHUILLIER	Pasasalamat	PJ LHUILLIER
BEST SHOWCASE FOR ON-GROUND ACTIVATION	BRONZE	SM CARES	SM Book Nook, A Place for Learning	SM SUPERMALLS Agency: Ripple8, Inc.
BEST SHOWCASE FOR ON-GROUND ACTIVATION	SILVER	ERCEFLORA PROBIOTICS	Be The Probiotic	OPELLA HEALTHCARE PHILIPPINES INC. Agency: Wizard Manila
BEST SHOWCASE FOR ON-GROUND ACTIVATION	SILVER	MITSUBISHI TRITON	Let Me Show You How It's Done	MITSUBISHI MOTORS PHILIPPINES CORP Agency: HakuHodo - BCI
BEST SHOWCASE FOR ON-GROUND ACTIVATION	GOLD		Graduation Rights	QUEZON CITY GENDER AND DEVELOPMENT COUNCIL OFFICE Agency: Ad Hoc Marketing Strategies and Services Co. Ltd
BEST SHOWCASE FOR ONLINE ACTIVATION	BRONZE	555 SARDINES	Foodie Awards	CENTURY PACIFIC FOOD Agency: IdeasXMachina HakuHodo
BEST SHOWCASE FOR ONLINE ACTIVATION	SILVER	MCDONALD'S PHILIPPINES	Arches Everywhere	GOLDEN ARCHES DEVELOPMENT CORP. Agency: Leo Manila
BEST SHOWCASE FOR ONLINE ACTIVATION	GOLD	CHAO FAN	Chao Face	CHOWKING PHILIPPINES Agency: Propel Manila
BEST SHOWCASE FOR PRINT AND OOH ADVERTISING	BRONZE		Calendar Girl: Obra Maestra	GINEBRA SAN MIGUEL Agency: IdeasXMachina HakuHodo
BEST SHOWCASE FOR PRINT AND OOH ADVERTISING	BRONZE	COCA-COLA	Coke Foodmarks Living Posters	COCA-COLA FAR EAST LIMITED Agency: WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
BEST SHOWCASE FOR PRINT AND OOH ADVERTISING	BRONZE	NISSIN RAMEN	Nissin Kintsugi	UNIVERSAL ROBINA CORPORATION Agency: Dentsu Creative
BEST SHOWCASE FOR PRINT AND OOH ADVERTISING	SILVER		The KITA Initiative	SPARK! PHILIPPINES Agency: Havas Media Ortega, Inc
BEST SHOWCASE FOR PRINT AND OOH ADVERTISING	GOLD	KITKAT	Break Bar	NESTLE PHILIPPINES Agency: VML Manila



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BEST SHOWCASE FOR RADIO ADVERTISING	SILVER		One Time Thing Radio Campaign	GCASH	Agency: VML Manila
BEST SHOWCASE FOR RADIO ADVERTISING	GOLD	POLIDENT	Ngiti	HALEON PHILIPPINES, INC.	Agency: FCB Manila Inc.
BEST SHOWCASE FOR REBRANDING CAMPAIGN	BRONZE	FNG NOMURA	Welcome Home to Japan-Inspired Living	FEDERAL LAND & NOMURA REAL ESTATE	Agency: IdeasXMachina Hakuhodo
BEST SHOWCASE FOR REBRANDING CAMPAIGN	GOLD	HIGHLANDS GOLD CORNED BEEF	It's High Time for Highlands	CDO FOODSPHERE, INC.	
BEST SHOWCASE FOR SOCIAL MEDIA CONTENT ADVERTISING	BRONZE	SPAM	I Want SPAM® That Way	HORMEL FOODS PHILIPPINES	Agency: Get Hooked 360, Inc.
BEST SHOWCASE FOR SOCIAL MEDIA CONTENT ADVERTISING	BRONZE	CEBUANA LHUILLIER	Money Guro	PJ LHUILLIER	
BEST SHOWCASE FOR SOCIAL MEDIA CONTENT ADVERTISING	SILVER	MCDONALD'S PHILIPPINES	Arches Everywhere	GOLDEN ARCHES DEVELOPMENT CORP.	Agency: Leo Manila
BEST SHOWCASE FOR SOCIAL MEDIA CONTENT ADVERTISING	SILVER	LUCKY ME!	Ticnap Notnac	MONDE NISSIN CORPORATION	Agency: MullenLowe TREYNA
BEST SHOWCASE FOR SOCIAL MEDIA CONTENT ADVERTISING	GOLD	MCDONALD'S PHILIPPINES	McDonald's Love Ko Tok Residual Grace - Gunk on Canvas	GOLDEN ARCHES DEVELOPMENT CORP.	Agency: TBWA\SMP
BEST SHOWCASE FOR SUSTAINABILITY COMMUNICATION	BRONZE	YZONE		YAMAHA	Agency: IdeasXMachina Hakuhodo
BEST SHOWCASE FOR SUSTAINABILITY COMMUNICATION	GOLD	MCDONALD'S PHILIPPINES	ReClassified	GOLDEN ARCHES DEVELOPMENT CORP.	Agency: Leo Manila
BEST SHOWCASE FOR TACTICAL (SHORT-TERM) CAMPAIGN	SILVER	KENNY ROGERS ROASTERS	Creating A Market In A Moment: The Solo Love Club Valentine's Breakthrough	EPICUREAN PARTNERS EXCHANGE INC.	
BEST SHOWCASE FOR TACTICAL (SHORT-TERM) CAMPAIGN	GOLD	CHAO FAN	Chao Face	CHOWKING PHILIPPINES	Agency: Propel Manila
BEST SHOWCASE FOR TRADE MARKETING PROGRAM	BRONZE	PLOOM	Carving Our Own Space To Overachieve	JT INTERNATIONAL PHILS., INC.	Agency: ENAV
BEST SHOWCASE FOR USE OF EMERGING PLATFORM	BRONZE		From Bot to Breakthrough: Turning Conversations into Conversions	BANK OF THE PHILIPPINE ISLANDS	
BEST SHOWCASE FOR USE OF EMERGING PLATFORM	SILVER	TIKTOK SHOP	Tiktok Shop Trendahan	TIKTOK	Agency: NJYN, Inc.



WINNERS

SPONSORED/SPECIAL AWARDS		BRAND	CAMPAIGN TITLE	ADVERTISER	AGENCY
BEST SHOWCASE FOR AI EXCELLENCE (POWERED BY GOOGLE ADS)			Squid Game 2	NETFLIX	Agency: Intersections Communications, Inc.
INNOVATIVE EXECUTION THROUGH MOBILE AWARD			Shop Saya Nutriasia Rewards	NUTRIASIA	Agency: Ripple8, Inc.
PEOPLE'S CHOICE AWARDS					
PEOPLE'S CHOICE AWARDS FAVORITE BRAND OF 2025					
	GOLD			CEBUANA LHUILLIER	
	SILVER			GOLDEN ARCHES DEVELOPMENT CORPORATION (MCDONALD'S PHILIPPINES)	
PEOPLE'S CHOICE AWARDS FAVORITE BRAND OF 2025					
		BRAND	CAMPAIGN TITLE	ADVERTISER	AGENCY
PEOPLE'S CHOICE AWARDS FAVORITE CAMPAIGN OF 2025	GOLD	COCA-COLA	Coke Studio 8	COCA-COLA FAR EAST LIMITED	Agency: WPP Open X Led by Ogilvy Manila/Bates CHI & Partners
PEOPLE'S CHOICE AWARDS FAVORITE CAMPAIGN OF 2025	SILVER	STING ENERGY DRINK	Galaw, Galing at Gising sa Min	PEPSICO, INC.	Agency: DDB MNL
PEOPLE'S CHOICE AWARDS FAVORITE CAMPAIGN OF 2025	BRONZE	VINO KULAFU	Kul-disyon Campaign	GINEBRA SAN MIGUEL	Agency: IdeasXMachina Hakuhodo
PEOPLE'S CHOICE AWARDS FAVORITE SOCIAL MEDIA INFLUENCER OF 2025					
	GOLD	JUSTINE LUZARES DIATABS	From Situationships to Relief	UNILAB, INC.	Agency: Dentsu
PEOPLE'S CHOICE AWARDS FAVORITE SOCIAL MEDIA INFLUENCER OF 2025	SILVER	FONZ ALLERTA	Partners in Relief	UNILAB, INC.	Agency: RedTorch Communications
PEOPLE'S CHOICE AWARDS FAVORITE CELEBRITY ENDORSER OF 2025					
	GOLD	BINI and RYAN BANG FUDGE BARR	Fudgee Lagi	REBISCO GLOBAL FOOD VENTURES INC.	
PEOPLE'S CHOICE AWARDS FAVORITE CELEBRITY ENDORSER OF 2025	SILVER	KATHRYN BERNARDO GATORADE NO SUGAR		PEPSICO	Agency: DDB MNL
PEOPLE'S CHOICE AWARDS FAVORITE CELEBRITY ENDORSER OF 2025	BRONZE	VIC SOTTO and OYO SOTTO BIRCH TREE ADVANCE	Senior Power	CENTURY PACIFIC FOOD	Agency: IdeasXMachina Hakuhodo



WINNERS

PEOPLE & INDUSTRY			WINNER	COMPANY
AGENCY ACCOUNTS PROFESSIONAL OF THE YEAR			TOBIAS "BLADE" BERNARDO	IDEASXMACHINA HAKUHODO
STRATEGY SPECIALIST OF THE YEAR			REY "BRAIN" LEUTERIO	BRAND-Y HAKUHODO
DIGITAL EXPERT OF THE YEAR			YVES NACPIL	GOLDEN ARCHES DEV'T. CORP. (MCDONALD'S PHILS.)
CREATIVE LEADER OF THE YEAR			JASPER "JAZZ" ILAGAN	NJYN, Inc.
CREATIVE AGENCY PARTNER OF THE YEAR			LEO MANILA	
PRODUCTION AGENCY PARTNER OF THE YEAR			FART, INC.	
MEDIA AGENCY PARTNER OF THE YEAR			INTERSECTIONS COMMUNICATIONS, INC.	
TOP AWARDS	BRAND	CAMPAIGN TITLE	ADVERTISER	AGENCY
GRAND PANATA FOR CAUSES AND SOCIAL GOOD COMMUNICATION	POLIDENT	Job CreDentals	HALEON PHILIPPINES, INC.	Agency: FCB Manila Inc.
GRAND PANATA FOR CRISIS AND REPUTATION MANAGEMENT	VITRESS	Social Orchestration	SPLASH CORPORATION	Agency: IdeasXMachina HakuHodo
GRAND PANATA FOR SUSTAINABILITY COMMUNICATION	MCDONALD'S PHILIPPINES	ReClassified	GOLDEN ARCHES DEVELOPMENT CORP.	Agency: Leo Manila
TOP AWARDS			WINNER	COMPANY
BRAND BUILDING TEAM OF THE YEAR			EMIROSCO MICHAEL SENA JOSEPHINE CASAL RICHARD VILLASERAN JEFF BRYAN GAJITA	CEBUANA LHUILLIER
EXECUTIVE BRAND BUILDER OF THE YEAR			JOAQUIN L. SAN AGUSTIN	SM SUPERMALLS
NATIONAL ADVERTISER OF THE YEAR			GOLDEN ARCHES DEVELOPMENT CORP. (MCDONALD'S PHILIPPINES)	