

## DIVISION 4: COMMUNICATION SKILLS

### List of Winners

#### Category 19: Special and Experiential Events

Entry Title	Company	Entrant's Name
"PUSO at SIGASIG" The Metrobank Foundation 40th Anniversary Celebration	Metrobank Foundation, Inc.	Aniceto M. Sobepreña
Pasasalamat Night Manila 2019	PLDT, Inc.	Cathy Yap-Yang
Sunrise Run	PLDT, Inc.	Cathy Yap-Yang
An Annual Tribute to Filipino Teachers Gabay Guro Grand Gathering	PLDT, Inc.	Cathy Yap-Yang
PLDT Home powers the 2019 Kadayawan Festival	PLDT, Inc.	Cathy Yap-Yang
MVP Academic Achievement Awards 2019 "Builders of the Future"	Manila Electric Company	Jeffrey O. Tarayao
CovidComms 2020: BusinessWorld Insights: An Online Forum Series Phases 1 and 2	BusinessWorld Publishing Corporation	Sharlitte Cordero
Love comes in all shapes, sizes, and paws with PLDT's #ComeHomeToLove Valentine's Day campaign	PLDT, Inc.	Cathy Yap-Yang
Meralco is Ready: Hosting of the 2019 4Q Nationwide Simultaneous Earthquake Drill (NSED)	Manila Electric Company	Antonio M. Abuel Jr.
Juan Fun Adventure At SM	SM Supermalls	Monica C. Diculen Ann Rey D. Bajar
#CyberSmart Caravans: Promoting Cyber Security and Safety among Teachers and Students	Smart Communications, Inc.	Cathy Yap-Yang
BESTival	SM Supermalls	Cherry Lou B. Manarang
Biggest Lantern of Hope	SM Supermalls	Jomar D. Tanchiatco
Celebrating Customer Loyalty: The Eastern Link VIP Club Anniversary Event	ComCo Southeast Asia	Ferdinand Bondoy
CovidComms 2020: Flattening the Curve by Flattening the Fear - One MERALCO COVID-19 Online Awareness Roadshow	Manila Electric Company	Antonio M. Abuel Jr.
Dinagyang Festival 2020 at Festive Walk Mall	MEGAWORLD CORPORATION	Tinay Magtira
EnterTOYment Fest	SM Supermalls	Cherry Lou B. Manarang
Free Bee Paskong Pinoy	PLDT, Inc.	Cathy Yap-Yang
FWD-MCX: Opening up the Road to Progress	FWD Life Insurance Corporation	Rochelle Vandenberghe
PeopleAsia's Soaring '20s: "People of the Year" 2020 Musicales & Awards Night	Stargate Media Corp.	Joanne Rae Ramirez Vicente Jaime C. Constantino
Laban Congress Learning Experience	AHA! Behavioral Design	
Resorts World Manila's (RWM) 10 Years of Thrills	RESORTS WORLD MANILA (TRAVELLERS INTERNATIONAL HOTEL GROUP, INC.)	JOSE EDWINIEL C. GUILAS Shaena Angelica L. Manzano
Market! Market! 15 on 15 Anniversary	AyalaLand Malls Inc	

## Category 20: Communication For The Web

Entry Title	Company	Entrant's Name
Ayala Land Corporate Website	Investor Relations Global, Inc.	Juan Martin Garcia Bunag
Empowering Pinay: Improving Confidence and Self-Reliance Through Woman.ph	PAGEONE	JOHN FREDERICK CRUZ
Bankers' Bond	Security Bank Foundation, Inc	Nicole J. Liu
Agile Intelligence/DDB Group Philippines COVID-19 Dashboard	Agile Intelligence	Chewy Chua
Ayala Malls Pasyal	AyalaLand Malls Inc	Eunice Velasco
Countdown to 2020: The Lucky Chinatown Chinese New Year Celebration Microsite	MEGAWORLD CORPORATION	Tinay Magtira
COVID Comms 2020: Safer and Happier at Megaworld Lifestyle Malls Microsite	MEGAWORLD CORPORATION	Tinay Magtira
Fighting Fake News Through Quality Information Portal: A case of Politico.ph	PAGEONE	JOHN FREDERICK CRUZ
KAPAMILYAMMER: Building a stronger sense of community among employees	ABS-CBN CORPORATION	Kane Errol C. Choa
McKinley Hill's 2019 Grand Christmas Parade	MEGAWORLD CORPORATION	Tinay Magtira
The Great Filipino Story: Hailing PH's Everyday Heroes	PAGEONE	JOHN FREDERICK CRUZ
VHub: Providing PayMaya Employees Freshest Informatio - Anytime, Anywhere, and on Any Device	PayMaya Philippines	Nick Wilwayco
Your Digital Recruitment Platform: The first end-to-end distributor recruitment experience for both applicants and recruiters through ROSA (Recruitment Online Serviced by AXA)	AXA PHILIPPINES	Jay Sabido

## Category 21: Audio/Visual

Entry Title	Company	Entrant's Name
"Banking on the Filipino" Inspiring initiatives and innovations for financial inclusion	BDO Unibank	Ana Marie Reyes
"Megaworld Takes a Stand for the United Nation's Sustainable Development Goals"	MEGAWORLD FOUNDATION, INC.	Francisco C. Canuto
COVID COMMS 2020: We Care Special Edition: #SocialGood Stories To Heal and Inspire A Nation	SM FOUNDATION	VICTOR PERSIUS CHAN
PLDT-Smart Gabay Kalikasan AVPs: Paperless Billing	PLDT, Inc.	Cathy Yap-Yang
COVID Comms 2020: #LearnSmart eLearning Sessions - Ensuring Continued Learning during a Pandemic	Smart Communications, Inc.	Cathy Yap-Yang
Mother Tongue-Based Apps for enhancing literacy and preserving local culture	Smart Communications, Inc.	Cathy Yap-Yang
BDO 'Payo para sa Puso' Using millennial's Valentine #feels to teach them financial literacy	BDO Unibank	Ana Marie Reyes
BDO Influencer Marketing to Inspire the Next Generation	BDO Unibank	Ana Marie Reyes
Connected: Eastern Communications' #SafeAndStrongAtHome video series during the COVID-19 pandemic	ComCo Southeast Asia	Ferdinand Bondoy
Covid Comms 2020: Gearing up for the new norm with SM Supermalls' "Safe Malling in the New Normal" AVP	SM Supermalls	Grace F. Magno
CovidComms 2020: #NoLearnerLeftBehind Education for all in the New Normal web forum	Smart Communications, Inc.	Cathy Yap-Yang
CovidComms 2020: Boomer vs. Zoomer	Nutri-Asia, Inc.	James Lim
Digital Catechism: Heritage Tour Series	Smart Communications, Inc.	Cathy Yap-Yang

Megaworld Lifestyle Malls Good Time Choir	MEGAWORLD CORPORATION	Tinay Magtira
Meralco Liwanag Park Digital Tour	Manila Electric Company	Daphne R. Doroja

## Category 22: Social Media Programs

Entry Title	Company	Entrant's Name
COVID Coms 2020: Megaworld Museums Launches Museums Matter at ILOMOCA	MEGAWORLD CORPORATION	Tinay Magtira
PLDT Home Father's Day - Dear Pa	PLDT, Inc.	Cathy Yap-Yang
Liyab Sa Lamig, Rallying Support for the Unknown Champions - Hockey Philippines	EVIDENT	Cecile Dominguez-Yujuico
PLDT Home Mother's Day - Ako Naman, Ma	PLDT, Inc.	Cathy Yap-Yang
COVID Comms 2020: PhilCare's 'Wellness From Home' Video Series	PhilCare	Jaeger Tanco
Gatorade #NothingBeatsGirls Campaign	DDB Group Philippines	Vina V. Henson
Geo 24/7: Making The Switch To Renewable Energy	ENERGY DEVELOPMENT CORPORATION	JOHN FREDERICK CRUZ
BDO Remit: Engaging Influencers to Reach a Wider Audience	BDO Unibank	Ana Marie Reyes
The Round Up: A Digital News Show of PLDT and Smart	PLDT, Inc.	Cathy Yap-Yang
#BPIcybersecuriTips	Bank of the Philippine Islands	Owen L. Cammayo
COVID Comms 2020 Sarangani Bay's #SarapBangus User Generated Content Program	Comm&Sense, Inc	Toteng Tanglao
COVID COMMS 2020: #YanSiJuan: Educating Filipinos On The Risk Of COVID-19 Through PAGEONE Avatars	PAGEONE	JOHN FREDERICK CRUZ
COVID Comms 2020: Find your Faves at Megaworld Lifestyle Malls: Enhanced Customer-Centric Online Communities	MEGAWORLD CORPORATION	Tinay Magtira
COVID COMMS 2020: Kwentong Pinoy, Kwentong Phoenix	PHOENIX	JOHN FREDERICK CRUZ
COVID Comms 2020: Megaworld Lifestyle Malls engages customers through diverse social media content amid quarantine	MEGAWORLD CORPORATION	Tinay Magtira
CovidComms 2020: "Mega Summer Ventures #RoamFromHome"	MEGAWORLD FOUNDATION, INC.	Francisco C. Canuto
CovidComms 2020: Coping with COVID-19 Webinar Series for Gamefowl Breeders and Enthusiasts	CARBONDIGITAL, INC.	SHEKINAH JANE H. ALEGRO
CovidComms 2020: realme Philippines Squadcast	realme Philippines	Jose de Guzman Jr.
Johnson	DDB Group Philippines	Elaine S. De Padua
MUSIKALAYAAN Para sa Global Pinoys	PLDT, Inc.	Cathy Yap-Yang
realme Philippines Facebook Community	realme Philippines	Jose de Guzman Jr.
SM Foundation: Spreading #SocialGood Stories Online	SM FOUNDATION	VICTOR PERSIUS CHAN
Trip Ko To!	Oddefy Creative Inc.,	Jullius Jesse O. Pepino
Mother Hood Series: Celebrating All Kinds of Moms	PLDT, Inc.	Cathy Yap-Yang
Maynilad Simpleng Ginawa (MSG) Facebook page campaign	Maynilad Water Services, Inc.	Jennifer C. Rufo
PAGEONE Avatars: Enhancing Financial Capability through Digital Avatars	PAGEONE	JOHN FREDERICK CRUZ
#StayHomeSeries: PLDT Home turns quarantine time to quality time	PLDT, Inc.	Cathy Yap-Yang

## Category 23: Publications

Entry Title	Company	Entrant's Name
"Service with a Heart" Metrobank Foundation 2018 Annual Report	Metrobank Foundation, Inc.	Aniceto M. Sobepreña
"Beyond Excellence" The 2019 Metrobank Foundation Outstanding Filipinos Souvenir Program	Metrobank Foundation, Inc.	Aniceto M. Sobepreña
COVID COMMS 2020: We Care Special Edition: #SocialGood Stories To Heal and Inspire A Nation	SM FOUNDATION	VICTOR PERSIUS CHAN
UnionBank Uplifts: When Employees Go Beyond Altruism to Co-Create Innovations for a Better World	UnionBank of the Philippines	Dave Jesus T. Devilles
The MWF WASH Storybook: May Tubig na Sina Tinay	Manila Water Foundation	Reginald M. Andal
Transcending Towards Sustainability: SMPC 2019 Annual	Semirara Mining and Power Corporation (SMPC)	Nena D. Arenas
Ayala Land 2019 Integrated Report	Investor Relations Global, Inc.	Juan Martin Garcia Bunag Anne Tiongco/Charmaine Pahate
Victorious: 100 Years of Victorias Milling Co.	Victorias Milling Corporation	
The Future of History: The Ayala Foundation 2018 Annual Report	Ayala Foundation	Celerina R. Amores
FINEX 50 LEADING ON TO WIDER FRONTIERS	Financial Executives Institute of the Philippines (FINEX)	Ramoncito Cruz
2019 Meralco Sustainability Report: Sustaining the Future	Manila Electric Company	Raymond B. Ravelo
2019 PLDT Sustainability Report: In Good Company	PLDT, Inc.	Cathy Yap-Yang Leilani Barlongay-Macasaet
Clark. It Works. Like A Dream. : The BCDA 2018 Annual Report	Bases Conversion and Development Authority	Leilani Barlongay-Macasaet
COLLECTIVE: The BCDA Newsletter	Bases Conversion and Development Authority	
Forward Moving : The MWF 2019 Annual Report	Manila Water Foundation	Reginald M. Andal
ICTSI 2019 Integrated Reports	International Container Terminal Services, Inc.	Narlene A. Soriano
Igniting Southeast Asia: The SEA Wave Digital Pop Culture Magazine	ComCo Southeast Asia	Ferdinand Bondoy

## Category 24: Writing

Entry Title	Company	Entrant's Name
Transcending Towards Sustainability: SMPC 2019 Annual	Semirara Mining and Power Corporation (SMPC)	Nena D. Arenas
BetterBanking Here: Security Bank Annual Report 2019	Security Bank Foundation, Inc	Nicole J. Liu