

DIVISION 1 - COMMUNICATION MANAGEMENT

List of Winners

Category 1: Internal Communication

ENTRY NAME	COMPANY	ENTRANT'S NAME
Dreams, Education, and Success: Stories of Inspiration From Megaworld Foundation Alumni Scholars	Megaworld Foundation, Inc.	Dr. Francisco C. Canuto
Grand Walk-the-Line: Mobilizing Enterprise-Wide Ownership for NRW Reduction	Maynilad Water Services, Inc.	Ryan B. Jamora
CX in Action: Inspiring a Customer-First Culture	PLDT AND SMART	Jocelyn Pineda
One LANDBANK: Transforming Internal Communication into a Shared Experience of Culture, Purpose, and Belonging	Land Bank of the Philippines	Catherine Rowena B. Villanueva
One Strategy, One TAPI (Advancing Governance Toward a Culture of Compliance)	Technology Application and Promotion Institute (DOST-TAPI)	Janice W. Cornel
Amazing KaCebuana: Turning Everyday Work into a Lived Culture of Diversity and Inclusion	Cebuana Lhuillier	Khristine Rose Anne D. Dela Cruz
Pathways to Success: Career Talk 2025	Megaworld Foundation, Inc.	Dr. Francisco C. Canuto
Midea Club: Reinventing Installer and Technician Engagement	Concepcion Midea Inc. Philippines & COMCO Mundo League of Enterprises	Ferdinand L. Bondoy
CENTER FOR EXCELLENCE: Turning The Everyday Office Into A Classroom	PAGEONE	Evangelist Tingson

Category 2: Employee Engagement

ENTRY NAME	COMPANY	ENTRANT'S NAME
InLife Employee Networks	InLife	Romualdo Aquitania
Sun Life's Feedback Ecosystem and CX Factor Awards: Transforming Client Feedback into a Culture of Excellence	Sun Life of Canada (Philippines), Inc.	Donante Aaron Peji
From Advocacy to Action: How PLDT Home Engaged Employees to Support Madiskarte Moms PH	PLDT and Smart	Cheryl P. Loyola
AC Health Sampulso	Ayala Healthcare Holdings, Inc. (AC Health)	Rhys Buccat
LANDBANK Creators Club: Empowering Employees as Digital Brand Advocates	Land Bank of the Philippines	Catherine Rowena B. Villanueva

Category 3: Human Resources and Benefits Communication

ENTRY NAME	COMPANY	ENTRANT'S NAME
2025 Well Vivant Campaign	Vivant Corporation	Pauline Christie Cinconiegue

Category 4: Change Communication

ENTRY NAME	COMPANY	ENTRANT'S NAME
Click-ins over Walk-ins: Transforming the Employee Healthcare Journey at Concentrix	Concentrix Philippines	Hanica Jane Pacis

Category 5: Safety Communication

ENTRY NAME	COMPANY	ENTRANT'S NAME
LRT-1 KaligtaSakay: A Safety Education Program	Light Rail Manila Corporation	Ricardo Cruz
SHES FIRST. EXCELLENCE ALWAYS.: ABOITIZ CONSTRUCTION'S BEHAVIOR-DRIVEN SAFETY COMMUNICATION CAMPAIGN	Aboitiz Construction, Inc.	Rafael Antonio
Removing Jumpers, Powering Safer Communities: Meralco's Integrated Safety Communications Campaign Against Illegal Service Connections	Manila Electric Company	Claire Ann-Marie Feliciano

Category 6: Leadership Communication

ENTRY NAME	COMPANY	ENTRANT'S NAME
COFFEE CONVERSATIONS WITH THE CEO	Nickel Asia Corporation	Mikaela V. Placido

Category 7: Marketing, Advertising and Brand Communication

ENTRY NAME	COMPANY	ENTRANT'S NAME
Sun Life Secure Income Campaign	Sun Life of Canada (Philippines), Inc.	Donante Aaron Peji
Life Insurance: The Key to Heaven?	Comm&Sense-Roar	Charlotte Fabian-Reyes
Embodying the Takumi Spirit: Toshiba's "Details Matter" Campaign	COMCO Mundo League of Enterprises	Ferdinand L. Bondoy
SIMPOL LANG PALA: Transforming Heritage From Intimidating To Everyday Through Brand Strategy	Advocacy Partners Asia / SIMPOL	Evangelist Tingson
Living Up to Your Dreams Avida	Avida Land Corp.	Paulyene Adrienne Cayco
TINIG-PAMANA: Establishing Chef Tatung As The Authoritative Voice Of Filipino Culinary Heritage	Advocacy Partners Asia / SIMPOL	Evangelist Tingson

Jollibee Kids Values Meal: Reimagining Mealtime as a National Platform for Joyful Learning	Jollibee Group - Jollibee Philippines	Alexandra Beatrice Joaquin
Tuloy ang Plano: Making Plan B a Family Necessity	Comm&Sense-Roar	Charlotte Fabian-Reyes
Transforming Connectivity Into Culture: The PLDT Home Fiber Netflix Omnichannel Campaign	PLDT and Smart	Cheryl P. Loyola
Retire Without Worries	InLife	Rosalyn Martinez
Ultra Unfolds: The Launch of the Galaxy Z Fold7 Flip7 Flip7 FE	TARO AOX Inc. - a COMCO Mundo Company	Ferdinand L. Bondoy
AXA's AllShield Campaign: Helping Family Champions Stay Protected, Secure, and "Wrapped in Love"	AXA Philippines	Nandy Villar
GRAB ASENSO PODCAST: Grab x Paano Ba 'To Podcast: Sipag, Diskarte at Tamang Oportunidad Para Sa Pag-Asenso	BRIDGES PR	DOMENIC PERELONIA
ACHIEVING DOUBLE-DIGIT BRAND HEALTH GROWTH WITH DIGITAL STORIES IN THE FYP LANDSCAPE	EastWest Ageas Insurance	Paul Jason Jaud
More Than Merry: Reimagining Christmas as a Platform for Brand Relevance	Megaworld Lifestyle Malls	Megaworld Lifestyle Malls
TNT Anibersaya 25: Celebrating 25 Years of SAYA, Loyalty, and Engagement	PLDT and Smart	Arlene Galang
ACEN RES goes above and beyond via its O2O2O (online to onsite to online) strategy: races to a 56% market share, grows revenue +33% to ₱11.3 Billion in Revenue	ACEN Renewable Energy Solutions (ACEN RES)	Tony Valdez
Fit for Any Role: Century Tuna's Protein-Fit Campaign	COMCO Mundo League of Enterprises	Ferdinand L. Bondoy
SABA Seafood Fest 2025: #SABASeafood sa Hapag (at the Table)	CARBONDIGITAL, INC.	John Laurence Domingo
1000 Kilometers of Joy: Jollibee & Natalie Dau's meaningful run for a cause	Jollibee Group - Jollibee Philippines	RJ Rodillo
Love In Life	InLife	Paul Jantzen D. Gaston
Filipinos' Evolving View on Longevity: Accelerating Longevity Thought Leadership in the Philippine Life Insurance Sector	Manulife Philippines	John Robert Sion
PLDT Home Life — Official Season Sponsor & Smart Home Provider of PBB Collab 2.0	Touch XDA	Olive Valera
InLife 115 A Lifetime For Good	InLife	Rosalyn Martinez
The REDMI Note 14 Series: Redefining Value and Orchestrating Market Migration	Xiaomi Philippines	Angelito Miguel Adrias
Visayas Festivals: Pillars of Cultural Identity and Destination Branding	Megaworld Lifestyle Malls	Megaworld Lifestyle Malls
Battle of the Best: The real #1	CDO Foodsphere, Inc	Iris Galangan

“Live Life to the Fullest” Social Media Campaign	CARBONDIGITAL, INC.	John Laurence Domingo
Cebu Lechon Festival: A Culinary Heritage Experience at The Mactan Newtown	Megaworld Lifestyle Malls	Megaworld Lifestyle Malls
MySSS Card powered by RCBC DiskarTech: A One-Tap Shop Solution for Everyday Working Filipinos	Rizal Commercial Banking Corporation (RCBC)	Lito Villanueva
Ito Simple: Simplifying Banking for Every Filipino	Philippine Savings Bank	Jennylyn Suguitan
Max’s 80th Anniversary: Redefining a Filipino Restaurant Icon	ID8 Inc.	Donna Nievera-Conda
Signature Series by SM Residences: Setting a New Mark in Premium Residential Living	Bates 141 Philippines & SM Development	Leah Huang/ Mika Palileo
Sumakses Na! Enabling Success, One Connected Home at a Time	PLDT and Smart	Cheryl P. Loyola
Bida Best, Bida Pinoy: How Jollibee Championed World-Class Excellence	Jollibee Group - Jollibee Philippines	RJ Rodillo
My CBC: An App Fit for Beauty Queens	China Banking Corporation (Chinabank)	Aileen Marie A. Vallesteros
ManilaMed Reel to Heal: Advancing Health Literacy Through Physician-Led Digital Storytelling	Medical Center Manila, Inc (ManilaMed)	Eduardo S. Esequ, M.D.
We Are Here for You: How PLDT Home Turned Malasakit into Customer Trust	PLDT and Smart	Cheryl P. Loyola

Category 8: Customer Relations

ENTRY NAME	COMPANY	ENTRANT'S NAME
Bottle of the Bands	CARBONDIGITAL, INC.	John Laurence Domingo
InLife Gen Free	InLife	Jayson Mangalus
Sun Life VIP Experience: Elevating Client Experience Through Exclusive VIP Moments at MOA Arena	Sun Life of Canada (Philippines), Inc.	Donante Aaron Peji
Paw Club Access: Reimagining Customer Experience for Pet-Owning Families	Megaworld Lifestyle Malls	Megaworld Lifestyle Malls
Together Future Ready: 2025 AC Specialist Convention	Concepcion Midea Inc. Philippines & COMCO Mundo League of Enterprises	Ferdinand L. Bondoy
Thunderbird Tagumpay Reel Serye	CARBONDIGITAL, INC.	John Laurence Domingo
Building Customer Loyalty Through Life-Changing Rewards: The PLDT Home One Mega Giveaway	PLDT and Smart	Cheryl P. Loyola
“Live Life to the Fullest” Social Media Campaign	CARBONDIGITAL, INC.	John Laurence Domingo

SABA Seafood Fest 2025: #SABASeafood sa Hapag (at the Table)	CARBONDIGITAL, INC.	John Laurence Domingo
Thunderbird Product Spotlight	CARBONDIGITAL, INC.	John Laurence Domingo

Category 9: Media Relations

ENTRY NAME	COMPANY	ENTRANT'S NAME
PINAG-UUSAPAN: Earning National Media Coverage And Third-Party Credibility For Filipino Cuisine	Advocacy Partners Asia / SIMPOL	Evangelist Tingson
THE COVER STORY Carrying One Story Across Fifty Sites in Sync	PAGEONE	Evangelist Tingson
CDO Foodsphere's 50th Anniversary Media Relations Program	CDO Foodsphere, Inc.	Patricia Marcelo-Magbanua
What's NEXT: A PHILIPPiNEXT Media Launch	DOST-Technology Application and Promotion Institute	Marvin Eric Dela Cruz
Shaping the IPO Narrative: Media Relations for Maynilad's Public Market Debut	Maynilad Water Services, Inc.	Jennifer C. Rufo
Making Mind Health Matter: Turning Research Into Relevant Conversations	AXA Philippines	Nandy Villar
Megaworld Lifestyle Malls' World of Flavors: Reframing Mall Dining Through Editorial Storytelling and Media Partnership	Megaworld Lifestyle Malls	Megaworld Lifestyle Malls

Category 10: Community Relations

ENTRY NAME	COMPANY	ENTRANT'S NAME
Digital Farmers Program & eBizNovation: Building #FarmSmart and #MSMEmpowered Communities Through Strategic Partnerships	PLDT and Smart	Roby A. Alampay
SM Foundation: Utilizing Social Good as a Force for Transformation	SM Foundation, Inc.	Victor Persius Chan
Gatorade Fuel Tomorrow Academy School Program	Alab MNL (formerly DDB MNL)	Denise Banatin
Resilient Citizen Program: Building Preparedness for Employees, Families, and Communities	PLDT and Smart	Roby A. Alampay
Smart Cares: Beyond Service – The Smart Cares Experience	PLDT AND SMART	Jocelyn Pineda
Bringing Inclusive Banking to Rural and Remote Barrios through "Agent Bankers": The RCBC ATM Go Agency Banking Project	Rizal Commercial Banking Corporation (RCBC)	Lito Villanueva
Bayanihan for Our Bays through SM Care's International Coastal Cleanup	SM Supermalls	Aaron Brennt B. Eusebio
SM Active Hub: Dimensionalizing the Mall Experience Through Sports	SM Supermalls	Aaron Brennt B. Eusebio

SinagLarawan 2025 Photo Contest Isa sa Isla	Buensalido Public Relations and Communications	Guia Santiago
GRAB ASENSO: A DIGITAL DISKARTE PROGRAM	BRIDGES PR	PAULO ESMEDILLA
STI Career Planning Program: Empowering the Youth to be Future-Ready	STI Education Services Group (ESG), Inc.	John Frederick Cruz
ACT NOW for CKD: AstraZeneca Philippines' Nationwide Free CKD Screening Program	ID8 Inc.	Donna Nievera-Conda
Project Bayanihan: Protecting What Connects Us	PLDT and Smart	Roby A. Alampay

Category 11: Government Relations and Public Affairs

ENTRY NAME	COMPANY	ENTRANT'S NAME
Building a Nation of Homes: SHDA's Public Affairs Program for Inclusive Housing Policy Reform	Uniquecorn Strategies Inc.	Irene B. Manansala
BPI CyberAcademy: Building a Cyber-Resilient Philippines Through Public-Private Partnership	BANK OF THE PHILIPPINE ISLANDS	JOHANNA B. SALVADOR
Two Roads, One Destination: Paving the Way for Local HEV Manufacturing in the Philippines	Mitsubishi Motors Philippines Corporation	Faye Alexis D. Marcelino
Cebuana Lhuillier KaNegosyo Center: Transforming Education into Entrepreneurial Success	Cebuana Lhuillier	Khristine Rose Anne D. Dela Cruz

Category 12: Governmental Communications

ENTRY NAME	COMPANY	ENTRANT'S NAME
DOST-TAPI Philippines' International Exposition of Technologies Campaign DOST-TAPI Philippines' International Exposition of Technologies Campaign	DOST-Technology Application and Promotion Institute (DOST-TAPI)	Marvin Eric O. Dela Cruz
Shape the Future through Innovations: Pagsulong Tungo sa Gintong Tagumpay	DOST-Technology Application and Promotion Institute (DOST-TAPI)	Marvin Eric O. Dela Cruz
"Live Life to the Fullest" Social Media Campaign	CARBONDIGITAL, INC.	John Laurence Domingo

Category 13: Financial Communication and Investor Relations

ENTRY NAME	COMPANY	ENTRANT'S NAME
Beyond the Numbers: CNPF's Shared Value Story	Century Pacific Food Inc.	Charlize See
The Maynilad IPO: Building Confidence in the Capital Markets	Maynilad Water Services, Inc.	Jennifer C. Rufo
CBC Investor Relations: Focused on Value	China Banking Corporation (Chinabank)	Gerald O. Florentino

Category 14: Issues Management and Crisis Communication

ENTRY NAME	COMPANY	ENTRANT'S NAME
Communicating Through Disruption: Managing the Pritil Leak Repair Incident	Maynilad Water Services, Inc.	Jennifer C. Rufo

Category 15: Corporate Social Responsibility

ENTRY NAME	COMPANY	ENTRANT'S NAME
SM Foundation: Utilizing Social Good as a Force for Transformation	SM Foundation, Inc.	Victor Persius Chan
DRIVE: Developing Ready Industry Vehicle Experts	Mitsubishi Motors Philippines Corporation	Faye Alexis Marcelino
Driving Collective Climate Action through GForest and EcoRun	GCash	GCash
Building a Better Nation for Every Child - The "Generation HOPE" Campaign	COMCO Mundo League of Enterprises	Ferdinand L. Bondoy
Bayanihan Para Sa Silid-Aralan	Security Bank Foundation, Inc.	Ricardo Llego
One Meralco Foundation's – Household Electrification Program 2025	Manila Electric Company (Meralco)	Jeffrey O. Tarayao Claire-Anne Marie C. Feliciano
PAW-ering Compassion: Meralco's Animal Welfare Program CATropa	MERALCO	
Sustainable Fishing for a Sustainable Future: Century Pacific Food Inc.'s Padagos, Bulan Campaign	COMCO Mundo League of Enterprises	Ferdinand L. Bondoy
PLDT Home's Madiskarte Moms PH: Driving Digital Literacy and Economic Resilience for Filipina Mompreneurs	PLDT and Smart	Cheryl P. Loyola Marzie Marzan, Czieloh Villajin
The Struggle Is Real: Building Trust While Fighting Lies	ALPAS	
Light for Life: Solar electrification of Caponayan Health Center in Cuyo, Palawan	Meralco - One Meralco Foundation	Jeffrey O. Tarayao
#BeCyberSmart: Protecting and Empowering Filipinos in the Digital Age	PLDT and Smart	Roby A. Alampay
GRAB ASENSO: A DIGITAL DISKARTE PROGRAM	BRIDGES PR	PAULO ESMEDILLA
Brighter Together: Brighter Together: How Sun Life's Circle of Light Transformed a 130-Year Milestone into Collective Impact	Sun Life of Canada (Philippines), Inc.	Donante Aaron Peji
TAHANAN NG LAHAT: Making Heritage Inclusive Through Deliberately Designed Cultural Content	Advocacy Partners Asia / SIMPOL	Evangelist Tingson
Transforming Everyday Digital Behaviors into Environmental Impact	Gcash	Gcash
Bato Balani 45: Planting Greener Tomorrows	Diwa Learning Systems Inc. Bato Balani Foundation Inc. Batangas Lakelands	Armel Espiritu
STI Career Planning Program: Empowering the Youth to be Future-Ready	STI Education Services Group (ESG), Inc.	John Frederick Cruz
Gatorade Fuel Tomorrow Academy School Program	Alab MNL (formerly DDB MNL)	Denise Banatin

PAMANANG BUHAY: Preserving Heritage And Uplifting Livelihoods Through Free Cultural Education	Advocacy Partners Asia / SIMPOL	Evangelist Tingson
Samsung's Solve for Tomorrow 2025: Empowering Next-Gen Heroes	TARO AOX Inc. - a COMCO Mundo Company	Ferdinand L. Bondoy
Cebuana Lhuillier Money Guro: Turning Financial Literacy into a Daily Digital Habit	Cebuana Lhuillier	Khristine Rose Anne D. Dela Cruz
A Thousand Lives Touched Through Strategic Communication Management in Community Health	Lorma Medical Center	Ms. Emily Joy A. Gacad, PhD, MSBA, CHRA
Matalinong Boto 2025: "Balitang tapat para sa Payapang Halalan"	Manila Bulletin Publishing Corp	Leslie Araujo
SBF Eyes: Seeing a Brighter Future Through Eyes	Security Bank Foundation, Inc.	Ricardo Llego
SM Mindanao Art: Opening a Home for Mindanaoan Stories	SM Supermalls	Aaron Brennt B. Eusebio
Happiest Pinoy: Transforming a Legacy Platform into a Nationwide Narrative of Shared Recovery and Everyday Resilience	Cebuana Lhuillier	Khristine Rose Anne D. Dela Cruz
LANDBANK Libreng Sakay Program	Land Bank of the Philippines	Catherine Rowena B. Villanueva

Category 16: Non-Profit Campaigns

ENTRY NAME	COMPANY	ENTRANT'S NAME
PARA SA BAYAN: Delivering Free Cultural Learning To Every Filipino Through Nonprofit-Mode Work	Advocacy Partners Asia / SIMPOL	Evangelist Tingson
Eye Care Mission: A Gift of Vision	Megaworld Foundation, Inc.	Dr. Francisco C. Canuto
USAPANG PASYENTE: Creating A Free Health Library Written By Its Members	PAGEONE	Evangelist Tingson
HANAPBUHAY, HANAPBUKAS: Building A Hiring Marketplace On Goodwill, Not Fees	PAGEONE	Evangelist Tingson

Category 17: Diversity and Inclusion

ENTRY NAME	COMPANY	ENTRANT'S NAME
Building an 'Ausome World': Giving Every Child a Voice Through Awareness and Inclusion Advocacy Campaign	Uniquecorn Strategies Inc.	Irene B. Manansala
TAHANAN NG LAHAT: Making Heritage Inclusive Through Deliberately Designed Cultural Content	Advocacy Partners Asia / SIMPOL	Evangelist Tingson
Babaylanes and Alab MNL's "Play Through the Hate" campaign	Alab MNL (formerly DDB MNL)	Astrid Gonzalez

Innovation Generation 4: Driving Youth-Led Inclusive Solutions	PLDT and Smart	Roby A. Alampay
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New Category: Sustainability Communications And Breakthroughs And Innovations

ENTRY NAME	COMPANY	ENTRANT'S NAME
Wrapped In Style: Transforming Couture Waste into Christmas Wonder	Megaworld Lifestyle Malls	Megaworld Lifestyle Malls
Sustainability Comms: Empowerment For A Lifetime	InLife Foundation	Teresita Melad
Petsa de Power: How TELUS Digital Philippines uses financial wellness programs and education into a retention advantage	TELUS Digital Philippines	Pia Barbarra Gajasan
CAPITOL C.A.R.E.S “Basura Ko, Responsibilidad Ko”	Capitol Medical Center	Lady Michelle F. Flojo
Ride to Vote	Nuworks Interactive Labs, Inc.	Angeli Valdez
THE BRILLIANT HOUR: REIMAGINING PEDIATRIC EDUCATION THROUGH CINEMA	Project Duo Integrated Communications Corp.	Robbie G. Arcilla