

DIVISION 4 - COMMUNICATION SKILLS

List of Winners

Category 20: Special And Experiential Events

ENTRY NAME	COMPANY	ENTRANT'S NAME
Dream. Achieve. Inspire. - The 15th MVP Academic Achievement Awards 2025	Manila Electric Company (Meralco)	Jeffrey O. Tarayao
Coca-Cola Sound of Home.FM	WPP Open X Led by Ogilvy Manila/Bates CHI & Partners, Coca-Cola Philippines	Mona Garcia
UAAP Season 88 Opening Ceremony	University of Santo Tomas	Fr. Rodel S. Cansancio, OP
ACEN RES REImagine: Engaging 300+ Decision Makers and Generating 2 Million Impressions Through REImagine	ACEN Renewable Energy Solutions (ACEN RES)	Tony Valdez
Panahon Mo Na: How PLDT Home Engineered a Cultural Shift for Filipina Mompreneurs	PLDT and Smart	Cheryl P. Loyola
Bespoke: A Collection of Inspired Spaces by Avida Land	Avida Land Corp.	Paulyene Adrienne Cayco
Coke Christmas Caroloke Campaign	WPP Open X Led by Ogilvy Manila/Bates CHI & Partners	Mona Garcia
WELCOME HOME: One Story. Three Experiences. Fifty Years of CDO Foodsphere.	CDO Foodsphere, Inc.	Patricia Marcelo-Magbanua
Coke Studio Season 9	WPP Open X Led by Ogilvy Manila/Bates CHI & Partners	Mona Garcia
Visayas Festivals: A Multi-Sensory Experience in Large-Scale Event Execution	Megaworld Lifestyle Malls	Megaworld Lifestyle Malls
Embodying the Takumi Spirit: Toshiba's Details Matter Campaign	COMCO Mundo League of Enterprises	Ferdinand L. Bondoy
SinagLarawan 2025 Photo Contest Isa sa Isla Awarding Ceremony and Exhibit	Buensalido Public Relations and Communications	Javelyn Ramos
Together Future Ready: 2025 AC Specialist Convention	Concepcion Midea Inc. Philippines & COMCO Mundo League of Enterprises	Ferdinand Bondoy
Fire Up The Feast: How the Cebu Lechon Festival Turned Tradition Into an Immersive Cultural Phenomenon	Megaworld Lifestyle Malls	Megaworld Lifestyle Malls
Royal Canin: Welcome Home Rocky and Charlie Book Launch	CASTRO AND ASSOCIATES PUBLIC RELATIONS CORPORATION	Gigi Esguerra
#ChristmasJOYDay: Spreading Joy through the Ultimate Gift of Togetherness	Jollibee Group - Jollibee Philippines	RJ Rodillo

Big Picture Asia produces Acquire Beats, Boots and Buckles: Buckle Up for Exciting Times and an Unforgettable Ride!	Big Picture Asia, Inc.	Ria Dee Reyes
Royal Halloween	WPP Open X Led by Ogilvy Manila/Bates CHI & Partners, Coca-Cola Philippines	Mona Garcia
115 Years of Good Going Round: Turning a Milestone into a Nationwide Brand Experience	InLife	Maria Celeste B. Andes
BPI CyberProtect Conference Series: Advancing Digital Trust Through Multi-Sector Collaboration	BANK OF THE PHILIPPINE ISLANDS	JOHANNA B. SALVADOR
The Annual Production Show 2025	Reach International School	Martha Cynthia Gonzalez
LRT-1 ikotMNL Heritage Transit Tour	Light Rail Manila Corporation	Ricardo D. Cruz
Bida Best, Bida Pinoy: Empowering a Nation by Amplifying the Voices of World-Class Filipino Talents	Jollibee Group - Jollibee Philippines	RJ Rodillo
SAMA-SAMA: Turning Digital Audiences Into Real Community Through In-Person Gatherings	Advocacy Partners Asia / SIMPOL	Evangelist Tingson
Jollibee GameJoy Combos	Jollibee Philippines and Ripple8, Inc.	Jollibee Philippines
Magic Meets Milestones: Cultivating Deep Consumer Trust through the Xiaomi All-Star Summer Concert	Xiaomi Philippines	Angelito Miguel Adrias
Beyond the Screen: The PLDT Home Fiber Netflix Korea Experience	PLDT and Smart	Cheryl P. Loyola
From Championship to Community: Transforming a Historic Volleyball Victory into a Shared Stakeholder	PLDT and Smart	Cheryl P. Loyola
MakatiMed Sine Gang Employee Engagement Campaign	Makati Medical Center	Carlos Marcillus Funelas
InLife 115 A Lifetime For Good	InLife	Rosalyn Martinez

Category 21: Digital Communication/Communication for the Web

ENTRY NAME	COMPANY	ENTRANT'S NAME
Jollibee GameJoy Combos	Jollibee Philippines and Ripple8, Inc.	Jollibee Philippines
STI LearnIT: The Self Learning Hub for Career Advancement and Global Competitiveness	STI Education Services Group (ESG), Inc.	John Frederick Cruz
WILDFYRE: Launching a Vertically-Specialized Owned-Media Network to Amplify PR Clients Across High-Value Industry Domains	PAGEONE	Evangelist Tingson
VIG Central: Transforming Brand Governance Through Digital Communication	Land Bank of the Philippines	Catherine Rowena B. Villanueva

FINTECHASIA: Launching a Regional Analytical Platform for Fintech Decision-Makers Across Southeast Asia	PAGEONE	Evangelist Tingson
The #JOYDelivered Initiative: Transforming a Mobile Delivery App into a Digital Conduit for National Gratitude	Jollibee Group - Jollibee Philippines	Kyle Tabagan
PUBLICO MAGAZINE: Building the Philippines' First Dedicated Trade Publication for the Public Relations and Communications Industry	PAGEONE	Evangelist Tingson
BAHAY NA DIGITAL: Organizing SIMPOL's Full Content Library Into One Free, Navigable Home	Advocacy Partners Asia / SIMPOL	Evangelist Tingson
GRIDWATCH: Building the Philippines' First Dedicated Digital Platform for Energy-Sector Decision- Makers	PAGEONE	Evangelist Tingson
Building a Corporate Newsroom: How SM in Focus Unifies the Stories of the SM Group	SM Investments Corporation	Twinkle Lacsamana

Category 22: Audio/Visual

ENTRY NAME	COMPANY	ENTRANT'S NAME
World of Flavors: A Culinary Journey Through Taste, Culture, and Shared Discovery	Megaworld Lifestyle Malls	Megaworld Lifestyle Malls
Power Up with AboitizPower (PUWAP), A Social Media Reel Campaign	Aboitiz Power Corporation	Ann Bernadette Callanta
Your Child's Dreams Need a Plan B	Comm&Sense-Roar	Charlotte Fabian-Reyes
Love In Life	InLife	Paul Jantzen D. Gaston
DigiPlus' Dating Gawi: a celebration of trusted and timeless digital entertainment for Filipinos	DigiPlus Interactive Corp.	Josephine Cruz
Dreams, Education, and Success: Stories of Inspiration From Megaworld Foundation Alumni Scholars	Megaworld Foundation, Inc.	Dr. Francisco C. Canuto
LRT-1 KasakaySayan: Learn and Travel with LRT-1	Light Rail Manila Corporation	Ricardo D. Cruz
The #LearnSmart App Initiative Empowering: Filipino Children through Inclusive, Culture-Centric Literacy	PLDT and Smart	Roby A. Alampay
Sulit Mommy Hacks: Practical Food Solutions for a Nation Under Pressure	BiteSized PH	Donna Nievera-Conda
TechCentrix Video Series	Concentrix Philippines	Hanica Jane Pacis
"Basta May Link, 'Wag Mong I-Click!": A Campaign Against SMS Spoofing Scams	GCash	Mabel Niala

#BeCyberSmart Against Online Scams Video Series: Pushing Digital Safety Beyond the Screen	PLDT and Smart	Roby A. Alampay Megaworld Lifestyle Malls
More Than Merry: The Art of AI Storytelling	Megaworld Lifestyle Malls	
BIYAHE'T LUTUAN: Reinventing Filipino Food Storytelling Through A "Guest In The Kitchen" Method	Advocacy Partners Asia / SIMPOL	Evangelist Tingson
The CMC Signature Sound Project	Capitol Medical Center	Myla M. Factora
15 years of fueling excellence, realizing aspirations: The stories of the MVP Academic Achievement Awards alumni	Meralco - One Meralco Foundation	Jeffrey O. Tarayao
Find Your Nest At The Observatory	Federal Land NRE Global Inc.	Ma. Patricia Gozo
KUWENTUHAN PARA SA NEGOSYO: Men mentoring Aspiring Food Entrepreneurs Through Conversational On-Camera Storytelling	Advocacy Partners Asia / SIMPOL	Evangelist Tingson

Category 23: Social Media

ENTRY NAME	COMPANY	ENTRANT'S NAME
KAPIT-BISIG ONLINE: Turning Followers Into A Peer-Led Community Through Integrated Social Media	Advocacy Partners Asia / SIMPOL	Evangelist Tingson Donna Nievera-Conda
Leak Warriors 2025: Turning Citizens into Guardians of Clean Water	ID8 Inc.	
World of Flavors: A Culinary Journey Through Taste, Culture, and Shared Discovery	Megaworld Lifestyle Malls	Megaworld Lifestyle Malls
SM Foundation #SpreadingSocialGood Stories Online: Transforming Lives Through Heartfelt Storytelling	SM Foundation, Inc.	Victor Persius Chan
STOP, THINK, VERIFY: Strengthening Digital Discernment Through Manong Joe's Platform	Manila Electric Company (Meralco)	Abigail Mendoza-Balmes
SABA Seafood Fest 2025: #SABASeafood sa Hapag (at the Table)	CARBONDIGITAL, INC.	John Laurence Domingo
InLife Convo: Sparking Meaningful Conversations That Empower Filipinos to Live Longer, Healthier, and Better Lives	InLife	Marla Michelle Rama
"Ang Gaming, Dapat Fun-Fun Lang!": DigiPlus' Responsible Gaming Campaign	DigiPlus Interactive Corp.	Josephine Cruz Donna Nievera-Conda
8List.ph #Bak8NgaBa: Turning Filipino Curiosity Into Credible Social Learning	8List PH	
Amplifying the Filipino Culinary Narrative	ID8 Inc.	Donna Nievera-Conda

SABAY-SABAY NA SIGAW: How Sarangaya Law Office Taught a Whole Nation the Law in the Place It Already Lives	PAGEONE	Evangelist Tingson John Laurence Domingo
Bottle of the Bands	CARBONDIGITAL, INC.	Khristine Rose Anne D. Dela Cruz
Cebuana Lhuillier Money Guro: Making Everyday Filipinos Financially Smarter, One Scroll at a Time	Cebuana Lhuillier	Ferdinand L. Bondoy
Baybayin Hariyanas: Redefining Our Name and Reclaiming Our History	COMCO Mundo League of Enterprises	
USAPANG PASYENTE: Building Health Literacy Through Peer-to-Peer Conversation	PAGEONE	Evangelist Tingson John Laurence Domingo
Thunderbird Product Spotlight	CARBONDIGITAL, INC.	Nandy Villar
AXA Health KOL Campaign: Boosting Awareness Through Human-interest Stories	AXA Philippines	John Laurence Domingo
Thunderbird Tagumpay Reel Serye	CARBONDIGITAL, INC.	Charlotte Fabian-Reyes
BDO Remit's Alagang Kabayan: Where Every Kabayan Belongs	Comm&Sense-Roar	John Laurence Domingo
Thunderbird #TukaTalks	CARBONDIGITAL, INC.	

Category 24: Publications

ENTRY NAME	COMPANY	ENTRANT'S NAME
Wonders Awakened: Reimagining the Corporate Calendar as a Year-Long Platform for Cultural Storytelling and Inclusive Development	Land Bank of the Philippines	Catherine Rowena B. Villanueva
DigiPlus 2024 Integrated Report: "Reimagining fun, the Filipino way"	DigiPlus Interactive Corp.	Josephine Cruz Ferdinand L. Bondoy
Catch the Latest Waves with SEA Wave: Southeast Asia's Pop Culture Magazine	COMCO Mundo League of Enterprises	Leilani Barlongay-Macasaet
BCDA 2024 Annual Report: Big, Bold Moves	Bases Conversion and Development Authority Buensalido Public Relations and Communications	Javelyn Ramos
Salinlikha Salindiwa SinagLarawan 2024 Photobook		
THE INFRASTRUCTURE OF LEGITIMACY: A Definitive National Study Reframing Reputation as Measurable Capital	PAGEONE	Evangelist Tingson
The SM Foundation Social Good Report: Unfolding Good to Unite Partners for Lasting Change	SM Foundation, Inc.	Victor Persius Chan

AKLAT NG TAHANAN: Bringing Heritage Home Through An Accessible, Offline Publication	Advocacy Partners Asia / SIMPOL	Evangelist Tingson
#AralLakbay: Transforming Climate Change Education Through Storytelling and Experiential Learning	Nickel Asia Corporation	Darien Mitchell C. Bas

Category 25: Writing

ENTRY NAME	COMPANY	ENTRANT'S NAME
Writing What Brands Needed to Hear: The Common Ground Campaign	Comm&Sense-Roar	Charlotte Fabian-Reyes
SULAT-PAMANA: Turning Filipino Food Heritage Into Accessible Reading Through Cultural Essays	Advocacy Partners Asia / SIMPOL	Evangelist Tingson
LIBRO-PAMANA: Translating Filipino Heritage Into Book-Length Writing Craft	Advocacy Partners Asia / SIMPOL	Evangelist Tingson
APAT NA BAHAGI Forty-Eight Feature Articles, One Editorial Rule	PAGEONE	Evangelist Tingson

New Category: Sustainability Communications And Breakthroughs And Innovations

ENTRY NAME	COMPANY	ENTRANT'S NAME
EcoHuweBest	Land Bank of the Philippines	Catherine Rowena B. Villanueva
Avida Land's ClimAdapt Innovation	Avida Land Corp.	Paulyene Adrienne Cayco