

Division 1: Communication Management

Category 1: Internal Communication

List of Winners

Title	Company	Entrant's Name
AGORA 2.0	Aboitiz Equity Ventures, Inc.	Lorenne Alejandrino-Anacta
Keep It Simple, Sun Lifers: Gamifying A Simple Language Campaign	Sun Life Financial Philippines	Donante Aaron Peji
Data Defenders: Data Privacy Lessons Made Fun and Engaging For Sun Life Employees	Sun Life Financial Philippines	Donante Aaron Peji
PLDT Group Data Privacy Office Handle With Care Campaign	PLDT	Ramon R. Isberto
Super Conversations with SMA	Aboitiz Equity Ventures, Inc. (Pilmico Foods Corporation)	Lorenne Alejandrino-Anacta
Inside World: Engaging a new generation of Megaworld employees via a dynamic e-newsletter	Megaworld Corporation	Harold C. Geronimo
Harnessing SYKES' Influence from Within to Inspire Beyond Reach	Sykes Asia, Incorporated	Miragel Jan Gabor
ManilaMed's #FeelBetter Campaign	Comm&Sense Inc.	Aresti Tanglao

Category 2: Employee Engagement

Title	Company	Entrant's Name
LOVE Grants	Resorts World Manila	Archie Nicasio
a.Lab	Aboitiz Equity Ventures, Inc.	Lorenne V. Alejandrino
CineNRW	Maynilad Water Services, Inc	Sherwin DC. Mendoza
Central NRW Point System	Maynilad Water Services, Inc	Sherwin DC. Mendoza
Leadership with a Heart	Megaworld Foundation	Dr. Francisco C. Canuto
Dare 2B Fit	ALLIANZ PNB LIFE INSURANCE, INC.	ROSALYN MARTINEZ

Category 3: Human Resources and Benefits Communication

Title	Company	Entrant's Name
Recruitment in the Social Media Era	Manila Electric Company	Gavin D. Barfield

Category 5: Safety Communication

Title	Company	Entrant's Name
Championing cybersecurity awareness	Bank of the Philippine Islands (BPI)	Owen L. Cammayo
Unang Hakbang Para Sa Kaligtasan: 2018 First Working Day Safety Campaign	MERALCO - Organizational Safety and Resiliency Office	Antonio Abuel Jr.

Category 6: Leadership Communication

Title	Company	Entrant's Name
Managing Crisis and Risk: Senior Execs Training Program	PAGEONE	Ron Jabal / Evangelist Tingson / John Frederick Cruz

Category 7: Marketing, Advertising and Brand Communication

Title	Company	Entrant's Name
Everyday Is Play Day	SM Supermalls	SM Supermalls
Launching M Bakery in Manila: Using Influence to Create Impact and Interest in a Competitive Manila Dessert Scene	Ogilvy Philippines	Leah M. Huang
Jollibee Going Global: Making a Filipino Brand Matter in the Big Apple	Ogilvy Philippines – Pulse Communications	Leah M. Huang
Opening Jollibee Scarborough: Ensuring Success and Spreading Countless Joys in Toronto, Canada	Ogilvy Philippines – Pulse Communications	Leah M. Huang
Smart LTE Nation	Smart Communications, Inc.	Ramon R. Isberto
Video Calls on YouTube, RCBC's Telemarketing Innovation	BBDO Guerrero Inc.	Erika Alinell
The Filipino Now	The Philippine STAR	Crizza Kaw
ABS-CBN TVplus - Transforming The Suburb Kapamilya Experience	ABS-CBN CORPORATION	REGINA B. NAPILE
Beyond Satisfaction	PLDT Enterprise	Alessandra Z. Pineda
2018 FWD North Pole Marathon: Living life to the fullest	FWD Life Insurance Corporation	Roche Vandenberghe
Smart Data Roaming Manager "Roam Fast, Roam Easy" campaign	Smart Communications, Inc.	Ramon R. Isberto
The Irresistibly Langhap-Sarap Jollibee Yumburger	Jollibee Foods Corporation and Ripple8, Inc.	Cat Trivino and Robert Vito

Jollibee Chickenjoy: Sarap Ng Pamilya Mula Noon, Hanggang Ngayon	Jollibee Foods Corporation and Ripple8, Inc.	Cat Trivino and Robert Vito
What Makes Jolly Crispy Fries So Crispy-Sarap?	Jollibee Foods Corporation and Ripple8, Inc.	Cat Trivino and Robert Vito
The 'EPIC sa sarap' Cheesy Classic Jolly Hotdog	Jollibee Foods Corporation and Ripple8, Inc.	Cat Trivino and Robert Vito
14/29: The Petsa de Peligro JolliSerye	Jollibee Foods Corporation and Ripple8, Inc.	Cat Trivino and Robert Vito
Parent-Child Bonding with Jolly Spaghetti	Jollibee Foods Corporation and Ripple8, Inc.	Cat Trivino and Robert Vito
Fall in Love Again with Jollibee's One True Pair Web Series	Jollibee Foods Corporation and Ripple8, Inc.	Cat Trivino and Robert Vito
Sun Life x Lazada: Pioneering Digital Life Insurance in the Philippines	Sun Life Financial Philippines	Donante Aaron Peji
RCBC MyDebit Gift Back Promo	Rizal Commercial Banking Corporation	Jeri Martinez
RCBC MyWallet Virtual Card Launch Campaign	Rizal Commercial Banking Corporation (RCBC)	Jeri Martinez
Promoting Healthier Habits with Eastwood City's Walk Walk Campaign	Megaworld Corporation	Tinay Magtira
Smart Ka-Partner Rewards Program	Smart Communications, Inc.	Ramon R. Isberto
ABS-CBN's Unilever Story Studio: The Partnership that Pays Off	ABS-CBN CORPORATION	Yvette Tan
Sun Prepaid Para Nimo Cebu	Smart Communications Inc.	Brian Joseph J. O'Hara
Ginebra Ako	Ginebra San Miguel Inc.	Paolo Jose R. Tupaz
TNT Free YouTube Campaign	Smart Communications, Inc	Ramon R. Isberto
TNT Gigasurf50 Summer Campaign	Smart Communications, Inc	Ramon R. Isberto
TNT SurfSaya Campaign	Smart Communications, Inc	Ramon R. Isberto
Smart Free YouTube Every Day Campaign	Smart Communications, Inc.	Ramon Isberto
Project PULSE: Introducing Better Journeys to Filipinos	Phoenix Petroleum Philippines, Inc.	Rosaminda Dimarucut
Jollibee celebrates 40 years of bringing the Filipino brand of joy to the world	Jollibee Foods Corporation	Arline Adeva
#BiyahNiLolo: Chronicling the Filipino's joyful journey with their grandparents	Jollibee Foods Corporation	Arline Adeva
#KwentongJollibee Valentine's Series 2018: Strengthening brand affinity through the power of love	Jollibee Foods Corporation	Arline Adeva
Meralco achieves a communication break-through with its Biz Customer Testimonial Campaign	Meralco	Trina Francesca Soriano
#AweSM: SM Celebrates 60	SM Supermalls	Jonjon San Agustin
Meralco Online: Giving customers power over power itself	Meralco	Christine Cancino

Embracing the Natural Beauty of Motherhood with Johnson's® Baby	OGILVY PHILIPPINES-PULSE COMMUNICATIONS	LEAH HUANG
Game with the Brave with Honor Play	OGILVY PHILIPPINES - PULSE COMMUNICATIONS	LEAH HUANG
Pru Life UK Brand Campaign INSURAVEST	Pru Life UK	Allan M. Tumbaga
Ayala Malls' The Wishing Tree	Ayala Malls	Eunice Acejo
#NovaStar: Igniting Filipino Youth's Passion and Enthusiasm through Mobile Technology	Ogilvy Philippines	Leah Huang
Smart Padala Milyun-Milyong Tiwala: Empowering partner agents to become digital community hubs	Voyager Innovations, Inc.	Nick Wilwayco
Westlake Medical Center's 'Sabi ni Doc' Social Media Campaign	Comm&Sense Inc.	Aresti Tanglao
Dove Men + Care Hair-Raising Campaign	Unilever Philippines, Inc. (Tag Creative Agency: Ogilvy Philippines)	Jackie Manago
Voyager Innovations Investment Round: Affirming Leadership and Elevating the Philippine Technology Industry	Voyager Innovations, Inc	Nick Wilwayco
STB intensifies passions with a fresh wave of possibilities	Strategic Works, Inc. (Stratworks)	Mark Parlade
Eastern @ 140: A Celebration of 140 Years of Strong Connections	COMCO SOUTHEAST ASIA	FERDINAND L. BONDOY
#GWorldPizzaDay: The Overloaded Pizza District	Fresh n' Famous, Inc.	Inna Gimenez
WCC Aviation School's 'Plane and Simple' Content Marketing Campaign	Comm&Sense Inc.	Aresti Tanglao
"Tawag ng Tanghalan": Reviving a legacy brand and moving beyond TV	ABS-CBN Corporation	Peter Edward Dizon
PhilCare's ActivNation-- Reinventing HMOs from an Employee Benefit to Workplace Productivity Solution	Comm&Sense Inc.	Aresti Tanglao
Sunsilk "Habamazing Summer"	NuWorks Interactive Labs, Inc.	Rose Reyes
Rediscovering Filipino Heritage and Legacy Through Ikot MNL	Light Rail Manila Corporation	Rochelle Gamboa/ Ron Jabal / Evangelist Tingson / John Frederick Cruz
PhilCare's Prepaid Healthcards-- Sachet Marketing to help make HMOs More Accessible to Filipinos	Comm&Sense Inc.	Aresti Tanglao
MOA Happiness Fest 2018	SM SUPERMALLS – SM MALL OF ASIA	KRISTINE MICHELLE RAYMUNDO

Category 8: Customer Relations

Title	Company	Entrant's Name
Voice Your Care	Ogilvy Philippines - Pulse Communications	Leah M. Huang
Megaworld Lifestyle Malls Pet Pass:– Breeding a responsible generation of pet owners towards a rabies-free Philippines	Megaworld Corporation	Tinay Magtira
RCBC ePISO	Rizal Commercial Banking Corporation	Jeri Martinez
SMDC Happynings: Building a sphere of happy, thriving, and healthy communities	Grupo Agatep Inc	Immanuel Pastolero
“Meralco Advisory: Evolving to Empower Consumers through Communications”	MERALCO	Joe R. Zaldarriaga
7th Luminaries: Welcoming the Brightest Future, Today	Meralco	Renee Joy Basa
POWERING UP CUSTOMER-CENTRIC SERVICE COMMUNICATIONS	MERALCO	Agapito R. Zaldarriaga
CERELAC®: Forming strong bonds between moms and babies with Let’s Eat, Bulilit! Campaign	OGILVY Philippines	Leah M. Huang
Jollibee pays tribute to loving lolos and lolas everywhere	Jollibee Foods Corporation	Arline Adeva
MILO FCB Road to Barcelona Year 2: Building a Nation of Champions through Football and Values	Ogilvy Philippines	Leah Huang
Meralco Biz Power Up Forum – Igniting Partnerships Through Real Customers	Meralco	Jose Antonio Valdez / Ness Ramos
Pursuing financial inclusion with BPI BanKo	Bank of the Philippine Islands (BPI)	Owen L. Cammayo
The Pag-IBIG Fund Loyalty Card Program	Pag-IBIG Fund	Amado Isabelo I. Dizon
Where Movies Come Alive and Move You - The SM Cinema Reel to Real Campaign	ComCo Southeast Asia	Ferdinand Bondoy

Category 9: Media Relations

Title	Company	Entrant's Name
Eastwood City New Year Countdown to 2019 - Media Relations	Megaworld Corporation	Tinay Magtira
“Meralco Advisory: Media Relations through Innovative Communications”	MERALCO	Joe R. Zaldarriaga
Eastwood City Enchanted Forest of Lights Media Relations	Megaworld Corporation	Tinay Magtira
Managing the turbidity issue	Maynilad Water Services, Inc.	Jennifer Rufo

PUTTING THINGS IN PERSPECTIVE:Meralco Benchmarks Electricity Rates with the Global Market	Meralco	Agapito R. Zaldarriaga
Festive Walk Mall	Megaworld Corporation	Harold Geronimo
Uptown Bonifacio Christmas kick-off	Megaworld Corporation	Harold Geronimo
ManilaMed's Urban Health Media Forum	Comm&Sense Inc.	Aresti Tanglao
Strategic regional communication and investor relations campaign for Clark	Bases Conversion and Development Authority	Leilani Macasaet
MERALCO LIWANAG PARK 2018	MERALCO	Joe R. Zaldarriaga

Category 10: Community Relations

Title	Company	Entrant's Name
BINHI: Planting and Reaping a Green Energy Future	PAGEONE	Ron Jabal / Evangelist Tingson / John Frederick Cruz / Ricky Carandang
Malayang Talakayan, Angat Kaalaman	Atimonan One Energy, Inc. (A1E)	Judy Ann Espiritu
Battle of the Brains: Knowledge Power for Green Energy	PageOne and Energy Development Corporation	Ron Jabal / Evangelist Tingson / John Frederick Cruz / Ricky Carandang
Jollibee Days: Creating Community Ties and Strengthening Perception of JFC as Good Corporate Citizen in North America	Ogilvy Philippines – Pulse Communications	Leah M. Huang
PLDT At Your Service	PLDT, Inc.	Andrew L. Santos
#ShoreItUpNa10	Metro Pacific Investments Foundation	Melody Del Rosario
#PayMayaPaMore: Giving Filipinos 10 million reasons to pay cashless using PayMaya	Voyager Innovations, Inc	Nick Wilwayco
PayMaya Cares: Revolutionizing Customer Care in the Digital Era	Voyager Innovations, Inc.	Nick Wilwayco
Accelerating Digital Payments Adoption through PayMaya's Cashless Communities Campaign	Voyager Innovations, Inc.	Nick Wilwayco
L'Oréal-UNESCO For Women in Science: Empowering women to thrive in the field of science	OGILVY PHILIPPINES - PULSE COMMUNICATIONS	Leah Huang

Category 12: Financial Communication

Title	Company	Entrant's Name
PSBank Be Aware and Good to Know Campaigns	Philippine Savings Bank	Johanna B. Salvador
IR Livestreams	Aboitiz Equity Ventures, Inc.	Lorrene V. Alejandrino

Category 13: Issues Management and Crisis Communication

Title	Company	Entrant's Name
Establishing an HIV Progra	ADSPIN INC.	JUAN CARLOS PAGUNSAN

Category 14: Corporate Social Responsibility

Title	Company	Entrant's Name
Build Better Now - Typhoon Yolanda Bantayan Rebuild & Recovery programme	Pru Life UK	Allan M. Tumbaga
Gratitude In10sified: 2018 National Teachers' Month (NTM)	METROBANK FOUNDATION, INC	ANICETO M. SOBREPEÑA
Run With Me 2018	Resorts World Manila	Archiemedes Nicasio
Smart Millennials Across the Nation	Smart Communications, Inc.	Ramon R. Isberto
ICTSI Public Relations Program for Papua New Guinea Host Communities	INTERNATIONAL CONTAINER TERMINAL SERVICES, INC.	NARLENE A. SORIANO
AntiSM at Work	SM Markets	Frances Corsiga
Manila Bulletin Art For Red	Manila Bulletin Publishing Corporation	Francis Mark P. Dy
#BetterWorld for the Pawikan	Aboitiz Equity Ventures, Inc.	Lorenne Alejandrino-Anacta
Noble Bakers: Bakery Management Training and Equipment Donation	Aboitiz Equity Ventures, Inc.	Maricar L. Bautista
Build a School, Build a Nation: The Classrooms Project	Security Bank Corporation	Nicole J. Liu
BASF Philippines' Corporate Citizenship Programs in Science Appreciation	BASF Philippines, Inc.	Michelle Santos
Stronger Kids for a Stronger Republic	Ogilvy & Mather (Phils.) Inc	Leah Huang
URC FLOURish Pilipinas: Learning tools for career success in baking and pastry making	PageOne and Universal Robina Corporation-Flour & Pasta Division	Ron Jabal / Evangelist Tingson / John Frederick Cruz / Joel Cruz
LEED to Lead	Union Bank of the Philippines (UnionBank)	Ian Caesar Gariando
Connecting with Mindoro Communities: An Effective IE Campaign to Support Subsea Work for the Malampaya Natural Gas Project	Shell Philippines Exploration B.V. (SPEX)	TISHA SUSAN SUGUI
Access to Energy (A2E) Project	Shell Philippines Exploration B.V. (SPEX)	TISHA SUSAN SUGUI

Protect the Bay Initiative	Redondo Peninsula Energy	Jason DC. Gavina
Empowering the Iloilo Youth through the MIB Rainwater Harvester Program	Metro Iloilo Bulk Water – A Metro Pacific Water Company	Samantha Betia
TNT Tropang Ready Batch 2 Disaster Preparedness for the Youth	Smart Communications, Inc	Ramon R. Isberto
LearnSmart - Digitizing local language and culture by the community for the community	Smart Communications, Inc	Ramon R. Isberto
Juan Effect: Inspiring a generation of environmentally responsible Filipino travelers	Stratworks, Inc.	Mark Christian N. Parlade
Puno Ng Pag-ibig	Metro Pacific Investments Corporation	Melody Del Rosario
No kid left behind: The 2018 TELUS Days of Giving	TELUS International Philippines, Inc.	Pia Barbarra Gajasan
Soldiers of Love: Durex wages war against HIV cases in the Philippines	Stratworks, Inc.	Robert Vincent David
Namamasko Po: Magbigay ng Tulong, Maghatid ng Saya	Meralco Industrial Engineering Services Corporation (MIESCOR)	Soleil Micah O. Acu
Cebu Pacific Cadet Pilot program: Enabling Filipinos' dreams to take flight	Stratworks, Inc	Mark Christian N. Parlade
PayMaya & Oxfama's iAFFORD - building economic resilience in the face of disasters through innovative digital financial services	Voyager Innovations, Inc.	Nick Wilwayco
RCBC GoSavers: Developing Young Investors with Early Financial Literacy	Rizal Commercial Banking Corporation (RCBC)	Liza Vengco
One Meralco's Kita Kita Ngayong Pasko Campaign	Manila Electric Company (MERALCO)	Neil Celeste T. Rara
Smart Communities	Smart Communications, Inc.	Ramon R. Isberto
Project Sanlahi	Allianz PNB LIFE INSURANCE, INC.	ROSALYN MARTINEZ

Category 16: Nonprofit Campaigns

Title	Company	Entrant's Name
Kinder	Aboitiz Equity Ventures, Inc.	Lorenne V. Alejandrino
Weather Solutions: Utilizing Social Enterprise Model for the Common Good	Aboitiz Equity Ventures, Inc	Lorenne V. Alejandrino
Macho Choir: Raising our voices against catcalling	DDB Group Philippines (DDB)	Robert Vito
GDHH: The Next Steps For a Zero Open Defecation Philippines	PAGEONE	Ron Jabal / Evangelist Tingson / John Frederick Cruz
Sa Pagbasa, May Pag-Asa: Enabling the Imagination of	Ogilvy and Mather Philippines, Inc	Anna Michaela Palileo

Public School Children

SMILE MAKER INITIATIVE	Greenbulb Public Relations, Inc.	Leah Caringal
#AyokongPlastik: The WWF-Philippines' Movement Against Single-Use Plastics	COMCO SOUTHEAST ASIA	FERDINAND L. BONDOY
#Connect2Earth: The WWF-Philippines Earth Hour 2018	COMCO SOUTHEAST ASIA	Ferdinand Bondoy
Together Possible: the WWF-Philippines Environment Communications Program	COMCO SOUTHEAST ASIA	FERDINAND L. BONDOY
Art for a Cause: the WWF' "Art, Heart, Earth" PR Program	ComCo Southeast Asia	Ferdinand Bondoy
Awit at Laro	ADSPIN Inc.	Juan Carlos Pagunsan
Clean Hands – A Recipe for Health: Manila Water Foundation's Global Handwashing Day Celebration	Manila Water Foundation	Reginald M. Andal