

Best established product brand campaign

[Countries](#), [Philippines](#)



BEST ESTABLISHED PRODUCT BRAND CAMPAIGN BRONZE WINNERS Make More Memories Agency: Publicis JimenezBasic Client: Unilab Nutritionals, Inc. Laki sa Gatas Nutrition Education Advocacy Agency: Publicis Manila Client: Nestle Philippines, Inc. Perfect Moments Agency: McCann Worldgroup Philippines, Inc. Client: Nestle Philippines, Inc. Ginang Alaska Agency: Lowe, Inc. Client: Alaska Milk Corporation **SILVER WINNERS** Check the Label Agency: Publicis Manila Client: Nestle Philippines, Inc. Milo " Building Champions in Life" Campaign Agency: Publicis Manila Client: Nestle Philippines, Inc. Modess Angels Agency: BBDO Guerrero/Proximity Philippines Client: Johnson and Johnson Philippines, Inc. **GOLD WINNER** Kainang Pamilya Mahalaga/Bisyo Agency: Publicis JimenezBasic Client: Monde Nissin Corporation **BEST INNOVATIVE & INTEGRATED MEDIA CAMPAIGN** Bronze Winners Coca-Cola Open Happiness Multi-serve Campaign Agency: McCann Worldgroup Philippines, Inc. Client: The Coca-Cola Export Corporation Dare to Start Zero Agency: Leo Burnett Manila Client: The Coca-Cola Export Corporation National Bookstore: Project Aklat Agency: Touch DDB Philippines Client: National Bookstore Lola Techie Agency: BBDO Guerrero/Proximity Philippines & GeiserMaclang Marketing Communications, Inc. Client: Bayan Telecommunications Ako Mismo Agency: Tribal DDB Client: PLDT-SMART Foundation Tipid-Sulit 'Pinas! Launch Agency: DRAFTFCB Philippines, Inc. Client: Smart Communications, Inc. Jollitown Agency: McCann Worldgroup Philippines, Inc. Client: Jollibee Foods Corporation **Gold Winner** Earth Hour 2009 Agency: Leo Burnett Manila Client: WWF-Philippines **BEST FAMILY ORIENTED BRAND CAMPAIGN** Bronze Winners Giving Tree Campaign Agency: Publicis JimenezBasic Client: Jollibee Foods Corporation Kainang Pamilya

Mahalaga/ Bisyo Agency: Publicis JimenezBasic Client: Monde Nissin Corporation National Bookstore Project Aklat Agency: Touch DDB Philippine Client: National Bookstore Reinvigorating the Landline Agency: DM9JaymeSyfu Client: Philippine Long Distance Telephone Company Silver Winners Bulilit Agency: Leo Burnett Manila Client: Vistaland & Lifescapes Inc. Coca-Cola Open Happiness Multi-Serve Campaign Agency: McCann Worldgroup Philippines, Inc. Client: The Coca-Cola Export Corporation Dasal Agency: McCann Worldgroup Philippines, Inc. Client: Globe Telecom Ginang Alaska Agency: Lowe, Inc. Client: Alaska Milk Corporation Magnifico Agency: Publicis JimenezBasic Client: Monde Nissin Corporation Nestle Ice Cream SORBETES- Bringing Filipino Families Closer Agency: Publicis Manila Client: Nestle Philippines, Inc. Hilo Agency: DM9JaymeSyfu Client: Smart Communications, Inc. Shirley Agency: Publicis JimenezBasic Client: NutriAsia Inc. BEST SMALL BUDGET SERVICE BRAND CAMPAIGN Bronze Winner In the Midst of the Aftermath of Typhoons Ondoy and Pepeng, The Filipinos' Bayanihan Spirit Continues to Thrive Agency: DDB Philippines Client: Golden Arches Development Corporation Silver Winner Earth Hour 2009 Agency: Leo Burnett Manila Client: WWF-Philippines BEST IN CREATIVE IDEA & EXECUTION Bronze Winners Home Agency: Publicis Manila Client: Nestle Philippines, Inc. Lola Techie Agency: BBDO Guerrero/Proximity Philippines & GeiserMaclang Marketing Communications, Inc. Client: Bayan Telecommunications Modess Angels Agency: BBDO Guerrero/Proximity Philippines Client: Johnson and Johnson Philippines, Inc. Tipid-Sulit 'Pinas! Launch Campaign Agency: DRAFTFCB Philippines, Inc. Client: Smart Communications, Inc. Silver Winners AHON Agency: BBDO Guerrero/Proximity Philippines Client: Adboard

Ako Mismo Agency: Tribal DDB Client: PLDT-SMART Foundation BEST TEENS BRAND CAMPAIGN Bronze Winners 100% Tea. 100% On. Agency: Leo Burnett Manila Client: The Coca Cola Export Corporation Dare to Start Zero Agency: Leo Burnett Manila Client: The Coca Cola Export Corporation Kahit Sino, Mix Mo Agency: Publicis Manila Client: Nestle Philippines, Inc. Project Hit/ Teens Agency: Publicis JimenezBasic Client: Jollibee Foods Corporation BEST ESTABLISHED SERVICE BRAND CAMPAIGN Silver Winner Giving Tree Campaign Agency: Publicis JimenezBasic Client: Jollibee Foods Corporation BEST MEDIA INITIATED CAMPAIGN Silver Winners Boto Mo, Ipatrol Mo, Ako ang Simula Client: ABS-CBN Broadcasting Corporation Bro, Ikaw ang Star ng Pasko Client: ABS-CBN Broadcasting Corporation Toblerone's National Thank You Day Agency: GeiserMaclang Marketing Communications, Inc. Client: Kraft Food Philippines Inc. BEST SMALL BUDGET PRODUCT BRAND CAMPAIGN Bronze Winner " Homeless, not Worthless" Advocacy Campaign Agency: Publicis Manila Client: Nestle Philippines, Inc.: Pet Care Division Silver Winner Operation Smilewich Agency: JWT Manila Client: Kraft Foods Philippines Inc. BEST INSIGHTS & STRATEGIC THINKING Bronze Winners Bangon Campaign Agency: TBWA/Santiago Mangada Puno Client: United Laboratories Inc. Coca-Cola Open Happiness Multi-Serve Campaign Agency: McCann Worldgroup Philippines, Inc. Client: The Coca-Cola Export Corporation Nestle Fruit Selection Yogurt - Empowering and Leading Consumers Towards a Healthy Lifestyle Agency: Publicis Manila Client: Nestle Philippines, Inc. Think Positib Agency: Publicis JimenezBasic Client: United Laboratories Inc. Sobrang Cheesy Campaign Agency: Publicis JimenezBasic Client: Fresh n' Famous Foods, Inc. Toblerone's National Thank You Day Agency: GeiserMaclang

Marketing Communications, Inc. Client: Kraft Food Philippines Silver Winners
Ako Mismo Agency: Tribal DDB Client: PLDT-SMART Foundation Bulilit
Agency: Leo Burnett Manila Client: Vistaland & Lifescapes Inc. Magnifico
Agency: Publicis JimenezBasic Client: Monde Nissin Corporation Carmencita
Esteban Platinum Award Kainang Pamilya Mahalaga/Bisyo Agency: Publicis
JimenezBasic Advertiser: Monde Nissin Corporation Effectiveness Advertiser
of the Year Award Monde Nissin Corporation Effectiveness Agency of the Year
Award Publicis JimenezBasic