

COMPANY	CAMPAIGN TITLE	CATEGORY
Brand Bravery - 6		
1 IXM	TGPagpagaling ng Pilipinas - Brand Positioning	Brand Bravery
2 Keyframe	Project Moments	Brand Bravery
3 McDonald's Philippines	McDelivery Pin	Brand Bravery
4 McDonald's Philippines	Single Bells	Brand Bravery
5 McDonald's Philippines	LoveKitaMa	Brand Bravery
6 Mondelez International	Eden Drayber	Brand Bravery
Excellence in Brand CSR - 7		
1 Convergys Philippines	Convergys Give a Bag of Hope 3	Excellence in Brand CSR
2 IXM	BioFresh War Socks	Excellence in Brand CSR
3 IXM	Together We Thrive	Excellence in Brand CSR
4 IXM	CDY Siglambassador	Excellence in Brand CSR
5 McDonald's Philippines	Good Morning Teacher	Excellence in Brand CSR
6 Procter & Gamble Philippines	Safeguard Linis Lusog Program	Excellence in Brand CSR
7 TELUS International Philippines, Inc.	TELUS Days of Giving 2017	Excellence in Brand CSR
Excellence in Internal Communications - 2		
1 DMCI Homes	This is DMCI Homes	Excellence in Internal Communications
2 Pioneer Insurance and Surety Corporation and Pioneer Life Inc.	Heart to Serve	Excellence in Internal Communications
Excellence in Brand Positioning - 27		
1 Coca Cola Far East Ltd.	Coke Studio Season 1	Excellence in Brand Positioning
2 DDB Philippines	Oks na Oks Chicken Inasal Campaign	Excellence in Brand Positioning
3 DDB Philippines	Pork Sisig Campaign	Excellence in Brand Positioning
4 Fresh N' Famous Foods, Inc. - Greenwich	Greenwich Barkadable	Excellence in Brand Positioning
5 IXM	TGPagpagaling ng Pilipinas - Brand Positioning	Excellence in Brand Positioning
6 IXM	From Zero to Hero	Excellence in Brand Positioning
7 J. Walter Thompson	Kain Tayo, Cleanse Tayo	Excellence in Brand Positioning
8 Keyframe	Project Moments	Excellence in Brand Positioning
9 McDonald's Philippines	Single Bells	Excellence in Brand Positioning
10 McDonald's Philippines	Tuloy Tuloy Pa Rin	Excellence in Brand Positioning
11 McDonald's Philippines	LoveKitaPa	Excellence in Brand Positioning
12 McDonald's Philippines	LoveKitaMa	Excellence in Brand Positioning
13 McDonald's Philippines	McDelivery Pin	Excellence in Brand Positioning
14 McDonald's Philippines	Don't Take Your Family for Granted	Excellence in Brand Positioning
15 McDonald's Philippines	McCafe Flagship Store	Excellence in Brand Positioning
16 McDonald's Philippines	Share the Love	Excellence in Brand Positioning
17 Mondelez International	Tang Drinks Campaign	Excellence in Brand Positioning
18 MullenLowe Philippines	Red Kitchen	Excellence in Brand Positioning
19 Nestle Philippines	When I See Your Smile	Excellence in Brand Positioning
20 P&G Philippines Inc	Project Sunshine: Pampers Turnaround Story	Excellence in Brand Positioning

21 Philippine Savings Bank	PSBank Techie Campaign	Excellence in Brand Positioning
22 RCBC	Believe	Excellence in Brand Positioning
23 San Miguel Foods, Inc.	Pambansang Manok/Project Queen	Excellence in Brand Positioning
24 TBWA\Santiago Mangada Puno	Mega Sariwa Mega Sarap	Excellence in Brand Positioning
25 TBWA\Santiago Mangada Puno	Project Una	Excellence in Brand Positioning
26 TBWA\Santiago Mangada Puno	Otso-Otso	Excellence in Brand Positioning
27 Unilab, Inc.	2017 Bioflu Memorable Integrated Campaign	Excellence in Brand Positioning

Excellence in Customer Empowerment - 11

1 IXM	Alaskapreneur: Digital Campaign	Excellence in Customer Empowerment
2 IXM	Together We Thrive	Excellence in Customer Empowerment
3 IXM	Alaska Pray Muna Bago Insta	Excellence in Customer Empowerment
4 IXM	BioFresh War Socks	Excellence in Customer Empowerment
5 IXM	Loans na Aprub Sa'yo	Excellence in Customer Empowerment
6 IXM	CDY Siglambassador	Excellence in Customer Empowerment
7 McDonald's Philippines	Single Bells	Excellence in Customer Empowerment
8 Pag-ibig Fund	Relaunching of Pag-ibig Fund's Loyalty Card	Excellence in Customer Empowerment
9 San Miguel Foods, Inc.	Pambansang Manok/Project Queen	Excellence in Customer Empowerment
10 TBWA\Santiago Mangada Puno	Confidence Makeover	Excellence in Customer Empowerment
11 The Manufacturers Life Insurance Company	What If	Excellence in Customer Empowerment

Excellence in Marketing Innovation - 21

1 Coca Cola Far East Ltd.	Coke Studio Season 1	Excellence in Marketing Innovation
2 DDB Philippines	National Halo Halo Sarap Day	Excellence in Marketing Innovation
3 Del Monte Philippines Inc.	Hidden Sugar	Excellence in Marketing Innovation
4 IXM	Alaska Pray Muna Bago Insta	Excellence in Marketing Innovation
5 Keyframe	Alaga	Excellence in Marketing Innovation
6 Keyframe	Project Moments	Excellence in Marketing Innovation
7 McDonald's Philippines	LoveKitaMa	Excellence in Marketing Innovation
8 McDonald's Philippines	McDelivery Pin	Excellence in Marketing Innovation
9 NUWORKS INTERACTIVE LABS, INC.	Cheerkada	Excellence in Marketing Innovation
10 Ortigas & Company	The Estancia Vast Imaginarium: A magical journey for the imagination	Excellence in Marketing Innovation
11 Ortigas & Company	The First Christmas Street Light Musical Tunnel in the Philippines	Excellence in Marketing Innovation
12 P&G	#JuanWash Campaign	Excellence in Marketing Innovation
13 Philusa Corporation	Partnership (Iba ang RHEA Generics!)	Excellence in Marketing Innovation
14 PNB Savings Bank	Power Saver Account	Excellence in Marketing Innovation
15 Procter Gamble DOWNY PH	Downy Premium Launch	Excellence in Marketing Innovation
16 San Miguel Foods, Inc.	Pambansang Manok/Project Queen	Excellence in Marketing Innovation
17 SKY Cable Corporation	#GOTonSKY	Excellence in Marketing Innovation
18 TBWA\Santiago Mangada Puno	Bagong Timpla	Excellence in Marketing Innovation
19 The Philippine STAR	Just This Christmas	Excellence in Marketing Innovation
20 The Philippine STAR	#Inspire31	Excellence in Marketing Innovation
21 The Philippine STAR	#ChooseToMove	Excellence in Marketing Innovation