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The UA&P Tambuli Awards 2010: Effectivity is key

The Tambuli Awards gives equal measure to profitable integrated marketing communications campaigns and the promotion of societal values. The event is organized by the University of Asia and the Pacific, a corporate undertaking of members of Opus Dei.

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Heavy rains and power failures didn't dampen the high spirits at the Tambuli Awards 2010 held last July 14 at the University of Asia and the Pacific (UA&P) ground in Ortigas.

Honoring advertising campaigns that give value to both business results and socially relevant marketing communications, the Awards has become an annual event after having garnered positive response from the industry after it was launched in 2005. This year proved to be no different for the yearly accolade, which received over a hundred entries, each vying for a chance to prove that their campaigns have contributed to their profitability and the betterment of society.

The big winners

The night's top prizes went to Monde Nissin Corporation whose "*Kainang Pamilya Mahalaga*" campaign earned them the Carmencita Esteban

Platinum Award and the Effectiveness Advertiser of the Year Award. "The family is the core unit of our society," says Ringo Ferrer, brand manager of Lucky Me! Instant Noodles. "Messages about familial love and nurturance of family ties are hot buttons for the Filipinos".

The company's agency, Publicis JimenezBasic, was likewise named Effectiveness Agency of the Year for the same campaign. Other big winners were Tribal DDB's "*Ako Mismo*" for PLDT-SMART Foundation, McCann Worldgroup's "Open Happiness Multi-Serve Campaign" for Coca-Cola Export, and Leo Burnett Manila's "Earth Hour 2009" for WWF Philippines.

Three new categories were added to the lineup this year: "Best Fashion Brand Campaign," which recognizes integrated drives that promote clothing and accessories including

shoes and perfumes; “Best Media-Initiated Campaign” for those formulated by media entities; and “Best in Creative Idea and Execution,” which gives a nod to those that succeed in endorsing societal values in imaginative ways.

The big names

Complementing this year's awards ceremony was a conference entitled "Social Media: Marketing to Teens and Tweens." To reach out to this young demographic, Mr. Ferrer remarks, "It is important to always make the message concise, simple and attuned to their lifestyles." Multiple media vehicles are often utilized to graph their attention, particularly connectivity-driven channels like social media.

The conference was attended by a number of names in the advertising sector. Sharing their insights were Yahoo! Philippines country sales

director Arlene Amarante, Leo Burnett Manila managing director Raymond Arrastia, Coca-Cola Export Corp. marketing director for Asia-Pacific Shakir Moin, McDonald's marketing senior director for Greater Asia Lisa Ransom, and Kraft Foods vice-president for marketing in Asia-Pacific Shawn Warren. The talks were concluded with in an open panel discussion moderated by Golden Arches Development Corp. vice-president for marketing Margot Torres.

Messrs. Arrastia, Moin, and Warren and Ms. Torres were also part of this year's Tambuli Awards board of judges. Joining them were O&M Country Head Randy Aquino, TV5 EVP and COO Bobby Barreiro, Full Circle Communications chairman and Tambuli Awards chairman Javier Calero, IDS Philippines, Inc. relationship partner Vicente Dinglasan, Ideasxmachina managing

partner Third Domingo, Alaska Milk Corporation vice-president for marketing Blen Fernando, Adobo Magazine editor-in-chief Angel Guerrero, Lowe, Inc. president Mariles Gustilo, ABS-CBN Broadcasting Corporation creative communication management head Robert Labayen, Southeast Asia Food, Inc. president and COO Noel Lorenzana, Unilever Regional Category vice-president Gina Lorenzana, ESM Training Consultancy owner Eleanor Modest and Bates 141 executive director Joey Ong.

The Tambuli Awards' benefactor, the UA&P School of Communication, instigated the awards five years ago as the Integrated Marketing Communications Effectiveness Awards, initially as a biennial event.

The big idea

Following a case study entry approach, the Tambuli Awards aims to be a benchmark and resource for effective integrated marketing communications programs. The only award-giving body of its kind in Asia gives equal measure to profitable integrated marketing communications campaigns and the simultaneous promotion of societal values. These include family values, respect for human dignity, environmentalism, respect for privacy, virtues like hard work, punctuality, sincerity, humility, charity, modesty, respect and love for elders, optimism, perseverance, orderliness, responsibility, moderation, and concern for other especially the needy and the sick.

Now on its fourth year, the event is looking to expand abroad, with its organizers setting their sights on the Asia-Pacific region. The Tambuli Awards 2010 was organized by UA&P

School of Communication in partnership with Marketing and Opinion Research Society of the Philippines (MORES), supported by InterMedia Consulting, Inc. and was sponsored by Philippine Survey and Research Center, Globe Telecom, Radio Mindanao Network, Kraft Foods, Leo Burnett, McDonald's, Coca-Cola, and Lowe, Inc., Philippine Star, ABS-CBN, Business World, and Adobo Magazine.

For more information, visit
www.tambuliawards.com.

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