

BOOMERANG INTO THE FUTURE 2025

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INTRODUCTION

Now in its third year, Boomerang Into the Future (BitF) has become a prime platform for thought leaders, marketers, and industry influencers to share insights on the rapidly evolving digital landscape. As the Philippines continues to navigate shifting consumer behaviors, technological advancements, and the increasing demand for purpose-driven marketing, BitF 2025 explored the critical themes shaping the future of the industry. This year's discussions focused on three pillars—**Creativity, Innovation,** and **Impact**—highlighting how brands can harness emerging trends, technology, and strategic storytelling to drive meaningful engagement and business growth.

We invited thought leaders to discuss the rise of gaming as a mainstream marketing channel, the transformation of social commerce into interactive experiences, and the need for AI-powered personalization that retains human authenticity, among a diverse array of topics. Our discussions also examined how purpose-driven marketing fosters long-term brand loyalty and why balancing creativity with data-driven decision-making is key to driving sustainable impact.

As the boundaries between content, commerce, and technology continue to merge, Boomerang Into the Future 2025 delivered actionable strategies to help brands stay ahead in an increasingly dynamic market. This white paper distills the most valuable insights, providing a strategic roadmap for navigating the evolving digital marketing landscape in the Philippines—both now and in the years to come.



JOSEPH SALES

Chair | Boomerang Into The Future 2025

KEY TOPICS

CREATIVITY
**THE FUTURE OF
CREATIVE MARKETING**

INNOVATION
**MARKETING INNOVATION
IN ACTION**

IMPACT
**UNLOCKING MARKETING
IMPACT**

THE FUTURE OF

CREATIVE MARKETING

In this dizzying Darwinian digital landscape, how can creativity not just survive but thrive? The answer lies in an evolution of how we employ creativity to capture the hearts and minds of our audiences. Where previously, creativity was primarily about eliciting wows or gasps, a new approach is taking shape - a search for meaningfulness.

Brands can harness creativity not just for attention, but for impact – driving meaningful change and staying authentically relevant.

Actionable Steps

1

Embrace Gaming with Purpose

Success in gaming marketing requires authentic engagement rather than superficial campaigns. Organizations should focus on developing genuine solutions for gamers' needs, building long-term relationships with gaming communities, and understanding gaming culture before activation.

3

Create Change, not just Campaigns

Purpose-driven campaigns must solve real problems while aligning with brand values and business objectives. Focus on engaging directly with communities to understand their challenges and commit to long-term social impact initiatives rather than one-off campaigns. Success comes from sustained commitment and authentic engagement.

2

Transform Social Commerce

Live shopping and e-commerce success depends on creating immersive, culturally relevant experiences that transcend simple transactions. Focus on developing interactive elements that enhance product understanding while infusing local cultural elements into the shopping experience.

4

Leverage Strategic Humor

Humor in marketing should be grounded in cultural insights and perfect timing. Focus on developing authentic, relatable content that resonates with local audiences, regardless of production budget. The strength of the insight matters more than the scale of execution.

Embrace Gaming with Purpose



**GAMING PRESENTS A
UNIQUE OPPORTUNITY
TO CONNECT WITH GEN Z
AND MILLENNIALS IN A
MEANINGFUL WAY.
HOWEVER, BRANDS NEED
TO BE AUTHENTIC AND NOT
JUST FORCE THEIR WAY
INTO THE SPACE.**

JC VALENZUELA
CEO | Propel Manila

Gaming has gone even more mainstream, with a staggering **95%** penetration in the Philippines. According to the Hakuhodo Institute of Life and Living (HILL) ASEAN 2022 Study: Into the Fandom, the gaming fandom ranks #1 among all fandoms in the Philippines and #2 in ASEAN. And the latest data backs it up - according to GWI's 2024 report, **47.9%** of their audience is interested in gaming, while **28.5%** are into e-sports, with more than half owning multiple gaming devices.

But here's a cheat code: success in this arena isn't about hopping on the bandwagon. FWD's gamer insurance campaign was highlighted as a boss move in doing it right. They didn't just create an ad campaign, they solved real gamer problems with a product addressing eyesight, hearing and joint pain issues. The key combo to boost experience points? Long-Term commitment and authentic engagement can beat short-term campaigns every time.



FWD Insurance addressed the gaming generation's unique health risks by creating The Gamer Insurance - a first-of-its-kind product targeting vision loss, hearing problems, and joint diseases common among gamers. The mobile-first insurance plan, priced lower than a typical game title, came with in-game perks and was launched through a partnership with the Mobile Legends Professional League Philippines.



SCAN TO WATCH

What does the long game look like?

1

Collaborate with a Purpose

Partner with gaming influencers not just for visibility, but to build credibility and authenticity. Collaborating with well-respected gamers helps brands create content that genuinely resonates with the community while addressing real gamer needs.

2

Align with Gamer Values in Meaningful Ways

Successful campaigns go beyond surface-level engagements. Brands should tailor their messaging to reflect gamer interests, experiences, and challenges for more authentic connections.

3

Invest in Understanding Before Activating

Putting in effort to take the time to learn about gaming culture ensures more effective and long-lasting engagement. It's better to come in prepared, than half-heartedly.

Gaming will continue to grow as a major entertainment and social platform. Brands that create products and campaigns with gamers' needs in mind will stand out by building long-term trust and engagement. In fact, according to HILL ASEAN's Into the Fandom study, Filipinos value brands that support their fandoms - with **88.2%** even willing to pay more for them! When you build authentic engagement, it won't just go appreciated, but also rewarded.



LIVE SHOPPING ISN'T JUST ABOUT SELLING; IT'S ABOUT CREATING AN EXPERIENCE THAT CONNECTS WITH THE AUDIENCE EMOTIONALLY.

LESLIE CUA
Creative Director | GIGIL

Live shopping and e-commerce are evolving, but success lies in creating immersive, culturally relevant experiences that go beyond transactions. Social commerce thrives on interactivity, whether through influencer-led demos, gamified purchases, or real-time engagement.

Research by Milieu Insight shows that **39%** of SEA consumers watch livestream sales videos to better understand a product in greater detail, proving that shoppers crave deeper engagement before making a purchase.

Take NutriAsia's Deliciously Poetic promo codes: by weaving familiar Filipino phrases into the shopping experience, they turned a simple discount mechanic into a moment of cultural connection. This campaign showed that creativity rooted in local insights can make e-commerce more memorable, engaging, and purpose-driven.



During Buwan ng Wika, Datu Puti transformed traditional Filipino proverbs into e-commerce promo codes, creating uniquely poetic vouchers that achieved a 99% redemption rate. Each code cleverly connected Filipino sayings with local dishes and Datu Puti products, proving that embracing cultural authenticity can drive commercial success even in digital platforms.



SCAN TO WATCH

1

Create with Cultural Meaning

Develop unique, culturally relevant experiences that go beyond simple product demonstrations. Infusing local cultures and traditions into shopping experiences not only engages consumers but adds a deeper value and authenticity in these experiences.

2

Innovate with Impact

Leverage interactive elements like augmented reality (AR) and real-time audience participation to transform shopping into an immersive experience. By using technology with purpose, brands can create more memorable shopping experiences.

Create Change, not just Campaigns



**THE SUCCESS OF
PURPOSE-DRIVEN
CAMPAIGNS LIES IN
LONG-TERM COMMITMENT
RATHER THAN ONE-OFF
INITIATIVES.**

ADRIAN DE GUZMAN
Deputy CD | MullenLowe TREYNA

Purpose-driven campaigns need to solve real problems, not just chase awards, all the while aligning with the brand's core values and business objectives. The Right to Care Card campaign for the Quezon City Gender and Development Council is a prime example. It didn't just spark conversations but led to actual usage and inspired policy changes.



The Right to Care Card is a program developed by the Quezon City government that provides LGBTQ+ partnerships with equal rights in medical decisions - a field where these partnerships have historically not been recognized. The program is considered a **low-tech but valuable solution that is very important for the LGBT community.**



SCAN TO WATCH

More than ever, consumers expect brands to take meaningful action. A 2024 survey from Agile Data Solutions found that **44%** of Filipino buyers are more likely to support brands advocating for social justice causes like women's empowerment and LGBTQIA+ rights, while **30%** actively avoid those "canceled" for offensive or harmful behavior.

Additionally, including diverse voices in creative teams isn't just about representation. It leads to better, more relevant work that resonates with today's socially conscious consumers.

Ensuring Authenticity in Purpose-Driven Initiatives

1

Engage with communities to understand their needs and challenges

Conduct research and direct consultations to craft initiatives that address real concerns.

2

Ensure leadership support to embed purpose into the brand's DNA and long-term strategy

Commitment from top management is crucial to sustaining social responsibility efforts.

Leverage Strategic Humor

Humor remains a powerful tool for connection. According to Marketing Interactive, **82%** of people in APAC are more likely to buy from a brand again if they use humor. While **81%** would recommend it to their family and friends. That says a lot if 95% of Gen Zs and Millennials prefer their brands to be funny says the Marketing Interactive.

Successful campaigns like Grab's summer campaign and KitKat's KathNiel breakup post emphasized that timing and cultural understanding are crucial. They noted that good humor can work with both high and low budgets – it's the insight that matters, not just the production value.



Grab Philippines tackled the country's intense summer heat through a humorous film featuring a character perpetually drenched in sweat - until he uses Grab's services. The campaign connected with Filipinos' shared experience of summer discomfort, leading to record-breaking numbers in both ride-hailing and food delivery services, with food orders nearly tripling compared to previous campaigns.



SCAN TO WATCH

In Summary

Find Your Digital Sweet Spot

The message is clear:

Thriving in digital creativity isn't just about following trends or best practices, it's also finding your North Star and integrating it into your campaign.

Success comes from striking the right balance between innovation and authenticity, leveraging technology and maintaining human connection, and achieving business goals while driving meaningful impact on ever-changing people.

As the digital landscape continues to evolve, brands that take bold creative risks, invest in innovation, and create with intentionality will be the ones to lead the future. The key isn't to do everything but to do the right things well, with purpose and authenticity.

MARKETING **INNOVATION**

IN ACTION

“

**IT'S NOT INNOVATION FOR INNOVATION'S SAKE,
IT'S NOT INNOVATION FOR TECHNOLOGY'S SAKE.
IT'S REALLY ABOUT, HOW DO WE CHANGE THE
GAME SO THAT WE CAN SEE POSITIVE CHANGE IN
WHERE WE ARE?**

SONIA PASCUAL

Head of Communications & Senior Director, Product Marketing | FWD Life Insurance



When you consider the word “innovation,” what comes to mind? For many, the answer is new technologies - and in a marketing landscape that’s evolving at breakneck pace, it can be tempting to distill innovation into simply adopting them.

However, Filipino organizations are proving that meaningful innovation transcends technological adoption, that it’s about creating a tangible impact on people's lives. This emerging philosophy is more important than ever in an industry in which innovation is reshaping both private and public sectors.

From cross-functional collaboration to experimentation with emerging tools, we examine how businesses can ensure that innovation initiatives align with both business objectives and social impact.

Actionable Steps

1

Redefine Innovation Through Human Impact

Innovation stems from addressing real human needs rather than merely adopting new technologies. The primary drivers of innovation should be customer pain points and problem in society.

2

Set Foundation of Cultural Transformation

Organizations must foster a culture that embraces innovation while maintaining focus on end-users. Such a culture must be founded on experimentation, learning from failures, and open communication, as well as a diverse workforce that brings varied perspectives to the table.

3

Maintain Technology as an Enabler, Not the Solution

Technology is certainly important to innovation. However, it should be a tool to enhance creativity and problem-solving, not the be-all and end-all of innovation. It's essential to identify a problem or issue first, before exploring how technology can help address it.

4

Innovate Through Accessibility and Adaptability

Part of the innovation process is creating solutions that are accessible and relevant to your target audience. Adaptability and resourcefulness in approaches are key to this, especially in markets with limited resources.

5

Employ Cross-Sector Collaboration

Breaking down the siloes of perspectives and expertise, especially across different sectors, is key to developing creative and impactful solutions.

Redefine Innovation Through Human Impact



**TRULY IMPORTANT WORK
SHOULD BE DONE IN THE
SERVICE OF PEOPLE...WHY
DID WE BECOME CREATIVE,
INNOVATIVE IF IT DOESN'T
HAVE AN IMPACT?**

LEXIE DY

Creative Director | Dentsu Creative Philippines

The traditional view of innovation often centers around new technologies. However, Sonia Pascual, FWD Life Insurance's Head of Communications and Product Marketing, emphasizes that true innovation starts with understanding and addressing human needs. This people-first approach has led to groundbreaking initiatives like FWD's insurance products for gamers - a demographic traditionally overlooked by the insurance industry.

"When we know that the customer is at the center of everything that we do, our purpose is clear," explains Sonia, pointing to the stark reality that insurance penetration in the Philippines remains below 2%.

In essence, the first step is to stop thinking about innovation as a drive towards technological advancement, and more about the advancement of human interests. Meaningful innovation, then, isn't centered on "new technologies," but new ways of thinking, especially when it comes to societal challenges.

Set Foundation of Cultural Transformation



[IT'S A] VERY IMPORTANT COMPONENT WHEN A LEADER BELIEVES IN A CERTAIN PROJECT...THAT YOU HAVE REALLY BIG SUPPORT FROM YOUR LEADER.

JANETE OVIEDO

Quezon City Gender & Development Council | Head

At the heart of organizational innovation lies a crucial element: culture. Traditional institutions, particularly government agencies, often struggle with the necessary transformation of culture into one that cultivates innovation. "We have to think about bureaucracy, we have to think about [the] religious sector... it's really very quite challenging," shares Janete Oviedo, head of the Gender and Development Council Office of the Quezon City Government.

However, she emphasizes that having progressive leadership and a diverse team can drive meaningful change, as evidenced by their groundbreaking Right to Care Card Program for the LGBTQ+ community. "[It's a] very important component when a leader believes in a certain project...that you have really big support from your leader."

In the private sector, companies like Elesi Studios are embracing a culture of experimentation. "There needs to be some room for experimentation... Sometimes there will be failures, but it's really [about] failing forward and learning from it," explains Earl Guico, President and Managing Partner of production house Elesi Studios. This approach has enabled them to effectively integrate AI and emerging technologies into their production processes while maintaining focus on creative output.



Caylene Paras, Creative Director at Ace Saatchi & Saatchi notes how their team's diversity, particularly being women-led, contributes to fresh perspectives in creative problem-solving. "Our team is composed of diverse individuals, mostly women," she explains, highlighting a deficiency in the weight afforded to certain demographics in the conversation.

Successful innovation culture shares several key characteristics:

1 Leadership that champions new ideas

2 Room for experimentation and learning from failure

3 Open communication across all levels

4 Diversity in thinking and approaches

These traits, working in concert, make it possible for innovation to thrive in your organization, and allow innovation-centric projects the best possible chance to succeed.

Maintain Technology as an Enabler, Not the Solution



IT'S NOT ABOUT THINKING LIKE, OH, LET'S USE THIS WEBSITE AND CREATE A COOL CAMPAIGN. IT DOESN'T START WITH THAT. ACTUALLY, IT STILL STARTS WITH AN ISSUE.

CAYLENE PARAS
Creative Director | Ace Saatchi & Saatchi

By now it should be fairly clear that technology can't be the absolute driver of innovation. So what role should it play?

Earl Guico elaborates on the approach that Elesi Studios takes: "We invest in AI and other tools if it makes our people's work easier, better, saves more time." He emphasizes that it's still important to be aware of new technologies that you can integrate into your ideas, but the focus is on concrete benefits to the work rather than merely following trends in a way that could feel forced.

Caylene Paras's work with the National Union of Journalists of the Philippines demonstrates this principle perfectly - AI voice recreation technology was employed not for its novelty, but as a powerful tool to address serious issues. "I think creativity should still be prompted and come from humans like us because we know our consumers, we know our people, we understand our market, and we can use AI and all those tech to really reach out to the people. make our brands relevant and reach out and create a lasting impression to people."



Ace Saatchi & Saatchi partnered with Wonder Collab and the NUJP to create a radio commercial that tackled the issues of press freedom and justice, through the use of an AI reproduction of slain journalist Percy Lapid's voice. But technology was only one part of the equation - they also studied how the late journalist spoke, and secured his family's approval for the script.



SCAN TO WATCH

While technology plays a vital role in innovation, it should serve as an enabler of new creative approaches. Success comes from first identifying core problems or challenges, then exploring how technology can help address these issues effectively.

“IT'S NOT ABOUT THINKING LIKE, ‘OH, LET'S USE THIS WEBSITE AND CREATE A COOL CAMPAIGN.’ IT DOESN'T START WITH THAT. ACTUALLY, IT STILL STARTS WITH AN ISSUE.”

CAYLENE PARAS

Creative Director | Ace Saatchi & Saatchi

“IT WAS REALLY IMPORTANT TO US TO KIND OF BRING IT TO A PLACE WHERE PEOPLE COULD HAVE ACCESS TO THIS AND HAVE IT BE THE SIMPLEST WAY THAT THEY COULD DO IT.”

LEXIE DY

Creative Director | Dentsu Creative Philippines

Even with a human-centric approach rather than a technology-centric approach, an innovation mindset still does risk going out of control when it comes to trying new things. It's more important than ever to have accessibility as a guiding principle when creating innovative solutions, particularly in markets with varying levels of technological adoption.

This often means avoiding over-complicated technical showcases in favor of simpler, more effective approaches that can reach a broader audience. The emphasis should be on understanding user needs and limitations, then designing solutions that work within these parameters. After all, what good is your shiny virtual-reality ad in if practically no one in your target market owns a VR headset?



Lexie Dy, Creative Director at Dentsu Creative Philippines, discussed how her team's "Pix for Pricks" campaign exemplifies how innovation doesn't always require complex technology. By using simple QR codes to distribute HIV test kits, the campaign achieved its goal of making testing more accessible to those who need it most. "You think about the objective of getting these tests to as many different people as possible. It was really important to us to kind of bring it to a place where people could have access to this and have it be the simplest way that they could do it," she says.



Pix for Pricks is a campaign by HIV advocacy NGO LoveYourself in partnership with Dentsu Creative Philippines. It consists of a series of posters of nude men with art and copy that evoke invitations to hook up. Covering up the private regions of the men in these posters are QR codes that lead to a chatbot that allows one to discreetly order HIV testing kits. These posters were put up in LGBTQ-friendly establishments with the goal of promoting the tests, which are otherwise unavailable at many local pharmacies.



SCAN TO WATCH

This focus on accessibility and adaptability presents unique challenges in markets like the Philippines. As Sonia Pascual points out, "Studies show Filipinos own more SIM cards than functioning toilets and access to clean potable water." This reality requires innovators to consider carefully how their solutions will work within existing infrastructure and social contexts - and whether their solutions are actually addressing these inequalities.

Accessible innovation involves these key principles:

- 1 Focus on simplicity and ease of use**
- 2 Leverage existing technology and infrastructure**
- 3 Consider local context and constraints**
- 4 Ensure solutions are scalable and sustainable**

Employ Cross-Sector Collaboration

I SEE ALL OF US ARE ADVOCATES. SO, ALL OF OUR WORK IS FOR THE PEOPLE. AND THAT IN ITSELF IS A PUBLIC SERVICE. SO, I GUESS IT'S ABOUT TIME THAT...ADVERTISING AGENTS AND MARKETING AND CREATIVE TEAMS SHOULD JOIN US...TO HELP US IMPROVE OUR SERVICES.

JANETE OVIEDO

Quezon City Gender & Development Council | Head

Janete's call for collaboration between government and creative agencies highlights a crucial aspect of modern innovation: the need to break down traditional silos between sectors. The success of Quezon City's Right to Care Card program, developed in partnership with creative agencies, demonstrates the power of such collaborations.

These siloes don't merely exist when you zoom out to the scale of private vs public sector. You'll even see it within our own industry. Earl Guico describes the traditional approach "where the brand briefs the agency, the agency comes up with really brilliant creative ideas and then the production just executes it."

Earl believes that de-siloing the talent and opening up opportunities for collaboration between previously disparate entities can lead to a faster and more responsive workflow. "It's not any more about the production or director or anyone from production just executing the work, but it's more of collaborating and co-creating the content or campaign with brands and agencies," he says. "I think given the pace of modern media, which is very fast, we can't afford any more to have all those layers when you can actually collaborate together in working...at the speed of culture."

Cross-Sector partnerships can:

- | | |
|---|---|
| 1 Bring fresh perspectives to traditional problems | 2 Combine different types of expertise |
| 3 Create more comprehensive solutions | 4 Accelerate innovation adoption |

In Summary Creativity in the Modern Era

As organizations navigate an increasingly complex world, success will depend on their ability to create solutions that are not just innovative, but also accessible, adaptable, and meaningful to their intended audiences.

The key question isn't "How can we be more innovative?" but rather

“WHY ARE WE INNOVATING,
AND WHAT **IMPACT**
DO WE WANT TO CREATE?”

By keeping these questions at the forefront, organizations can ensure their innovation efforts truly serve their intended purpose: **improving people's lives.**

UNLOCKING MARKETING IMPACT

The modern business faces the challenge of balancing creativity with measurable impact, while simultaneously striving to meet evolving consumer expectations and meeting their specific needs.

So what's the ticket to success?

The answer requires more than just innovative ideas — it demands a strategic approach that aligns marketing efforts with business objectives, optimizes storytelling, and embraces data-driven decision-making.

Actionable Steps

1

Build the Business Case

Marketing investment requires clear alignment with business objectives and demonstration of tangible value. Focus on communicating marketing's impact in financial terms that resonate with decision-makers, and start with small-scale pilot campaigns to prove effectiveness before seeking larger investments.

2

Balance Short and Long-Term

Implement a three-tiered approach combining core brand campaigns, pulse campaigns, and tactical promotions. Use storytelling to create emotional resonance even in tactical efforts, and leverage data analytics to continuously refine the balance between immediate results and long-term brand building.

3

Harness Creative Impact

Use creativity as a strategic tool to solve business problems and deliver measurable results. Focus on creating emotional connections with audiences while ensuring all creative efforts align with clear business objectives. Track and analyze performance metrics to optimize creative strategies and demonstrate their impact on business goals.

Build the Business Case



**MARKETING STRATEGIES
SHOULD INTEGRATE
SEAMLESSLY WITH
BOTH SHORT-TERM
AND LONG-TERM
BUSINESS PLANS.**

ROCHE VANDENBERGHE

Chief Marketing and Digital Business Officer | FWD Life Insurance

Marketing is often dismissed as "just air," but "You can't survive without air," as Pepe Torres, Chief Marketing Officer of Maya, aptly puts it. This perspective underscores a fundamental truth: Marketing is not merely an expense but an essential investment for any business aiming to thrive in the digital age.

The key lies in demonstrating marketing's tangible value to stakeholders. "Marketing strategies should integrate seamlessly with both short-term and long-term business plans," emphasizes Roche. This integration ensures that marketing efforts directly contribute to organizational success rather than existing in isolation.

Manny Gonzalez, Head of Ogilvy Consulting Philippines, highlights the importance of speaking the language of business leaders: "Use terms like ROI, incremental revenue, and cost efficiency to connect with the C-suite." This approach bridges the gap between creative initiatives and financial outcomes, making it easier to secure support for marketing investments.

Success in securing marketing investment often starts small. Pilot campaigns serve as proof points, demonstrating potential impact before scaling up. This measured approach allows marketers to optimize strategies and build credibility with decision-makers through concrete results.



YOU CAN'T CHOOSE BETWEEN BRAND AND TACTICAL MARKETING; THEY'RE BOTH ESSENTIAL.

MANNY GONZALEZ
Head of Consulting | Ogilvy Philippines

Sustainable growth requires a delicate balance between long-term brand building and short-term tactical efforts. As Manny notes, "You can't choose between brand and tactical marketing; they're both essential." This balance ensures immediate results while building lasting brand equity.

Meryl emphasizes that "storytelling adds depth even to tactical campaigns," highlighting how emotional connection can enhance performance-driven initiatives. This approach was exemplified by Datu Puti's holiday campaign, which transformed familiar Filipino proverbs into unique promo codes—blending cultural resonance with commercial objectives to drive e-commerce sales.



During Buwan ng Wika, Datu Puti transformed traditional Filipino proverbs into e-commerce promo codes, creating uniquely poetic vouchers that achieved a 99% redemption rate. Each code cleverly connected Filipino sayings with local dishes and Datu Puti products, proving that embracing cultural authenticity can drive commercial success even in digital platforms.



SCAN TO WATCH

The most effective approach combines three distinct yet complementary campaign types:

- **Core campaigns that build long-term brand positioning**
- **Pulse campaigns that leverage timely trends**
- **Tactical campaigns driving immediate sales and engagement**

This layered strategy ensures consistent brand building while maintaining the agility to capture short-term opportunities.

However, finding the right balance between these elements requires more than intuition. Data-driven decision-making plays a crucial role in optimizing this mix. Getting working insights from performance metrics and consumer behavior patterns allows brands to fine-tune their approach and allocate resources more effectively between brand-building and tactical initiatives.

This data-centric approach allows organizations to:

- 1 Track the impact of both immediate tactical efforts and long-term brand building**
- 2 Identify which channels and content types resonate most with different audience segments**
- 3 Adjust campaign timing and messaging based on real-time performance**
- 4 Make informed decisions about resource allocation between short and long-term initiatives**

The key is to establish a feedback loop where campaign performance data informs future strategy, ensuring that both brand love and tactical execution evolve with changing consumer preferences and market conditions. This adaptive approach helps organizations maintain effectiveness while staying true to their brand purpose.

Harness Creative Impact

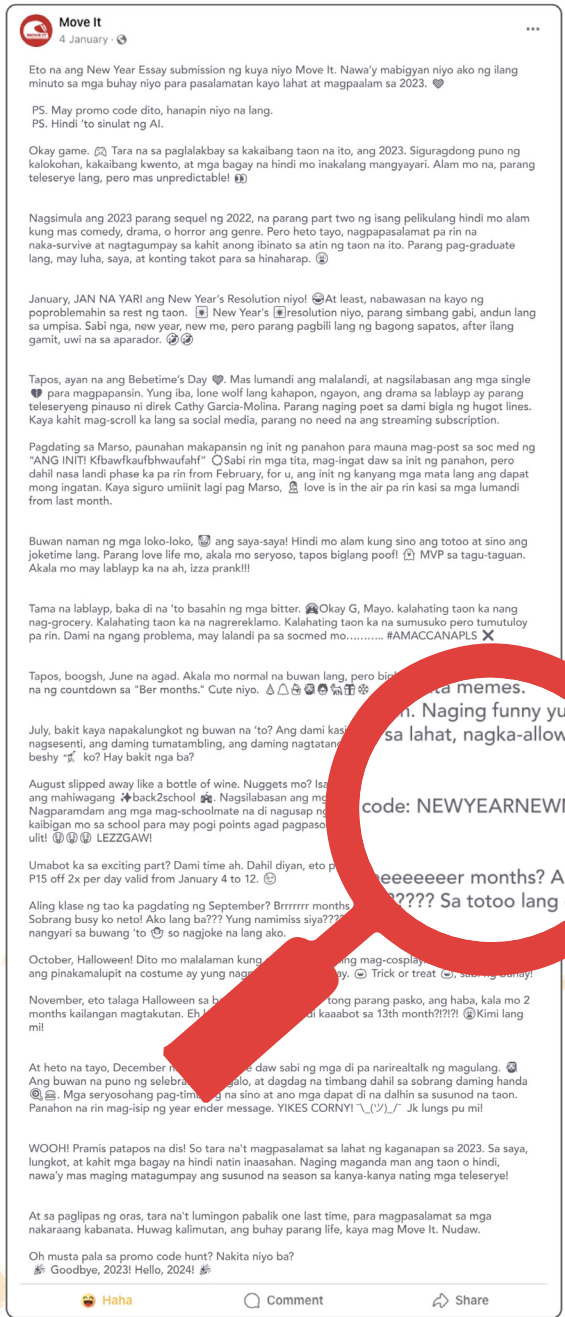


PEOPLE BUY INTO BRANDS THAT MAKE THEM FEEL UNDERSTOOD.

NONIE AZORES
Creative Director | Dentsu Creative Manila

Creativity transcends aesthetics—it's a powerful tool for solving business problems and delivering tangible results. "People buy into brands that make them feel understood," observes Nonie Azores, Creative Director at Dentsu Creative Manila, highlighting how creative approaches can forge deeper connections with audiences.

Move It's holiday campaign demonstrates this principle in action. Facing decreased bookings during the holiday season, they created a humorous 4,827-character social media post with embedded promo codes. This creative approach not only captured attention in a crowded market but drove significant redemptions, proving that innovative thinking can solve concrete business challenges.



Move It turned a Filipino social media tradition - the New Year's gratitude essay - into an engaging promo hunt. The ride-hailing app buried a discount code within a 4,827-character Facebook post that chronicled the previous year month by month. The creative approach led to over 300,000 redemptions and significantly boosted booking rates during typically slow holiday periods.

In Summary An Impactful Future

Successful marketing requires a sophisticated blend of art and science, creativity and metrics, immediate results and long-term vision.

The evidence presented throughout this paper demonstrates that organizations achieving the greatest impact are those that effectively balance these seemingly opposing forces while maintaining unwavering alignment with core business objectives.

The path forward for marketing professionals is clear: embrace data-driven decision-making while preserving the creative spark that connects brands with audiences on an emotional level. This approach requires continuous adaptation and refinement, staying attuned to evolving consumer preferences while maintaining focus on the bottom line.

Marketing's role as a critical business driver is undeniable. The future belongs to those organizations that can effectively demonstrate marketing's value, balance short-term tactics with long-term brand building, and harness creativity in service of clear business objectives. In doing so, they will unlock marketing's full potential as a catalyst for sustainable business growth and success.

“THE FUTURE OF MARKETING LIES IN INTEGRATING CREATIVITY, INNOVATION, AND COLLABORATION WITH A CLEAR SENSE OF PURPOSE.”

By aligning efforts with business goals, blending short-term tactics with long-term strategies, and prioritizing consumer insights, brands and businesses can achieve meaningful impact and advance their purpose in the digital age.

The lessons from Boomerang Into the Future 2025 offer a roadmap for navigating complexity and seizing opportunities in today's environment.

SPECIAL THANKS TO THE THOUGHT LEADERS WHO SHARED THEIR VALUABLE INSIGHTS
FOR THIS YEAR'S BOOMERANG INTO THE FUTURE

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HAVE BEEN POSSIBLE
WITHOUT THE EFFORTS
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WEBSITE DEVELOPMENT

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