



**boomerang
into the
future**

**From Insights to Impact:
Trends in Philippine Digital Marketing**

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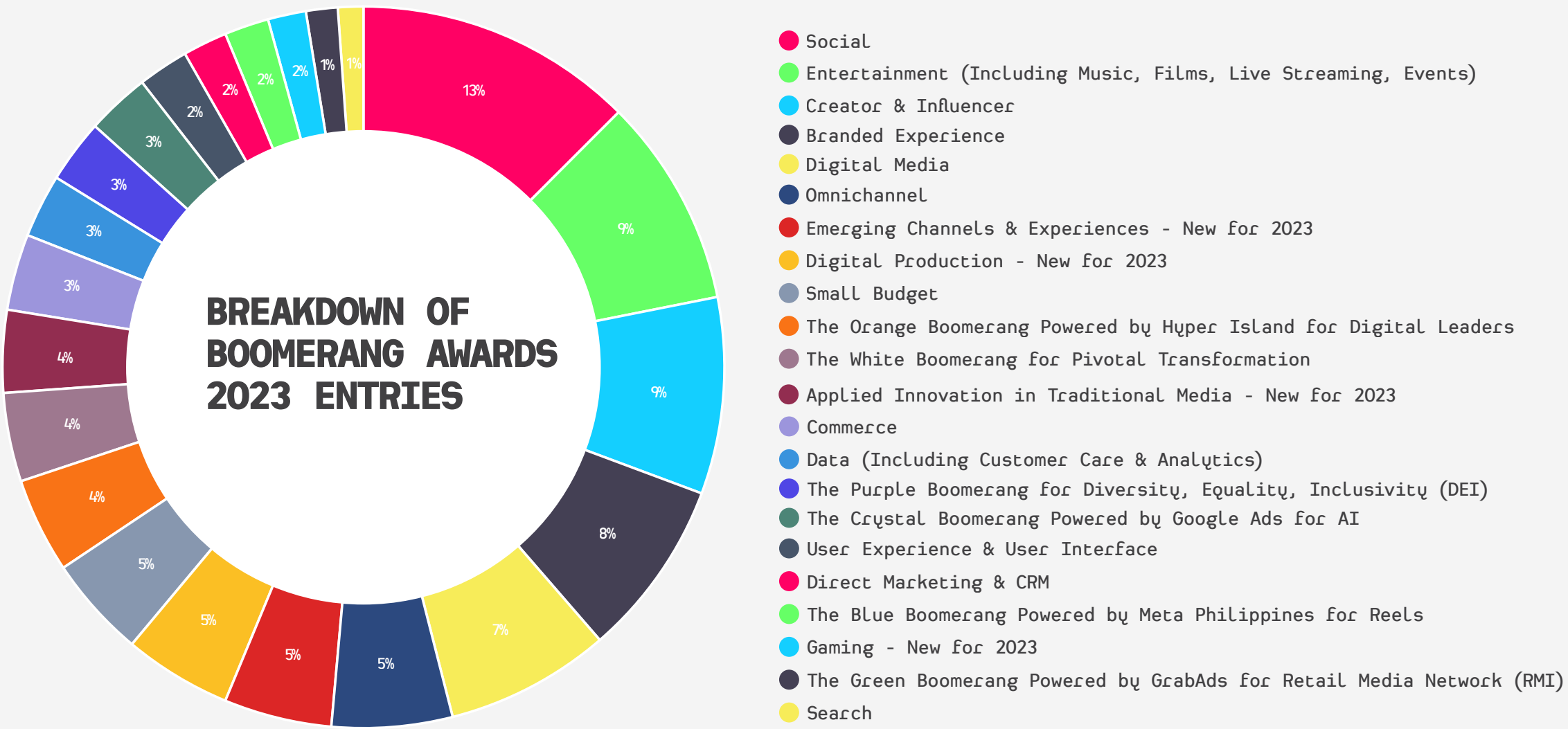
what we can learn from this report

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INTRODUCTION

Boomerang Awards 2023: Key Trends Shaping Marketing

Since its first show in 2007, Boomerang Awards has emerged as a barometer of industry trends, showcasing the innovative strategies that captivate audiences. This year, three dominant trends have come out, offering a glimpse into the future of digital marketing.



First, **MASTERY IN STORYTELLING & SOCIAL MEDIA** has become the cornerstone of successful campaigns. Not surprisingly, over a quarter of all Boomerang Awards entries were in the Entertainment, Creator & Influencer, and Social categories. Not only did they dominate the submissions; they also secured numerous awards, highlighting the power of compelling narratives in effective social media engagement.

PERFECTING THE PHYGITAL EXPERIENCE has also taken center stage, with campaigns that seamlessly blend the physical and digital realms. Utilizing mobile technology, augmented reality (AR), and QR codes in physical spaces, these campaigns delivered immersive experiences and drove user interaction with impressive effectiveness. The creation of entirely new award categories for campaigns that drive these kind of innovations further underscores the significance of this emerging trend.

Last, **ELEVATING THE USE OF DATA, COMMERCE, DM & CRM** has emerged as an area of focus. While there were numerous entries in these categories, only one campaign emerged the winner. Clearly, there is a growing effort to harness the power of data and commerce effectively, but it should be a wake-up call for marketers to refine their strategies and deepen their understanding of true data-driven marketing, direct messaging (DM), and customer relationship management (CRM).

The Boomerang Awards is the compass for digital marketers. As the industry navigates the dynamic landscape, these three directions—mastering storytelling, perfecting the phygital experience, and elevating data usage—are undoubtedly the pillars upon which successful campaigns are built.

KEY TRENDS

TREND 1

MASTERY IN STORYTELLING & SOCIAL MEDIA

Filipino digital marketers have demonstrated an exceptional command of storytelling and social media in the ever-changing realm of digital marketing.

TREND 2

PERFECTING THE PHYGITAL EXPERIENCE

A revolution is underway as innovators strive to seamlessly incorporate technology into real-world experiences.


TREND 3

ELEVATING THE USE OF DATA, COMMERCE, DM & CRM

Digital marketers are making significant progress in utilizing data, commerce, direct marketing (DM), and customer relationship management (CRM).

TREND 1

storytelling and social media

A hand holding a pen, with the word 'transform' repeated in a circular pattern around it. The text 'storytelling and social media' is written in a bold, orange font across the center of the image.

TREND 1

mastercy in storytelling and social media

In 2023, many brands served timeless narratives, but using the latest technological advancements. Filipinos, in particular, proved more than adept at navigating the evolving terrain of social media, entertaining audiences with stories in 6, 15, 30, or as many seconds as it takes to deliver the punchline. Despite the rapid pace of technological development, the core elements of storytelling—the plot, setting, conflict, resolution, and most of all, the Filipino character—remain paramount.

Moreover, today's extended marketing arena is the stage for brands adopting an activist stance, a trend amplified by democratization of opinions across global social media. However, this only accentuates the importance of long-term strategic storytelling, as the risk and scale of consumer backlash intensify in the interconnected digital world.

TREND 1: MASTERY IN STORYTELLING & SOCIAL MEDIA

Seamlessly blend traditional storytelling wisdom with Digital technology

The best of Filipino digital marketers are intuitive storytellers in the ever-changing realm of social media. Unfazed by technological advancements, they excel in blending urban pathos, irreverent humor, with a pinch of homespun Lola Basyang wisdom, for good measure. To convey and convert, marketers will do well to heed the advice of winning brands and agencies.

ADAPTING TO GENERATIONAL SHIFTS

Capitalize on the evolving behaviors of multiple audiences. Engaging Gen Z, Millennials, Xers, and Boomers online is a skill that the Boomerang winners clearly mastered. By recognizing that each generation interacts differently in each social platform, they created video campaigns that resonate among Filipinos and global juries.

EVOLUTION OF DIGITAL STORYTELLING

The convergence of creativity and audience engagement is crucial for marketing success. A brand must tell a story that captivates the audience from the first second. The collaboration between marketing and creative teams is indispensable so the campaigns can yield positive outcomes.

Instead of the “one sight, one sound” marketing of the previous millennia, delivered by one brand to many, marketers can curate permutations of the brand experience for each distinct audience. The trick is to respond with agility, so both brand and consumer can ride the wave to a satisfying conclusion.

ENTERTAINMENT AS A BUSINESS DRIVER

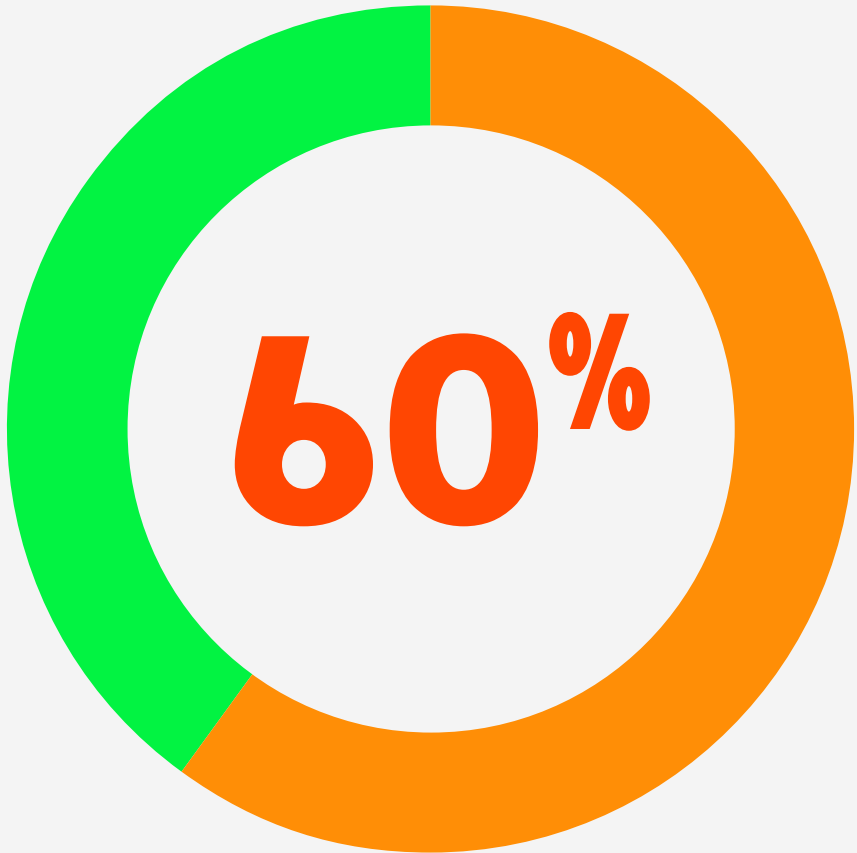
The shift towards ads that entertain is particularly evident on social media. Winning case studies prove that entertainment can drive business results. Brands with human-centered content are perceived as more relatable and trustworthy, highlighting the importance of trust between creative agencies, content creators, and platforms.

A unique and consistent voice travels well across social media. The influencer is evolving into a one-man show that weaves brand messages that teeter between the hard and soft sell. By promising his audience a great time, he coaxes them to suspend their disbelief until he tides them over to the punchline. Creators who practice radical candor—challenging Filipino attitudes while showing that they care personally at the same time—are the most skillful at integrating brands with entertainment. Brands will do well to trust the creator’s knowledge of his audience, because imposing strict guidelines may disrupt algorithms, even with his substantial following, sowing negative consequences for both the brand and his online community.

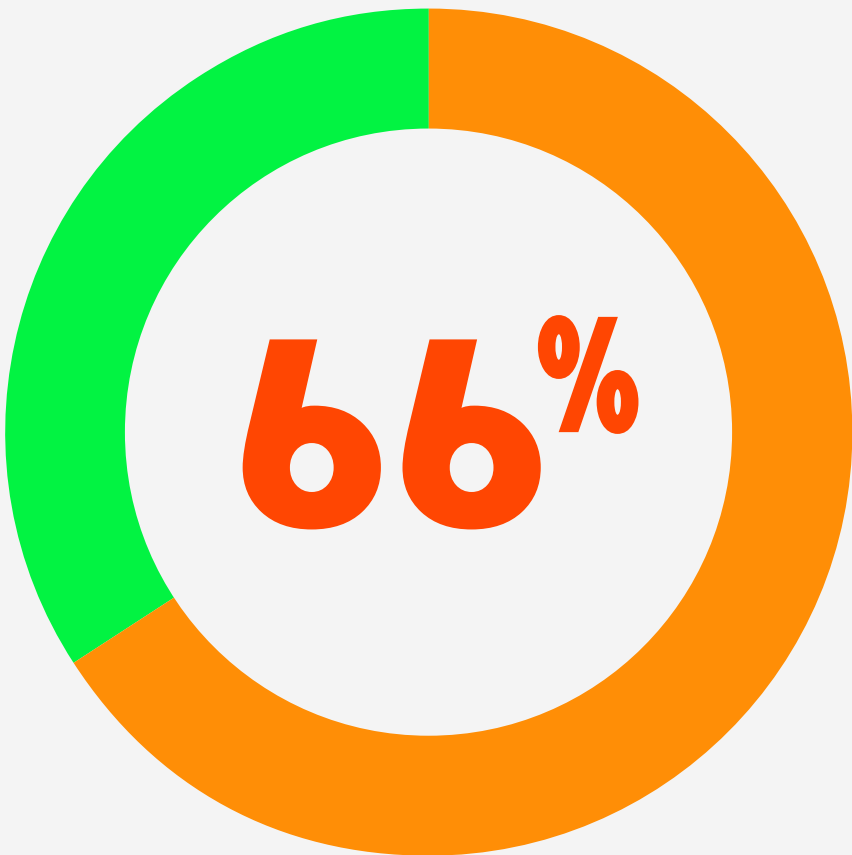
TREND 1: MASTERY IN STORYTELLING & SOCIAL MEDIA

Kantar: Make sense of attention and emotion in a digital world

As the digital marketing touchpoints increase, a consumer may wake each morning to hundreds of ads that scream for his attention.



60% of marketers say attention has an important influence on media effectiveness.



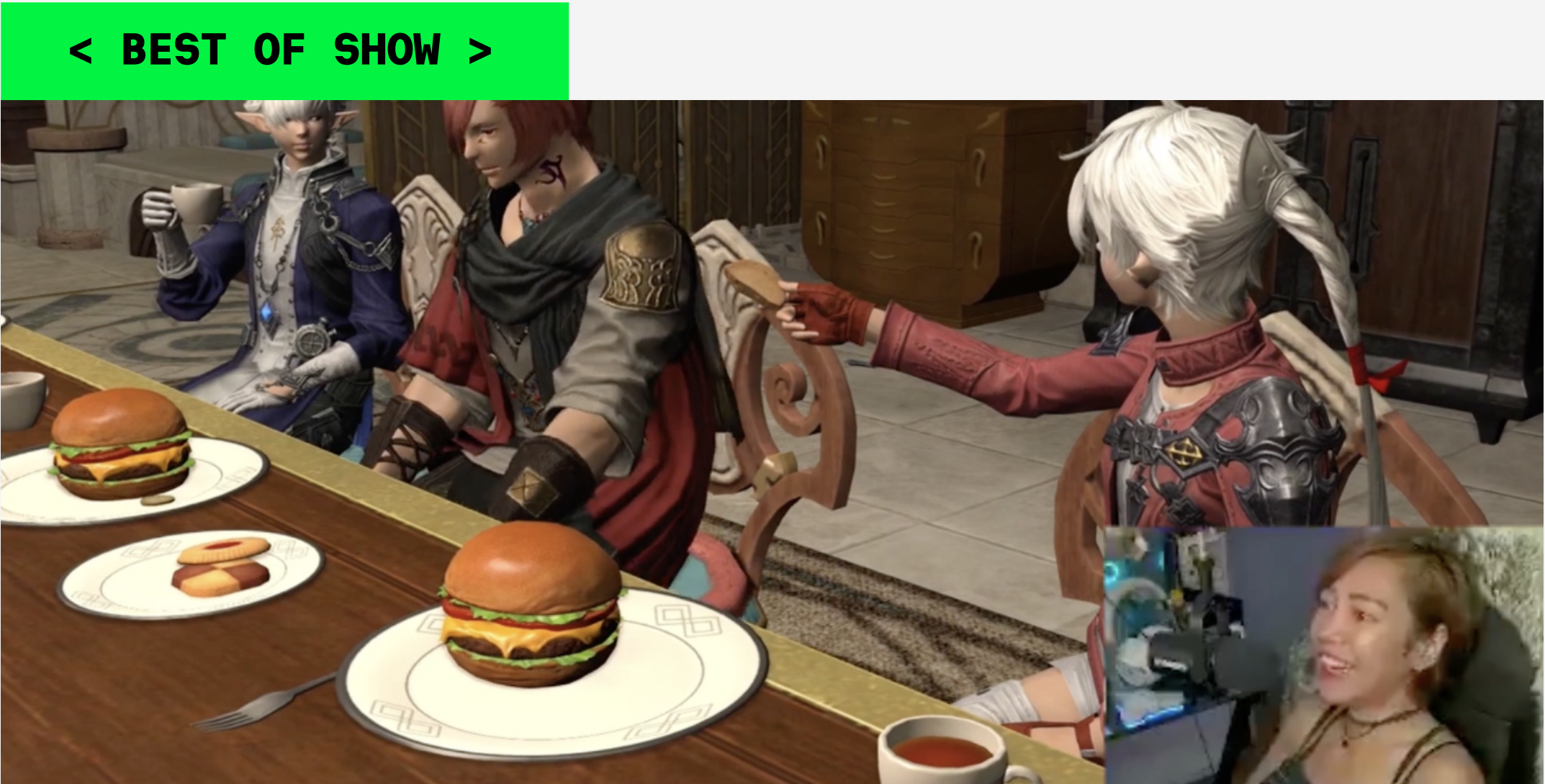
66% of marketers say attention has an important influence on creative effectiveness.

Numerous research studies have emphasized the significance of attention in the realm of marketing. These studies have consistently demonstrated that attention plays a crucial role in brand building and sales generation. Furthermore, attention is closely linked to ad preference. In fact, there is a remarkable 90% correlation between the media channels that consumers perceive as attention-grabbing and the ones they prefer for advertising exposure.

There is also a strong negative correlation of 97% when it comes to consumer preference for "ad formats they try to ignore." This implies that advertisements that successfully engage and captivate audiences are more likely to capture and retain attention, ultimately leading to conversion.

TREND 1: MASTERY IN STORYTELLING & SOCIAL MEDIA

Social Media
Storytelling
in Action



McDonald’s “Unbranded Menu” chose a road that most Filipino marketers would not take, with a strategic gamble on the gaming community. McDonald's enlisted gamers of all levels, including popular streamers, on a quest to discover McDonald's menu items within their favorite video games.

Despite the absence of its logo, gamers connected virtual food with the brand, solidifying the chain's status as the foremost fast-food brand in reality or the digital realm.

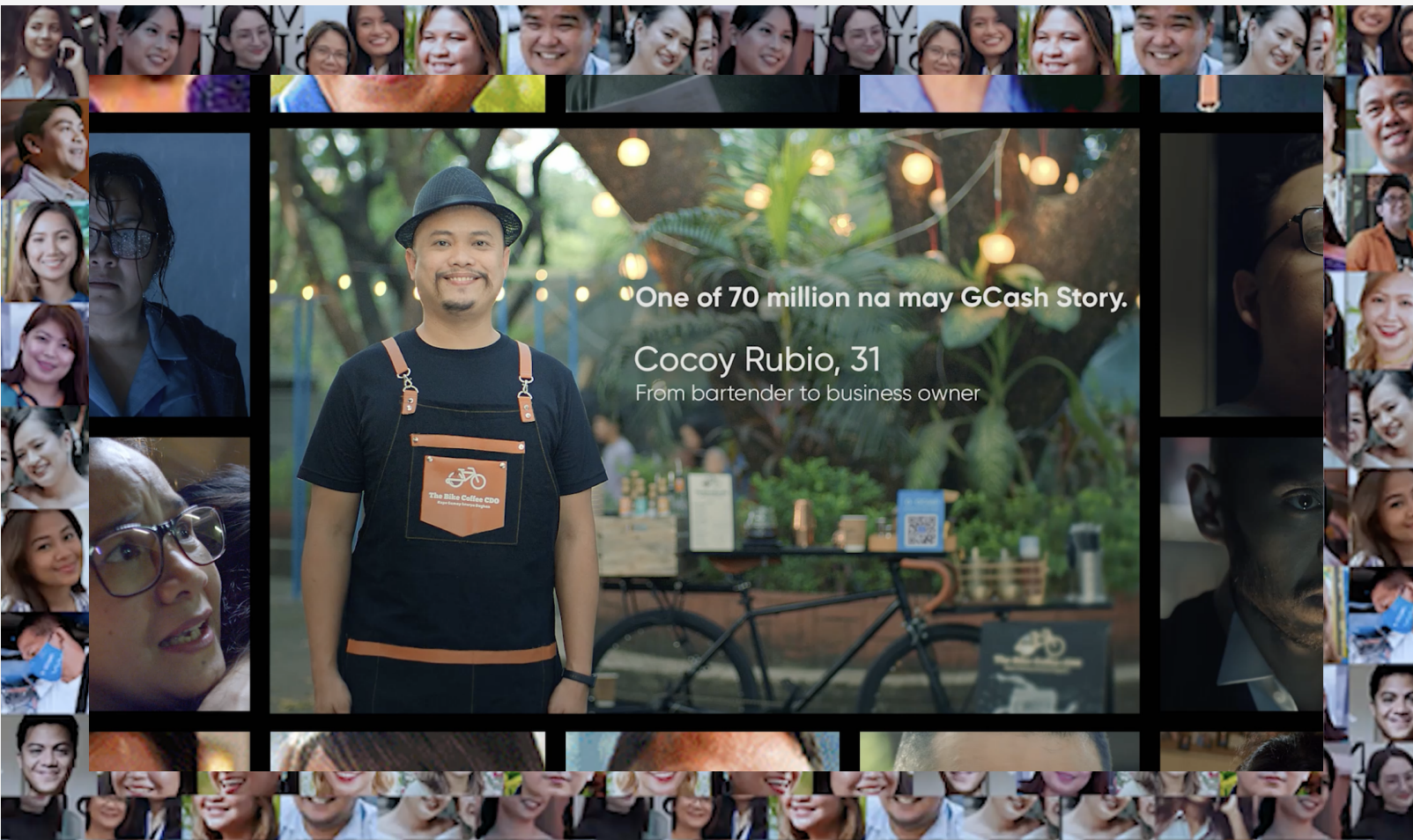
CREDITS
Client: McDonald’s Philippines
Agency: Leo Burnett Group Manila
Production House: Prodigious Philippines

TREND 1: MASTERY IN STORYTELLING & SOCIAL MEDIA



Abbott Nutrition “Reels to Feels with Ensure Gold” understood the challenge posed by Meta Reels, but the brand also knew the influence wielded by caregivers of the end-users of this nutritional drink. In quick Reels that ranged from 6-10 seconds, it succinctly focused on the emotional “halaga” that the elderly held for their caregivers (and the minimum dose required for effective nutrition). This successful campaign is now a model for Abbott Nutrition’s future marketing initiatives.

CREDITS
Client: Abbott Nutrition Inc.
Agency: Spark Foundry



GCash “GCash Stories” is inspired by real-life stories of the fintech platform’s users who rise above life’s challenges, with a little help from the e-wallet’s services.

This campaign succeeds by recognizing the hardship experienced by its users, and by showing how a little gumption and Gcash can give them the power they thought was out of reach.

CREDITS
Client: GCash
Agency: Publicis JimenezBasic Inc.
Production House: Film Pabrik and ProVill



RC Cola “Food Packing” leaned heavily on humorous observations of Filipino mothers and pop culture references, to create an experience that is nudge-nudge-wink-wink yet still genuinely relatable.

While its humor was cheeky, the brand never put down its lead character. Instead, it sincerely and literally portrayed her as a miracle worker, so RC Cola allied itself with all mothers as their perfect beverage for any family meal.

CREDITS
Client: ARC Refreshments Corporation
Agency: Gigil
Production House: Arcade Film Factory

TREND 1: MASTERY IN STORYTELLING & SOCIAL MEDIA

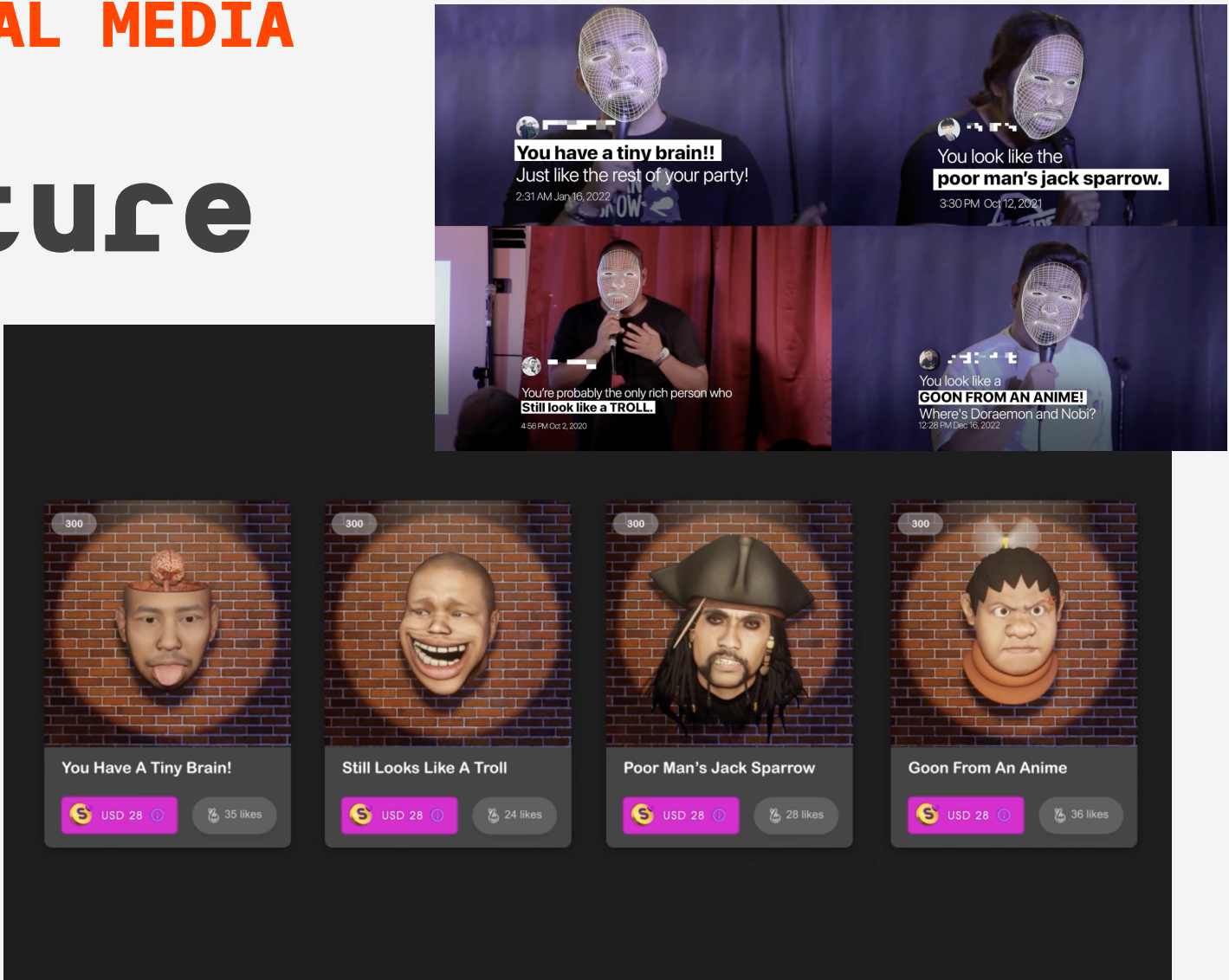
Consider: Brand Culture vs. Cancel Culture

An activist position seems an easy way to gain what early digital marketers called “virality”. While social media provide a democratic global platform for public opinion, brands must weigh the potential magnitude of a consumer backlash.

A case in point is influencer content. In 2023, half of marketers worldwide reported investment in influencer content, and 59% anticipate this to increase in 2024. However, this online channel offers brands very limited control, especially when the actions of their influencer-collaborators create an unintended negative effect.

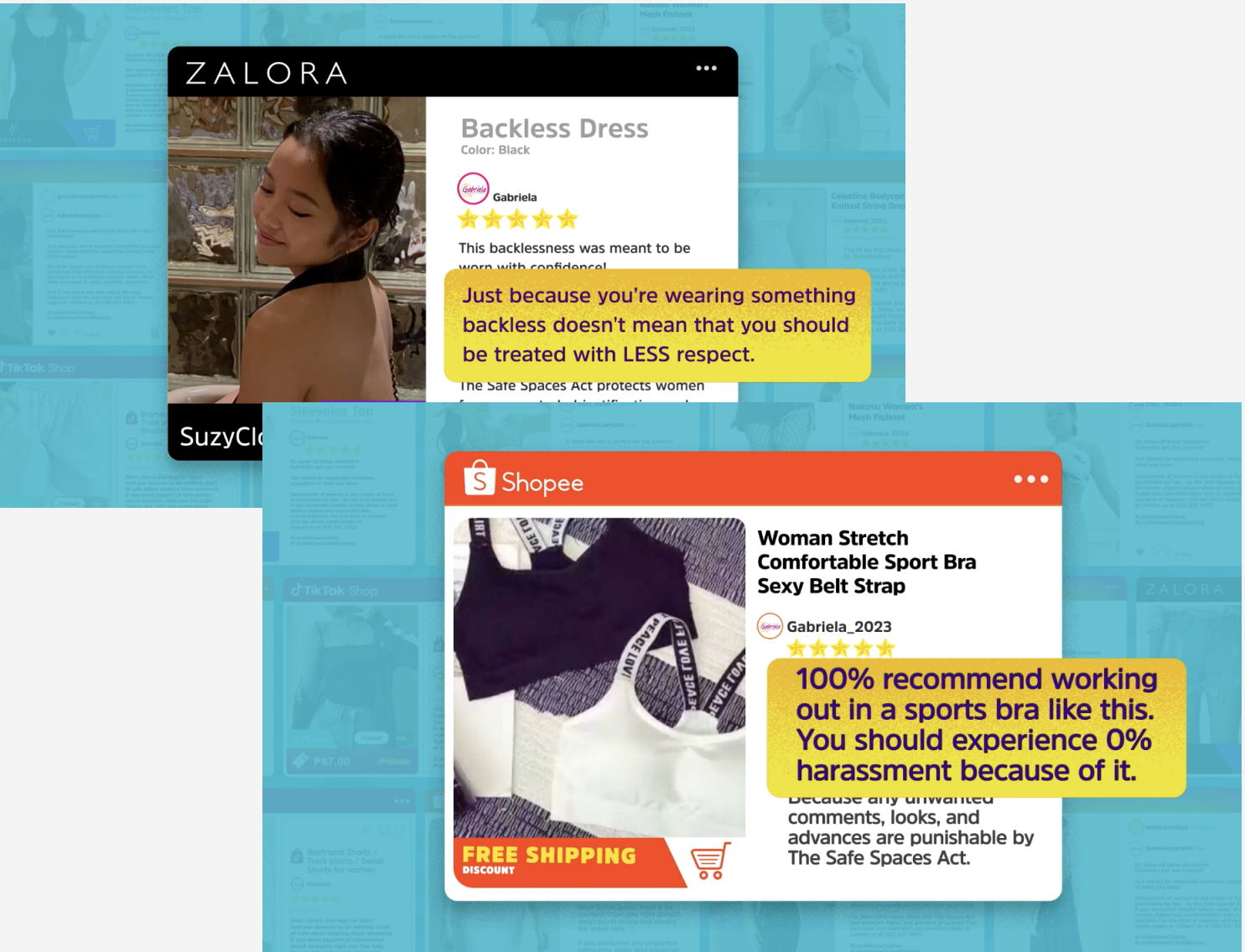
If brands choose to take a stance, Kantar recommends that they first establish strong cultural connections with audiences, and that they anticipate a potential backlash towards their own content or influencer content on social media. Those that express themselves in a manner consistent with their identity and stand up for their beliefs can still capture the hearts of consumers, despite potential short-term controversy.

Source: Kantar Media Reactions 2023



The KoolPals Comedy Group “Thank You, Haters NFT” turned the tables on online trolls, by creating NFT artwork inspired by the insults and by selling them to the hecklers themselves. The comics didn’t gain new fans, but at least they made some cool cash.

CREDITS
Client: The KoolPals Comedy Group
Agency: Gigil
Production House: Gigil Metama



Gabriela “Not-asking-for-it Reviews” takes this national alliance for women to e-commerce. While some consumers may have initially seen the campaign as an incursion into their retail therapy, they understood the brand’s intent and threw in their support.

CREDITS
Client: Gabriela Women’s Party
Agency: Propel Manila

perfecting the phygital experience



TREND 2

perfecting the phygital experience

A transformative revolution is underway as innovators seamlessly integrate technology into real-world experiences. This goes beyond mere technological utilization, as it elevates experiences through the evolving dynamics of digital consumption. As consumers demand an increasingly omnichannel experience, OOH and other channels that are traditionally seen as “offline” are re-entering the marketers’ consideration set and are proving their value to business goals.

TREND 2: PERFECTING THE PHYGITAL EXPERIENCE

Consumers expect connected physical and digital experiences

The integration of digital technology into real-world experiences is gaining momentum in the Philippines. Driven by rapidly changing technology consumption, this transformation also reshapes production processes, speeds up go-to-market execution and innovates consumer interactions. Modern consumers now seek deeper connections with brands and demand new ways to experience products, because of these developments.

1

ACCELERATED TECH ADOPTION IN THE POST-PANDEMIC WORLD

The COVID-19 pandemic acted as a catalyst, accelerating the adoption of technology and driving innovation to meet the demands of brands. Brands now actively seek technological innovations to drive business growth, propelling the Philippines into the next phase of technological integration.

This digitization of consumer technology was prevalent in retail, financial services, and healthcare, as many consumers found it more convenient, simpler, and safer as it minimizes their real-world interactions.

2

SCALABILITY OF INNOVATIVE IDEAS

To remain relevant, brands are under pressure to innovate, as technology aligns execution with consumer needs. Businesses should experiment, invest, demonstrate a return on investment, and scale their efforts to stay ahead.

Internet access in remote areas is essential, especially in view of the long-lasting and recurring nature of innovations. There are still many opportunities in retail, healthcare, commerce, and even the gaming industry, driven by the interest and willingness to embrace innovation. However, they remain untapped because of the access to stable internet connection.

3

DIGITAL SPACE OPPORTUNITIES AND COST EFFICIENCY

The digital space offers exciting opportunities for experimentation. Technology can be cost-effective, with demonstrated savings of 30 to 40% compared to traditional methods, so at the start of every year, businesses must allocate budgets for technology for initiatives. However, as brands are under pressure to innovate, they also need to know how to balance technology, consumer demand and market readiness.

TREND 2: PERFECTING THE PHYGITAL EXPERIENCE

The Phygital Experience in Action



Meta “Pride Walkway” used Augmented Reality (AR) to generate immersive and captivating content for users, surpassing the level of engagement and immersion provided by traditional media.

AR enabled users to actively explore interactive and three-dimensional content, by seeing everyday roads and routes in the context of the Pride movement.

In merging the physical and digital realms, AR opens avenues for many novel forms of content.

CREDITS
Client: Meta Philippines
Agency: Propel Manila
Production House: Elesi Studios

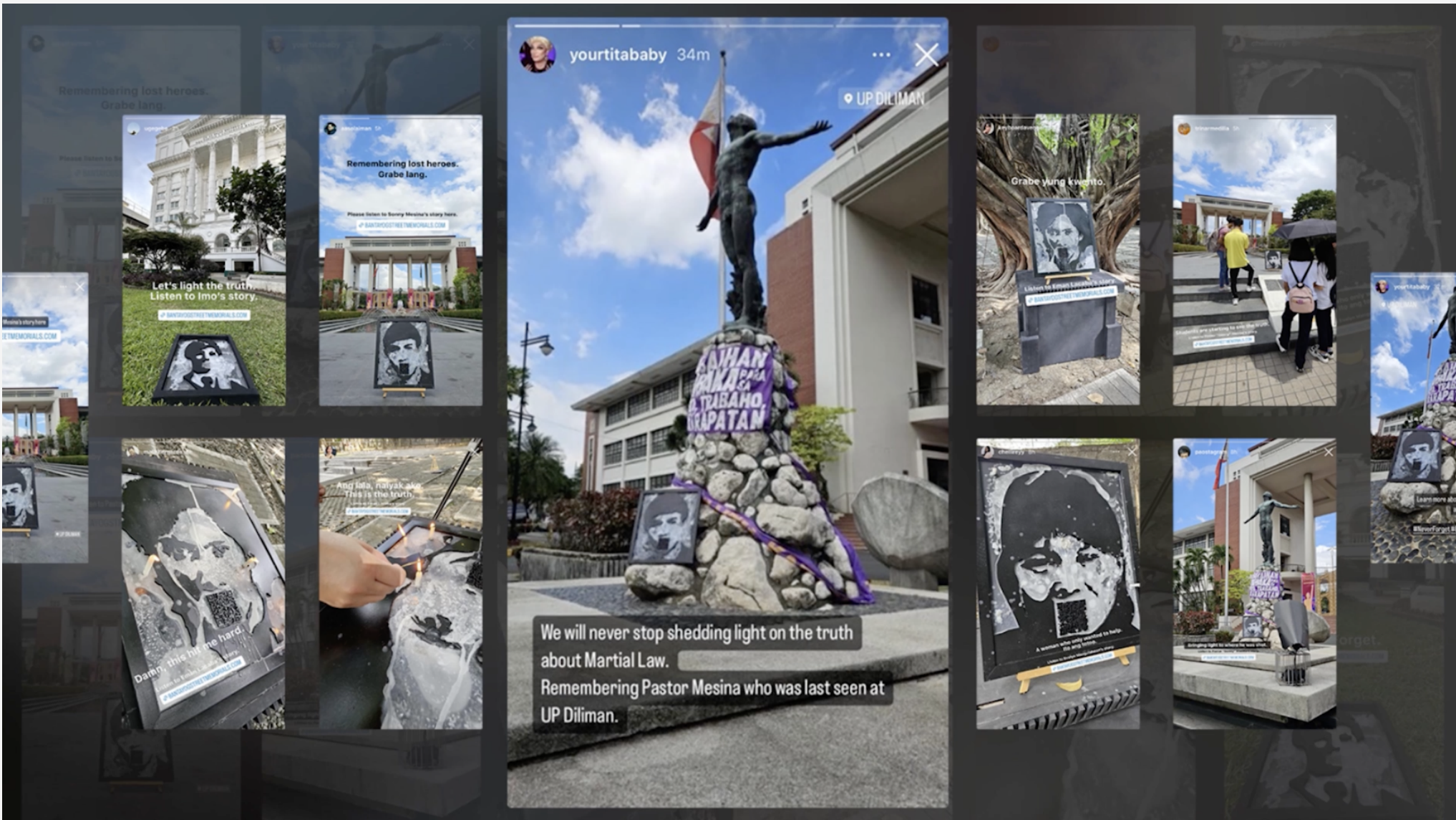


Netflix’s “Escape Borderland” To bring “Alice in Borderland” to the Philippines, Netflix layered its story over the Filipinos’ own version of Borderland—the dreaded MRT commute.

In a digital realm that transformed commuters into players, the campaign’s mobile app offered a thrilling hunt across 13 MRT stations. The prize? The chance to bid the daily commute farewell, in the form of a brand-new car.

CREDITS
Client: Netflix
Agency: Gigil
Production House: BNM

TREND 2: PERFECTING THE PHYGITAL EXPERIENCE



Bantayog ng Mga Bayani “Street Memorials” honored the heroes and martyrs of the Martial Law era by posting powerful Quick Response (QR) memorials where each victim was killed, abducted, or last seen alive.

When scanned, their stories come to life through realistic spatial audio, immersing visitors in the bravery and tragic sacrifice of these heroes.

CREDITS
Client: Bantayog ng mga Bayani Foundation (Monument of Heroes)
Agency: Dentsu Creative Philippines
Production House: UxS Inc.

TREND 2: PERFECTING THE PHYGITAL EXPERIENCE

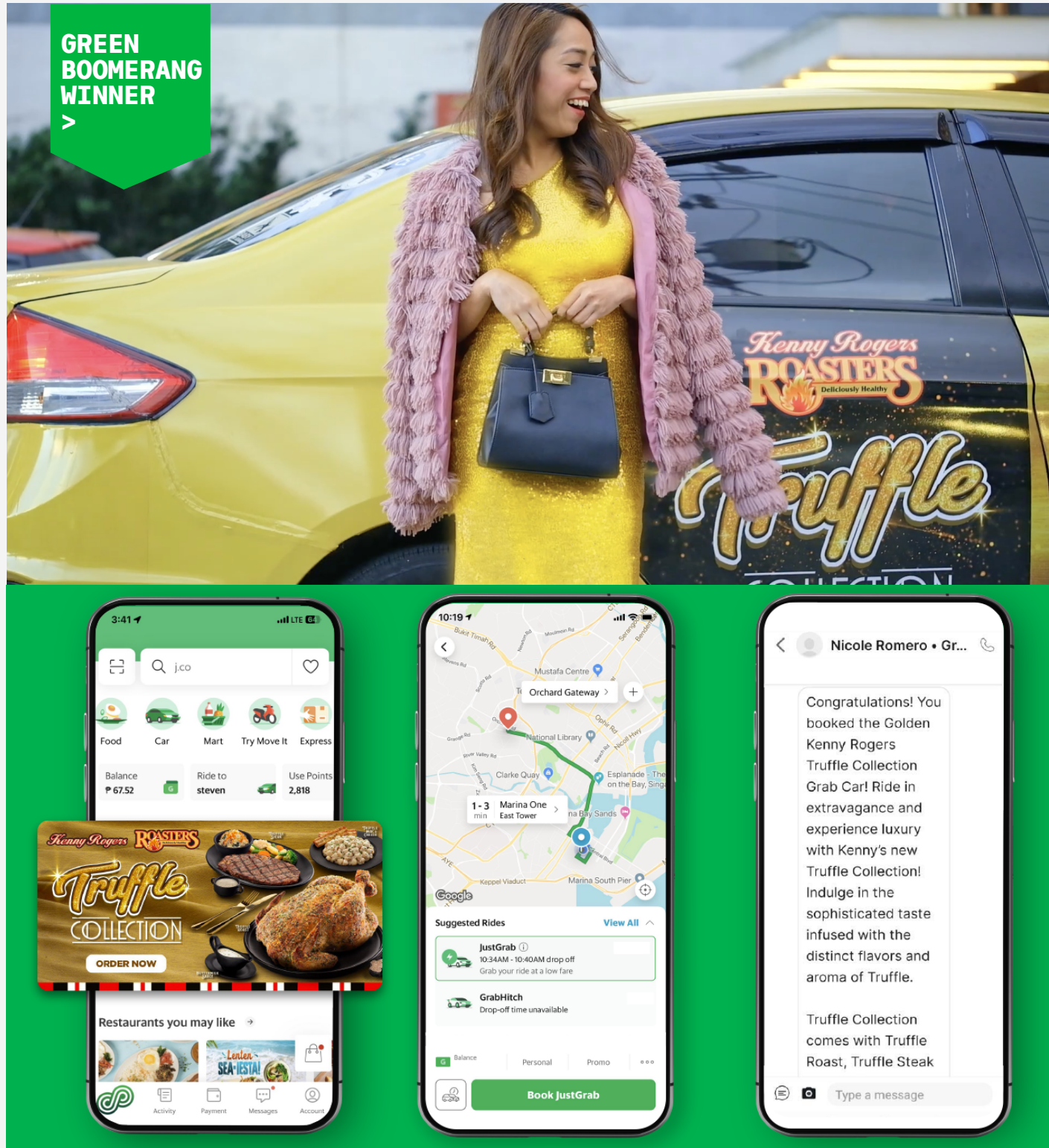
Kantar: Retail is now in the ad business

Given the scale of eCommerce today, retail media are the shiny new channels for engaging shoppers. Even with giants like Lazada, Shopee, and Grab, more new retail media networks are being launched almost every week. According to Kantar's recent B2B Industry Benchmarking Study, investment dollars are following this trend. In North America, 56% of retail media professionals plan to increase their investment in the channel, while globally, 46% of marketers intend to increase their budget in retail media.

A retail media network refers to an advertising business established by a retailer to sell advertising space across their owned properties and paid media. The utilization of rich first-party consumer purchase data by retail media helps to compensate for the limitations caused by cookie deprecation and the removal of third-party identifiers.

Many marketers are still concerned about diverting their budget from established channels. They seek an independent, third-party source to validate the effectiveness of their investment, in terms of audience reach, delivery, and other metrics. For sellers, retail media networks provide an additional revenue stream, particularly during uncertain economic times.

This 2024, both buyers and sellers require media-agnostic, independent measurement tools to demonstrate the performance of different channels and enhance advertising experiences. Third-party measurement will play a pivotal role in the evolution of retail media.



GrabAds

Kenny Rogers “Truffle Collection” could have done the expected and treated Grab’s retail media network as a channel for display ads. Instead, the fast food chain recognized the Grab customer’s journey as a marriage of online and offline experiences. Utilizing Grab cars, motorcycles, and even their drivers and riders as additional touchpoints made its launch a perfectly Phygital campaign.

Credit: Kenny Rogers Roasters

TREND 2: PERFECTING THE PHYGITAL EXPERIENCE

Consider:
Integrate
Digital for a
better in-store
experience

In the current competitive retail environment, it is essential to prioritize a remarkable in-store experience to attract customers and boost sales. With the evolution of technology, smart retailers understand the importance of innovative on-premise solutions to their advantage.

Key points that businesses must take into consideration:

1

The customer’s time is worth its weight in gold

- **Contactless Payment** methods promote a faster and more convenient payment process for customers.
- **Click-and-Collect Services** save time, and offer shoppers the best of both worlds: buy items online and pick them up in person
- **Self-Service** technologies like digital kiosks and menus provides convenience and time-saving benefits.

2

Digitize for a personalized shopping experience

Customize digital content for different media channels and adapt it for on-premise placement. This allows for a personalized shopping experience that guides shoppers towards desired products on the shelves.

- **Smart Screens** offer shoppers what they love about online shopping—plentiful product information, eye-catching photos and on-the-spot promotions—in an in-store setting.
- **Dynamic Digital Signage** capture attention and create meaningful engagement. Digital signs can effectively introduce new products or menu items, provide updates on special events and invite customers to join loyalty programs

3

Elevating in-store experience through Augmented Reality (AR)

Augmented Reality makes shopping engaging since it encourages interaction.

- **Virtual Product Try-Ons** allow customers to try virtual products like clothing, accessories, and even furniture without physically touching them. This in turn helps facilitate decision-making and increase satisfaction,
- **Easy Navigation** enhances the retail experience by making it journey more seamless and efficient. Digital store maps accessible thru mobile devices help shoppers find their way to specific products or departments.



TREND 3

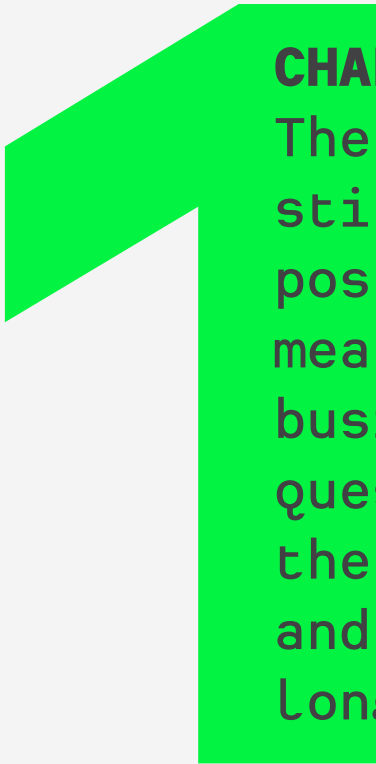
elevating
use of data,
commerce,
dm & crm

Filipino marketers are making remarkable strides in leveraging data, marking the beginning of a transformative era. A key focus is driving personalization without compromising content delivery, as this strategy enhances customer experience-fostering loyalty, boosting conversions, and elevating the brand experience. In addition, as more marketers adopt artificial intelligence (AI), they discover new opportunities for scale, efficiency, and creativity, albeit amidst the increasingly competitive content landscape.

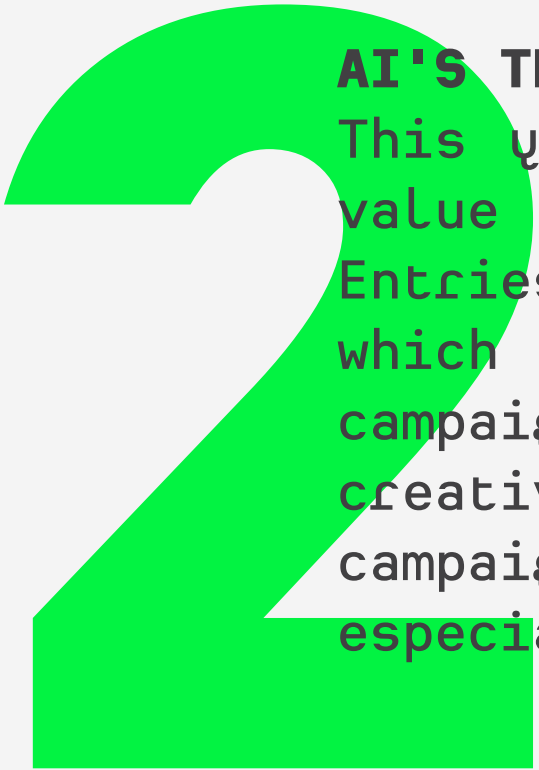
TREND 3: ELEVATING THE USE OF DATA, COMMERCE, DM & CRM

Foundation-building for groundbreaking campaigns

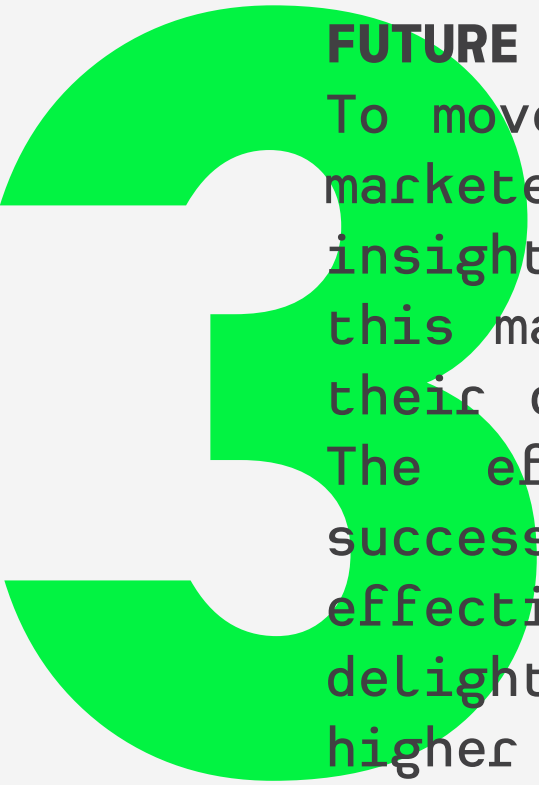
The entries in Boomerang Awards’ data-driven categories are finally on the rise, indicating a collective thrust in improving attribution, by aligning offline and digital processes and linking CRM with media platforms and analytics. As a result, brands are producing more innovative campaigns that translate tactical data into strategic marketing. Not surprisingly, there is also a corresponding rise in the jury’s expectations, for always-on campaigns where data is applied for more effective strategy, creativity, and customer experience. Before marketers can build on their data-driven foundations, they must carefully consider three critical elements:



CHALLENGES IN THE DATA COLLECTION MINDSET
The progress is promising, but marketers still view data as metrics that post-rationalize campaigns, instead of a means to plan towards communication and business objectives. This prompts the question of whether marketers understand the benefits of effective data collection and its insightful application towards long-term strategic goals.



AI'S TRANSFORMATIVE ROLE IN MARKETING
This year, marketers finally recognize AI’s value beyond programmatic media execution. Entries exhibit ideas and strategies in which AI plays dual roles, automating campaign optimization and bringing scale to creative generation. The most effective campaigns wield AI for hyper-personalization, especially in verticals of finance and travel.



FUTURE FOCUS ON INSIGHT AND INTEGRATION
To move beyond transactional communication, marketers must mine data for actionable insights that inspire creativity. However, this may require businesses to rethink how their data and marketing teams collaborate. The effort will be worth it though; a successful integration can only lead to more effectively personalized messages that delight customers and consequently, provide higher returns on investment (ROI).

TREND 3: ELEVATING THE USE OF DATA, COMMERCE, DM & CRM

Data-driven Campaigns in Action



Cebu Pacific “Tara Cards” tapped each customer’s travel data, for a digital activation campaign that delighted loyal flyers and rewarded them with ideas for future trips. Loyal flyers were greeted with emails that featured a Tarot spread of their past travels. Another set of cards was also presented but this time, representing suggestions for future travel.

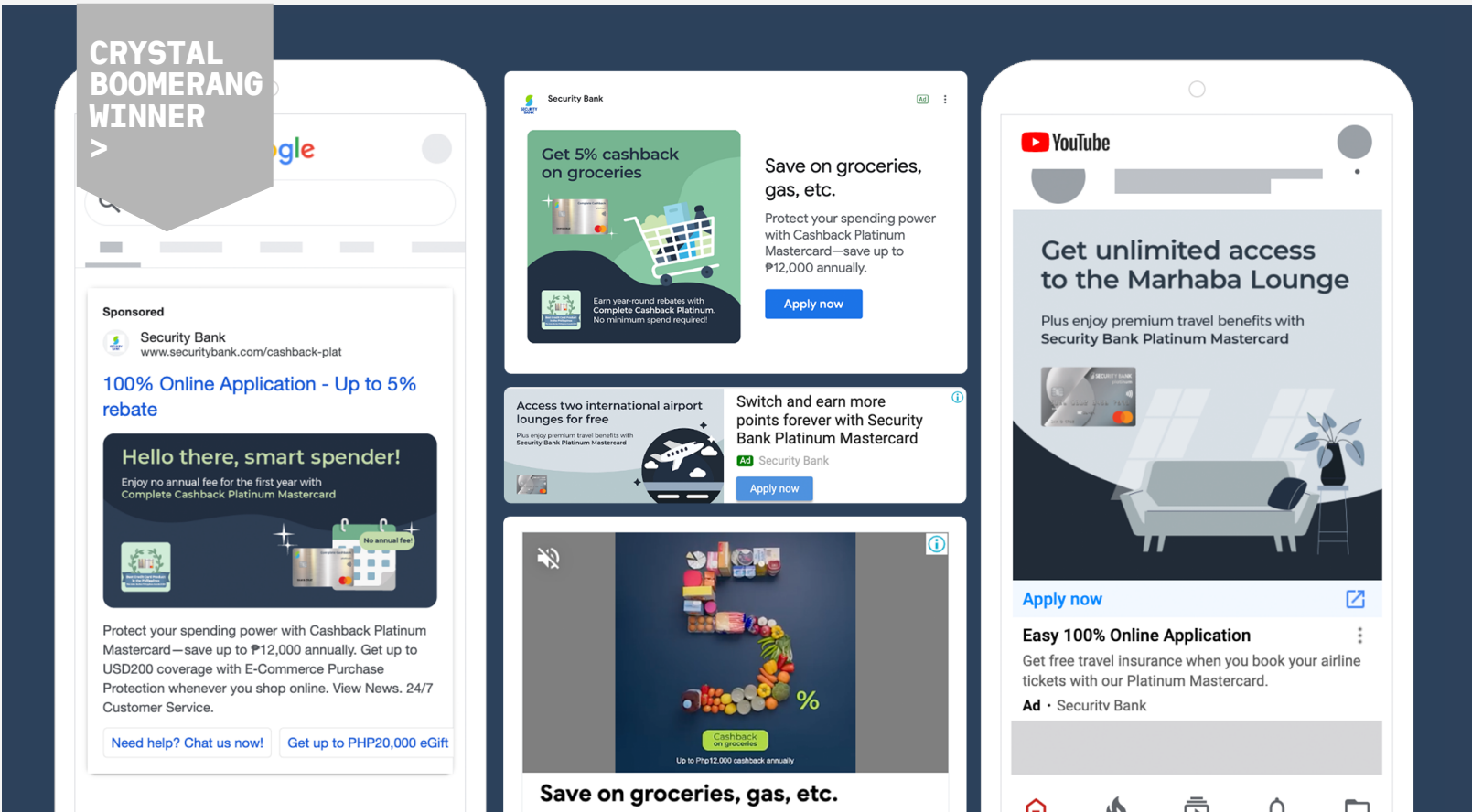
CREDITS
Client: Cebu Pacific Air
Agency: Leo Burnett Group Manila
Production House: Prodigious Philippines

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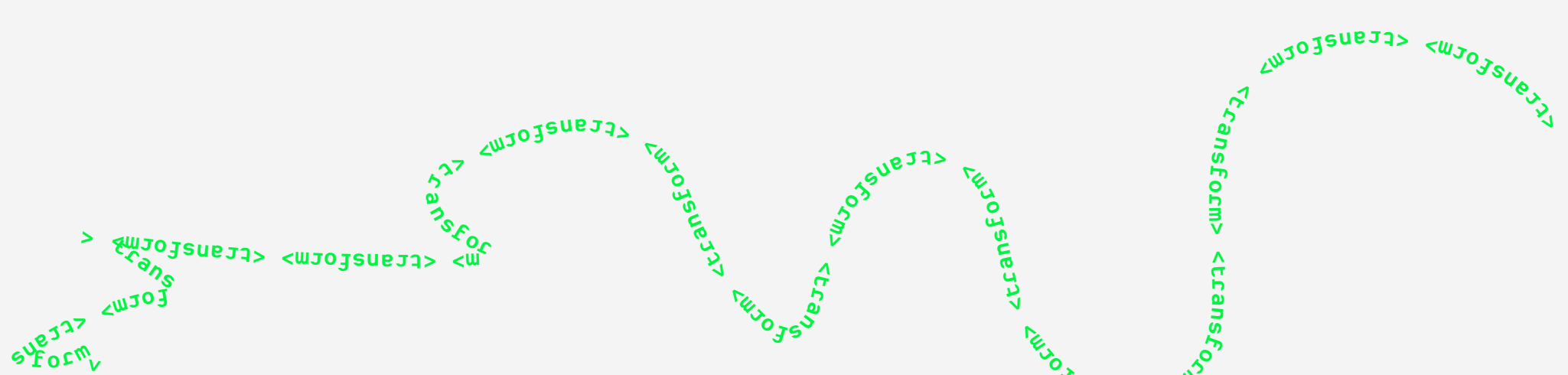
Philippine Airlines “Piloting Post-Pandemic Commerce with AI”. After the pandemic sent its brand search volumes into a nosedive, the flag carrier found conventional paid search too inefficient in protecting its Share of Impressions (SOI), so it turned Google’s AI-powered solutions. The platform created a bid threshold system that raised cost effectiveness. It also took a handful of static and video ads, and generated 46 iterations for maximum optimization.

CREDITS
Client: Philippine Airlines
Agency: Havas Media Ortega Group



Security Bank “Customer centricity with AI” was given a limited budget for acquiring clients for its credit card and home loans. Learning from Google’s smart bidding, broad matches, and custom audiences, the bank applied each new insight to succeeding iterations. To this day, this remains the bank’s most cost-efficient campaign with the highest conversions.

CREDIT
Security Bank Corporation



TREND 3: ELEVATING THE USE OF DATA, COMMERCE, DM & CRM

Consider: Aim for hyper-personalization

2024 is the year of hyper-personalization. As consumers become more discerning, marketing initiatives should find ways to treat them as unique individuals, for greater engagement, loyalty, and overall satisfaction. From product recommendations to targeted messages and even individualized pricing, hyper-personalization aims to make each customer feel like the brand’s favorite.

With the vast amount of data available from various touchpoints—be it social media, websites, or even physical stores—brands can harness this information using sophisticated analytics. As big data technologies and machine-learning algorithms evolve, hyper-personalization will become more the norm, rather than the pipedream.

Key points that businesses must consider:



“Bespoke” Product Recommendations

Use the insights derived from people-counting analytics to tailor product recommendations and to upsell or cross-sell opportunities within specific demographics or shopper profiles, with the goal of driving sales.



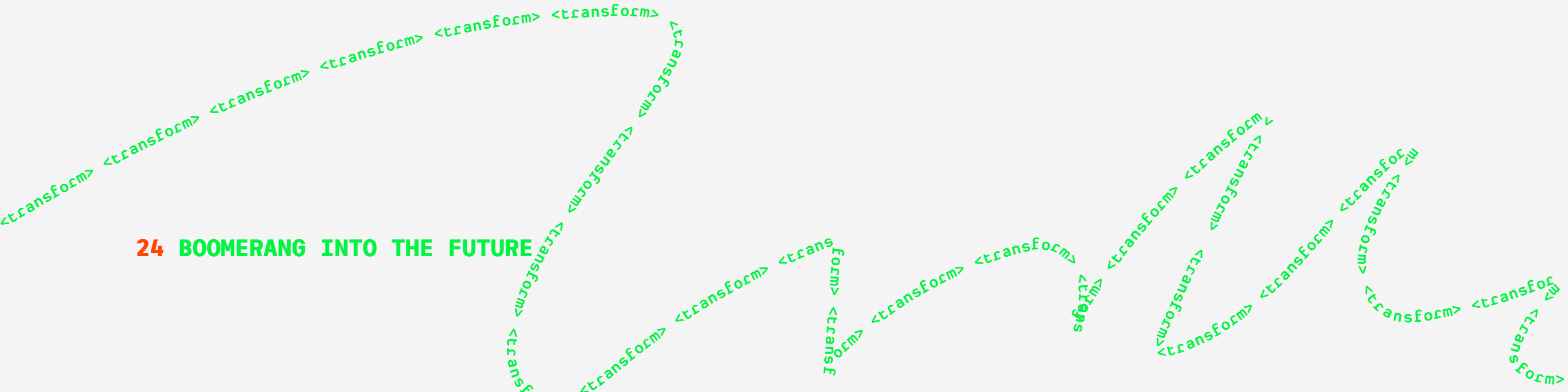
Customize Promotions and Marketing Campaigns

Analytics can help identify customer preferences, enabling the creation of targeted promotions, in-store events, and marketing campaigns that will resonate with shoppers.



AI-powered Personalization

As AI continues to evolve and its capabilities, grow, it will create more relevant and personalized experiences in real-time, but it will also create cohort profiles for multitudes of consumers who have something in common.



Marketer and the Machine: Human & AI partnership is delivering the best of marketing

by Gabby Roxas, Head of Marketing, Google Philippines

As AI rapidly changes the world of marketing, Google has launched a new era of AI-powered ads to help marketers “master” the art and science of engaging more customers effectively, boosting productivity, and driving business results.

While it is shaping the future of advertising with its enormous benefits, AI can’t drive marketing success by itself. AI is a great human collaborator and can only achieve desired outcomes when it’s paired with human expertise. Among others, marketers will continue to set clear objectives that are aligned to broader business goals, build customer trust, and solve complex problems that require creativity, nuance, and intuition. Google envisions a future where thoughtful integration of AI complements and enhances people’s skills. AI is a superb tool that helps people to do their jobs better (more productively, to a higher standard, with greater satisfaction).

AI is the future, but it needs human expertise to drive marketing success. And with this partnership, marketers can:

1 MASTER EFFECTIVENESS

Marketers can deliver the 6Rs: the right message to the right audience, at the right time, place, price, in real time, no matter where they are in the journey. This transforms marketing from messy to masterful relevance in consumer journeys.

AI is an accelerator of growth and business results. An example is how Performance Max expands on Search using the full power of Google AI’s to find valuable customers and multiply your results across the full range of Google’s channels—all from a single campaign.

For the winner of the Crystal Boomerang, Security Bank, Performance Max campaigns have been and currently the most efficient campaign with the lowest Cost Per Acquisition and the highest conversion volumes. Approvals more than doubled in with CPA decreasing y/y by 70%.

Meanwhile, research shows that 91% of consumers took action immediately after discovering new products or brands on Google feeds. With Google’s Demand Gen, best-performing video and image assets are integrated across our most visual, entertainment-focused touchpoints—YouTube, YouTube Shorts, Discover and Gmail.

Standard Chartered from Singapore has leveraged the power Demand Gen on top of Search to drive 9x more assisted conversions.



2

MASTER PRODUCTIVITY AND CREATIVITY

“Imagine a concept store on the moon. What does that look like?”

Ed Yeoman, creative director at London-based branding and design agency Human After All, has observed his team bringing AI into the ideation stage to collaborate on design fiction for this type of “wild-card idea.”

He said, “Some people use it to get verbal prompts around language and messaging, and some people use it to get visual prompts to help them kind of imagine something that doesn’t exist yet,” including events and event spaces.

Last year, Google collaborated with DMAP on a Digital Young Creators competition where creatives imagined how they can use AI ethically. Google will continue working with the industry to make sure AI is properly harnessed for productivity and enable bigger, bolder ideas.

With Google AI, YouTube makes it even easier for advertisers to show up next to the content where viewers are most engaged. From generating brand association with the biggest cultural moments to driving reach and views, Google AI is helping brands show up where the world watches.

3

MASTER MEASUREMENT AND ATTRIBUTION

Feeding AI with better data (like first party data and integration) creates a virtuous cycle of performance and improvement, allowing marketers the best mix of customers that matches brand offerings, while driving measurement and attribution to optimize campaigns.

Enhanced Conversions for Leads allows customers to measure online conversions driven by Google ads using your first-party data (e.g. qualified leads or converted leads). Grab Thailand has used Enhanced Conversions and achieved 35% lower Driver Acquisition cost.

All of these will be happening with Google Analytics, as it integrates with Chrome and Android’s Privacy Sandbox APIs to ensure customers can continue to use Google Analytics for cross-channel, privacy-centric measurement, attribution, and remarketing.

To close, here are a few questions we can ask as our teams figure out how to harness the power of AI:

- Are we bold enough to think expansively about how AI can help not just our marketing but our entire business?
- Are we creative enough to see beyond precision in our marketing and uncover possibilities to emotionally connect with customers?
- Are we curious enough to be the student today so we can lead your organization to an AI transformation as a teacher tomorrow?

preparing brands and businesses for the future

Hyper Island: The future demands AI –Augmented Intelligence

Over the past year, much of the buzz in the advertising and marketing landscape has been around generative AI. How does it work? How can it get things done faster? How can it help people save money? How will it change industries? How will it make work easier?

These questions, while important for those who lead their brands and business, provide cover for awkward and challenging questions, such as: Who provides training data for these generative AI tools? How are they compensated? Who funds these tools? What are their larger goals with AI? Who polices new technology against potential harm? And how do we manage the change should it lead to layoffs?

These are just some of the questions that we ask ourselves at Hyper Island.

But by far the most important question we wrestle with is: How do we prepare people for a present and for futures that are only becoming increasingly complex, uncertain, turbulent, and ambiguous?

The answer is in AI: augmented intelligence.

At Hyper Island, we believe in transforming people from experts to explorers—people who can navigate the unknown, embrace the unknown, and uncover the gift in the unknown.

We do this through encouraging learners to develop capacities, competencies, and traits that make it easier for them to then learn new things and to develop new skills.

We also design programmes that test and develop their adaptability and transdisciplinarity, exercising their abilities to navigate the unknown and using their learnings across different fields to address real business problems.

What does that look like on a day to day basis?



MOVING THE I TO THE M

In our programmes, the digital leaders who won the Orange Boomerang use emerging technology, learn from experts in different fields, and work with people from different ages, nationalities, and backgrounds on business cases. One day, you might be trying to figure out how to address young leaders' multiple dilemmas as they start a new job or designing the perfect cybercrime to uncover potential weaknesses in existing systems.

They move from “I don’t know how to do that,” to “Maybe I’m not an expert yet, and I know I can navigate the not knowing”. This mindset fuels curiosity and lifelong learning—one needed to solve today’s problems.



DEVELOPING LEADERS WHO CAN EMBRACE AMBIGUITY AND PARADOXES

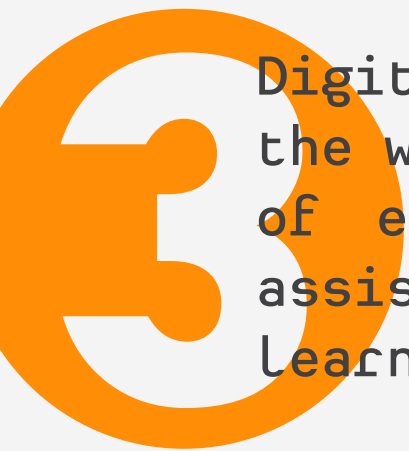
We need people willing to embrace the void. The void contains uncertainty, risk, insecurity, and failure—all things we are taught to mask to succeed in business. We encourage them to start by exploring the contradictions, the paradoxes, and the weaknesses in themselves, while we share with them how these show up in industries, communities, and societies.

We encourage them to work with different people every time, to exercise their empathy, collaboration, and even conflict management muscles. We ask them to challenge how they feel about and approach feedback.

In encouraging self-awareness, reflection, and empathy, our learners figure out what values, beliefs, and assumptions they want to stand on, what point of view they want to share with the world, how to build an inclusive culture, and what they want to create.

These mindful leaders can steer organisations, secure in their knowledge of themselves and in their ability to adapt to changing circumstances.

FINDING COURAGE AND MEANING IN CREATING



Digital leaders internalise their transformation and bring it out to the world. One Hyper Island alumnus is a filmmaker who uses his gift of empathy and communicating in a visual language to creating assistive tech for children in the autism spectrum, to aid their own learning journeys.

Another went from studying Biomedical Sciences to advocating for changing their country’s educational system to encourage creativity, real-world interactions, and transformation. Yet another transitioned from working in advertising to designing engaging experiences for an art museum.

We encourage the Orange Boomerang winners to ground their emerging wisdom in the real world and create for the real world, to let others see and experience their transformation. The tools, experiences, and even failures they experience all build up to projects or organisations that stand for something and make a more positive impact. These honourees will receive seats to Hyper Island APAC’s continuing education modules, supporting their educational and leadership journeys and preparing them for the future of marketing.

A different world demands a different way of thinking, of navigating, of doing. It demands bold, empathetic, and adaptive leadership.

How are you going to own the unknown?

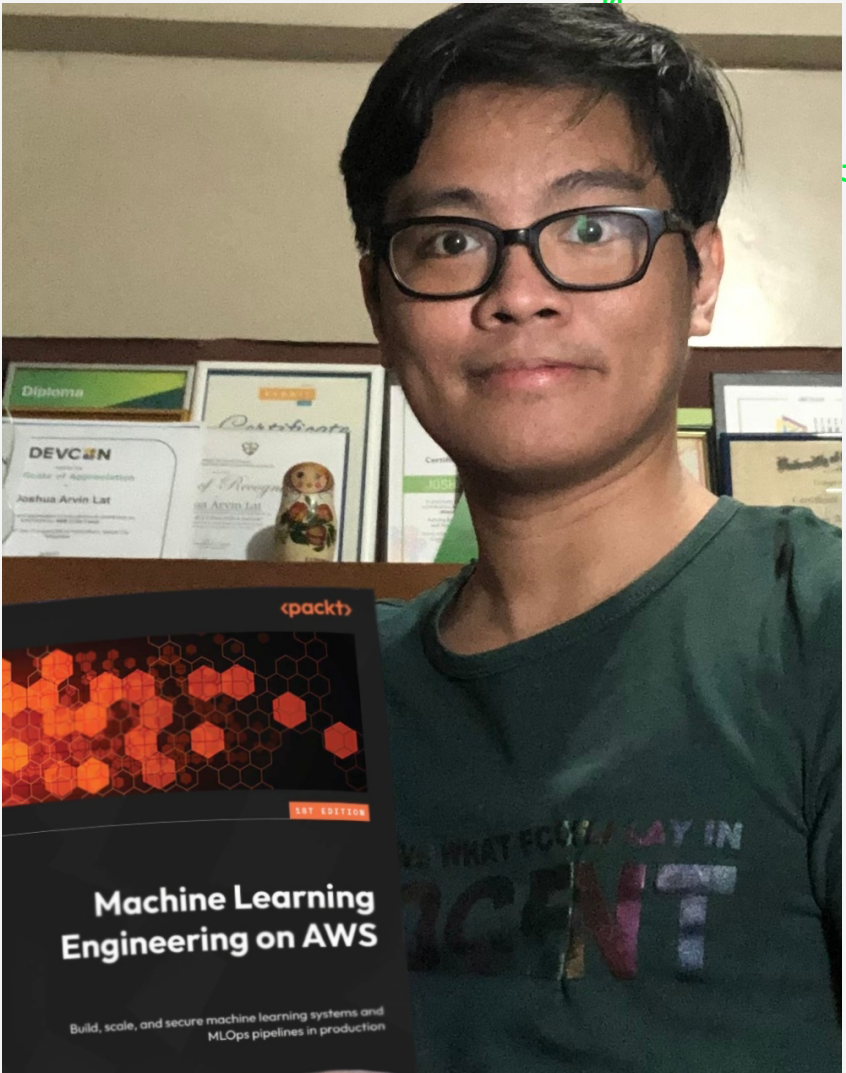
“We encourage the Orange Boomerang winners to ground their emerging wisdom in the real world and create for the real world.”

PREPARING BRANDS AND BUSINESSES FOR THE FUTURE

The Orange Boomerang Winners



Gemma Alcantara, CEO of Hakuhodo/BCI Group. Her agency’s recovery and digital transformation is now the model for all Hakuhodo offices.



Joshua Arvin Lat, CTO of Nuworks, is also an author and sought-after speaker on AI and advanced machine learning in international conferences.



Shaine Madamba, CDO of Havas Media Ortega, is a recognized digital evangelist and educator to her subordinates, clients, and the industry.



Pepe Torres, Group CMO of Maya. His bold vision led to the e-wallet platform’s transformation into World Digital Bank Awards' Best Digital Bank (Pure Play) in the Philippines and Southeast Asia.



Founder and CEO JC Valenzuela took a culture-first approach that grew Propel Manila into Campaign Asia's Global Independent Digital Agency of the Year in 2022.

BOOMERANG AWARDS 2023 WINNERS

< MAIN CATEGORIES >

< GOLD >

Campaign: TARA CARDS
Category: Direct Marketing & CRM
Client: Cebu Pacific Air
Agency: Leo Burnett Group Manila

Campaign: FOOD PACKING
Category: Entertainment
Client: ARC Refreshments Corporation
Agency: Gigil

Campaign: UNBRANDED MENU
Category: Gaming
Client: McDonald's Philippines
Agency: Leo Burnett Group Manila

< SILVER >

Campaign: GCASH STORIES
Category: Entertainment
Client: GCash
Agency: Publicis JimenezBasic

Campaign: NIEL
Category: Entertainment
Client: Grab
Agency: Gigil

Campaign: MOTHER
Category: Entertainment
Client: TNT Telco
Agency: Gigil

Campaign: PRIDE WALKWAY
Category: Branded Experience
Client: Meta Philippines
Agency: Propel Manila

Campaign: UNBRANDED MENU
Category: Branded Experience
Client: McDonald's Philippines
Agency: Leo Burnett Group Manila

Campaign: PROJECT HOPE
Category: Social
Client: Maya
Agency: Maya

Campaign: PAYMAYA IS NOW MAYA
Category: Creator & Influencer
Client: Maya
Agency: Bates

Campaign: ESCAPE BORDERLAND
Category: Applied Innovation in Traditional Media
Client: Netflix
Agency: Gigil

Campaign: USING THE BLOCKCHAIN TO SAVE OUR SHARKS
Category: Emerging Channels & Experiences
Client: Marine Wildlife Watch of the Philippines
Agency: Octopus&Whale

< BRONZE >

Campaign: THE HIT SONG THAT WAS ACTUALLY A BANK
Category: Entertainment
Client: Maya
Agency: Ogilvy-Bates CHI& Partners

Campaign: WITCH DOCTOR
Category: Entertainment
Client: Grab
Agency: Gigil

Campaign: PRIDE WALKWAY
Category: Social
Client: Meta Philippines
Agency: Propel Manila

Campaign: TARA CARDS
Category: Data
Client: Cebu Pacific Air
Agency: Leo Burnett Group Manila

Campaign: PROJECT HOPE
Category: Creator & Influencer
Client: Maya
Agency: Maya

Campaign: BarDUNKgulan
Category: Small Budget
Client: Perfs Restaurants, Inc. (Burger King)
Agency: Publicis JimenezBasic

Campaign: PRIDE WALKWAY
Category: User Experience & User Interface
Client: Meta Philippines
Agency: Propel Manila

Campaign: PRIDE WALKWAY
Category: Digital Media
Client: Meta Philippines
Agency: Propel Manila

Campaign: STREET MEMORIALS
Category: Applied Innovation in Traditional Media
Client: Bantayog ng mga Bayani Foundation (Monument of Heroes)
Agency: Dentsu Creative Philippines

Campaign: REBIRTH CERTIFICATES
Category: Emerging Channels & Experiences
Client: Pride@Tech
Agency: Propel Manila

BOOMERANG AWARDS 2023 WINNERS

< SPECIAL CATEGORIES >

< BLUE BOOMERANG POWERED BY META >

Campaign: REELS TO FEELS WITH ENSURE GOLD
Client: Abbott Nutrition, Inc.
Agency: Spark Foundry

< CRYSTAL BOOMERANG POWERED BY GOOGLE >

Campaign: CUSTOMER-CENTRICITY WITH AI
Client: Security Bank Corporation

< PURPLE BOOMERANG FOR DIVERISTY, EQUALITY, INCLUSIVITY >

Campaign: SCAN TO PRIDE
Client: GCash
Agency: Publicis JimenezBasic

< GREEN BOOMERANG POWERED BY GRABADS >

Campaign: Grab Turns to Gold for Kenny Rogers Roasters Truffle Collection Launch
Client: Kenny Rogers Roasters

< ORANGE BOOMERANG POWERED BY HYPER ISLAND >

TOP 5 TRANSFORMATIVE DIGITAL LEADERS

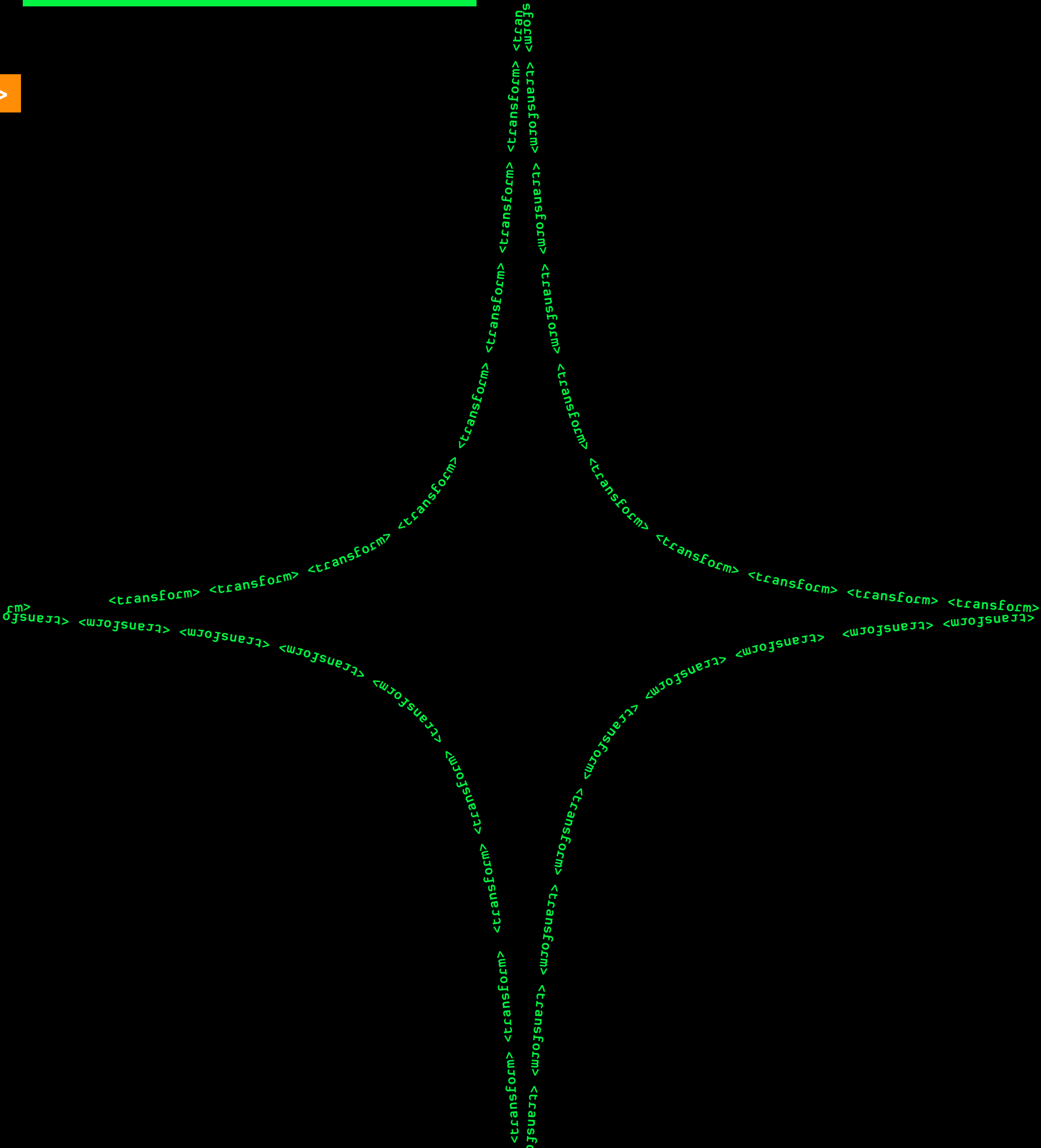
GEMMA ALCANTARA
Chief Executive Officer
Hakuhodo/BCI Group

JOSHUA ARVIN LAT
Chief Technology Officer
Nuworks Interactive Labs, Inc.

SHAYNE MADAMBA
Chief Digital Officer
Havas Media Ortega

JOSE "PEPE" TORRES
Group Chief Marketing Officer
Maya Philippines

JC VALENZUELA
Chief Executive Officer
Propel Manila



BOOMERANG AWARDS 2023 WINNERS

< OVERALL AWARDS >

AGENCY
OF THE YEAR

GIGIL

ADVERTISER
OF THE YEAR

MAYA
PHILIPPINES

TECH INNOVATOR
OF THE YEAR
ADVERTISER

MCDONALD'S
PHILIPPINES

TECH INNOVATOR
OF THE YEAR
AGENCY

LEO BURNETT
GROUP MANILA

TECH INNOVATION
OF THE YEAR

MCDONALD'S
"UNBRANDED
MENU"

TECH PRODUCTION
PARTNER OF THE YEAR

PRODIGIOUS
PHILIPPINES

PRODUCTION
PARTNER OF THE YEAR

PRODIGIOUS
PHILIPPINES

BOOMERANGS
BEST OF SHOW

MCDONALD'S
"UNBRANDED
MENU"

THE 2023 ROUNDTABLE PANEL

DMAP's 2023 Boomerang into the Future Roundtable featured a diverse lineup of industry thought leaders and creators, hailing from brands, agencies, and platforms. This diversity is what makes DMAP's Boomerang Awards unique, because it assembles minds from all disciplines so that everyone shares and learns. We extend our heartfelt gratitude to our esteemed panelists for contributing immensely to our understanding of Philippine digital marketing.

EPISODE 1 MASTERY IN STORYTELLING AND SOCIAL MEDIA

BADONG ABESAMIS
Founding Partner
& Chief Creative Officer
Gigil

ISSANG CEBALLOS
Client Solutions Manager & Video Lead
META

YANA DALISAY
Digital Director
Spark Foundry

JAKO DE LEON
President
Creator & Influencer Council
of the Philippines

CARL URGINO
Head of Art
Leo Burnett Manila

EPISODE 2 PERFECTING THE PHYGITAL EXPERIENCE

JEANO CRUZ
Creative Director & Partner
Gigil

EARL GUICO
President & CEO
Elesi Studios

JAMES LIM
Senior Group Category Head -
Corporate Marketing & Communications
NutriAsia

BIBOY ROYONG
Executive Creative Director
Dentsu Creative Philippines

CHAY MONDEJAR-SAPUTIL
Country Director
SHAREit

JOEY DAVID-TIEMPO
Founder & CEO
Octopus & Whale

EPISODE 3 ELEVATING USE OF DATA, COMMERCE, DM & CRM

KARLO CLETO
Data Director
Propel Manila

JIMSON GOW
Performance Lead,
Search & Display Business
Google

KAT GOMEZ-LIMCHOC
Executive Creative Director
Blackpencil Manila

EPISODE 4 PREPARING BRANDS AND BUSINESSES FOR THE FUTURE

GEMMA ALCANTARA
Chief Executive Officer
Hakuhodo/BCI Group

JOSHUA ARVIN LAT
Chief Technology Officer
NuWorks Interactive Labs, Inc.

SHAYNE MADAMBA
Chief Digital Officer
Havas Media Ortega

PEACHY PACQUING
Managing Director
Hyper Island

JOSE ANTON "PEPE" TORRES
Group Chief Marketing Officer
MAYA

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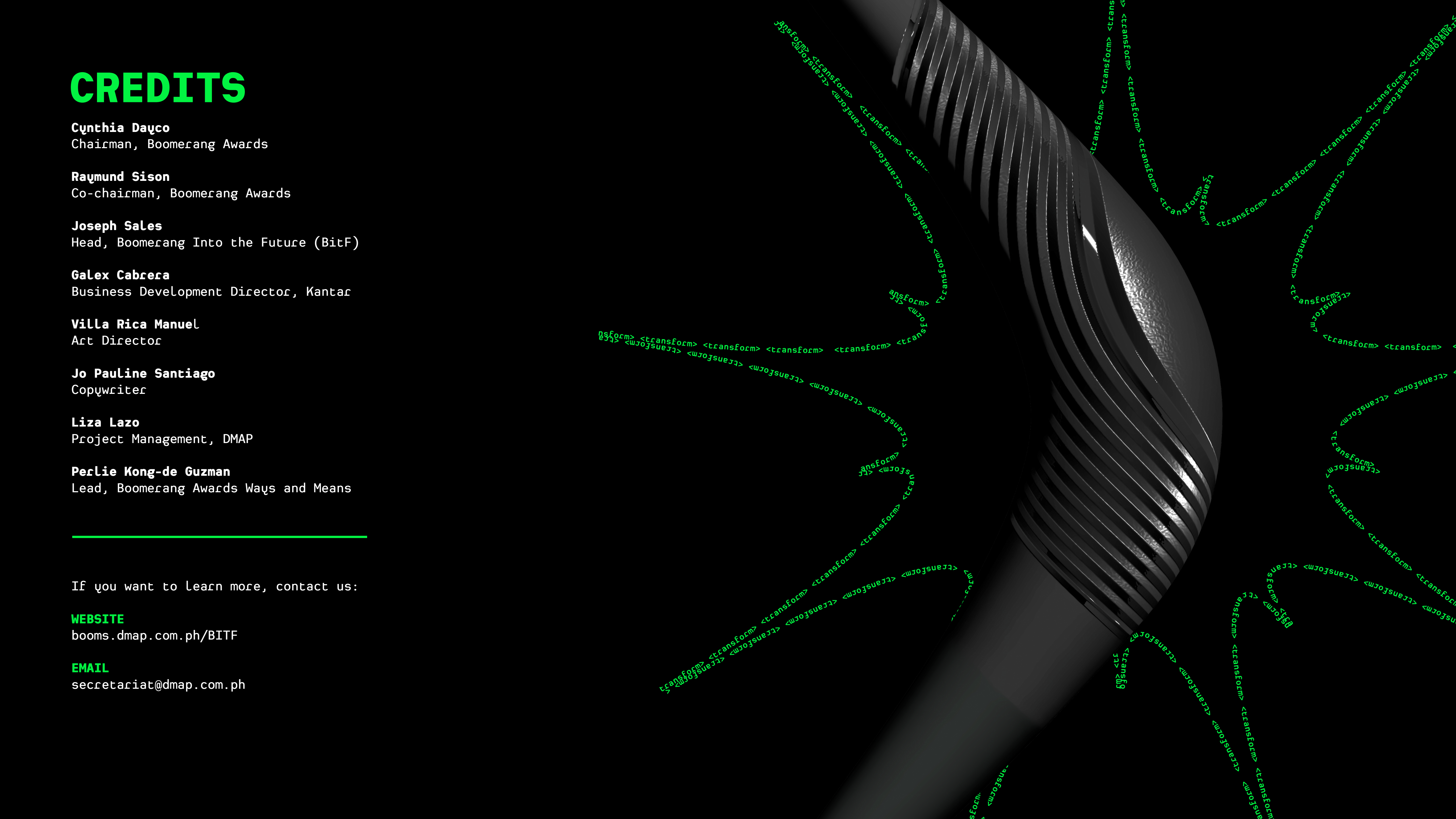
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Perlíe Kong-de Guzman
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