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<th><strong>Nomination:</strong></th>
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<td><strong>Entry Title:</strong></td>
<td>Appreciating Art: Ayala Land’s Tula Series</td>
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<td><strong>Category:</strong></td>
<td>E01 - E12 - Award for Innovation in Marketing &gt; E04. Award for Innovation in Content Marketing / Branded Editorial</td>
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<td><strong>Submission Format:</strong></td>
<td>An Essay of up to 625 Words</td>
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Ayala Land, Inc. (ALI), in its objective to promote walkability and livening the experience of Filipinos – whether Makati City residents, office workers, or tourists – that live, work, and visit its estates, brings art and visual entertainment to underground pedestrian tunnels in the Makati Central Business District (CBD), the walls in the same CBD and also Bonifacio Global City’s (BGC), and the light shows at the lush Ayala Triangle Gardens, eco-city Nuvali, and the Parklinks estate.

To further drive awareness about the newly-installed or painted artworks, ALI made use of a digital marketing campaign composed mainly of short videos between one to two minutes of the spaces, paired with original poems in the Filipino language that convey the various experiences and emotions one may go through every day.

Coexistence by artists Janica Rina and Jerson Samson, a mural on the ceiling of one of Makati’s busiest underpasses, the Legazpi Underpass, was unveiled on October 2021. To promote its launch, ALI posted the first video in the Tula Series, Unang Sulyap (First Glance), on the same month. The poem, which was showed in text and coupled with a voiceover, conveyed finding love and making every day extraordinary, as one might while they are traversing through Makati’s colorful underpasses that connect streets to streets.

The second installment in the series was posted on February 2022. Balik-tanaw, which translates to Looking Back, told a story of friendship. During the month of love, ALI decided to celebrate love in friendships, which are bonds that transcend time and distance. The artworks featured are those of other underpasses in Makati CBD, the eye-catching murals in BGC, and the contemporary nature and people paintings all around both city’s spacious walls.

To cap off the series, ALI released the final installment on December 2022. Just in time for the holidays and the physical return of the Festival of Lights at the Ayala Triangle Gardens, Nuvali’s Fountain of Lights, and the new Bridge of Lights show in the greenest urban estate, Parklinks, Nagmamahal, Anak (With love, your child) shared a story of unconditional love between child and parent. As the season reminded that all beautiful things are bound by love, it shared the meaning of realizing how a parent’s love has molded a child and the appreciation that comes with it. The poem, which was complemented by the colorful light shows in Ayala Land estates, the poem looks back to how parents showed love through the years and how to reconnect with them in meaningful ways.

The videos garnered a total of 1.06M views, a reach of 1.24M, and an engagement rate of 85.69%.

During a bounce back of the economy and the reopening of spaces, ALI not only brought color back to common spaces, but has put emphasis in appreciating these artworks by seeing beyond the visual and understanding stories that bring paintings and shows to life through the Tula Series, which has tugged the hearts of viewers across social media platforms such as Facebook, YouTube, Instagram, and Twitter, where the videos were posted.
Do You Have Website URLs you would like to link to

Yes

URL 1
https://www.facebook.com/officialayalaland/videos/413666663710830
(https://www.facebook.com/officialayalaland/videos/413666663710830)

URL 2
https://www.facebook.com/officialayalaland/videos/1061702507721868
(https://www.facebook.com/officialayalaland/videos/1061702507721868)

URL 3
https://www.facebook.com/officialayalaland/videos/877610370096421
(https://www.facebook.com/officialayalaland/videos/877610370096421)

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10
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