

Nomination: 18725

Humans of the North: Embracing the Northern Culture through Storytelling

Page: General Information

Name of Organization / Company

NLEX Corporation

Logo

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Web Site Address

<https://nlex.com.ph/> (<https://nlex.com.ph/>)

Page: Entry Information

Entry Title

Humans of the North: Embracing the Northern Culture through Storytelling

Category

D01 - D11 - Award for Innovation in Video > D07. Award for Innovation in Lifestyle Videos

Submission Format

An Essay of up to 625 Words

Essay

Jack Kerouac once said, "The road is life itself."

The North Luzon Expressway (NLEX) paved the way for life, commerce, and interconnectivity to flow from Metro Manila to North and Central Luzon. With a decade and a half serving different iconic regions, NLEX Corporation has recognized that the most important stories to share are those that celebrate humanity, highlight rich cultures, and inspire others to discover more about these places and themselves. Thus, Humans of the North was conceptualized.

Inspired by Humans of New York, this project communicates the passion and intention of NLEX Corporation to find these important stories and bring them to light. And with this compelling storytelling, more people are projected to visit these provinces through the expressway, strengthening NLEX Corporation as the brand of choice and a champion for local tourism.

To source the most compelling stories, NLEX Corporation collaborated with different tourism offices from provinces in the North and Central Luzon regions, and set a criteria for choosing the narratives that focused on the individual's role in cultural preservation, environmental protection, and regional distinctiveness. A total of six personalities were shortlisted by NLEX Corporation to be featured in the series.

After the pre-production stage and shooting proper, their stories were shared through video format and launched on the dedicated Facebook page of Humans of the North. Separate launches per video were scheduled to ensure maximum viewership and mileage per feature story.

Following its initial run, the Humans of the North campaign produced impressive results as a tool on social media that were driven by the unique stories and executions presented by NLEX Corporation in the six videos it launched.

The featured stories and videos garnered over 34,613,129 online views, surpassing its targets by 567%, and recorded 17,016,261 engagements, a milestone that surpassed its target of 1.2m engagement by 1,416.67%, which also reflects a 50% engagement rate. These engagements were mostly centered on sharing the videos, being proud of one's culture, and showing interest in visiting the different destinations. This proves that the stories and features were successful in connecting with the target audience, particularly the online publics. Since the launch of the campaign and its Facebook page, it already has over 239K followers and 240K likes.

Going beyond its online results, NLEX Corporation also witnessed a significant increase in motorists frequenting the destinations featured in the stories based on the traffic data of NLEX Corporation comparing the quarterly data of 2022 and 2023.

Accompanying the substantial boosts in motorist traffic on NLEX-SCTEX, NLEX Corporation strengthened its relationships with key stakeholders, including LGUs and local tourism officials, as well. Being witness to the reach and impact of the campaign, stakeholders have expressed support for NLEX Corporation and the campaign, and the desire to expand Humans of the North to feature more destinations and stories of people that help define the rich and unique cultures of the North and Central Luzon regions.

For this category please provide

An essay of up to 625 words describing the video and the innovative aspect of the video since July 1 2021 that you are nominating, **OR** a video of up to five (5) minutes in length illustrating the same.

A link to the video, which you must attach to your entry through our attachment/link uploading tool as a URL or file upload.

Optionally, you may list creative and production credits for your site - a list of the people and organizations that contribute to its development.

Credits

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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