

Company: PLDT and Smart, Makati City, Philippines

Company Description: PLDT is the Philippines' largest fully integrated telco company. PLDT offers a wide range of telecommunications and digital services across the Philippines' most extensive fiber optic backbone, and fixed line and cellular networks. The company is listed in Philippine Stock Exchange (PSE:TEL) and its American Depository Shares are listed on the New York Stock Exchange (NYSE:PHI).

Nomination Category: Marketing Campaign Categories - Specialty

Nomination Sub Category: Brand Experience of the Year - Consumer

Nomination Title: TNT Petmaloop

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

[TNT Petmaloop Challenge Branded Video \(Eng Sub\).mp4 - Google Drive](#)

3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this brand experience campaign or program was launched:

November 2023

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated brand experience campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 175 words used.

The Philippines' multibillion-peso mobile industry has always been fiercely competitive. In 2023 alone, the country, with a population of 116.5 million, saw a remarkable surge to 168.3 million cellular mobile connections, representing a significant 6% increase from the previous year. This kind of rapid growth prompts key players to continuously vie for customers and a bigger share of the market.

To reinforce its status as the top data network and leading choice for mobile network services in the Philippines, PLDT and Smart introduced the TNT Petmaloop (a Filipino play on the words "amazing" and "loop") Challenge campaign in November 2023, a fresh initiative designed to demonstrate network superiority in a more compelling manner and deepen connection with Filipino consumers thru going around the Philippines in a loop and livestreaming in multiple areas nationwide.

In particular, the campaign aimed to fortify TNT's brand affinity and champion the business by:

1. Increasing consumer confidence in TNT's network;
2. Delivering a clear, memorable execution;
3. Delivering a campaign that customers will enjoy;
4. Increasing market share; and
5. Increasing business revenue

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the brand experience campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 245 words used.

For this campaign, TNT targeted the "Happiness Warriors"—resilient Generation Z youth from low-income backgrounds who face life's challenges with optimism, grit, and resourcefulness. Digitally savvy, they find joy online through connection, content, commerce, and gaming, while also embracing new experiences and environments.

With Generation Z in mind, the TNT Petmaloop Challenge campaign presented a captivating series of original live content with the help of 33 local Gen Z influencers, who embarked on an extraordinary expedition across the Philippines.

Over two weeks, they relayed 1 TNT-powered smartphone amongst themselves and livestreamed on the Petmaloop TikTok account from various locations (including their favorite food stalls, date spots, carnivals, etc.), covering a remarkable 3,437.7 kilometers in 4 local languages. This immersive experience provided viewers with binge-worthy content showcasing authentic insights into each influencer's hometown.

On the final day, TNT unveiled itself as the driving force behind the remarkable feat and culminated with a 26-hour continuous livestream from Bulacan to Manila, securing both TNT and the Philippines the Guinness World Record for the Longest Travel Livestream (Video). This milestone not only solidifies TNT's position as the unrivaled network leader in the Philippines but also unites Filipinos nationwide in joyous celebration of this extraordinary achievement.

Additionally, behind-the-scenes shots and interviews were compiled into a branded video disseminated across Petmaloop and TNT social media accounts, further amplifying the campaign's impact. To top it off, the feat was also immortalized on a billboard located at the Philippines' busiest street EDSA.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this brand experience campaign or program since the beginning of 2023. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 144 words used.

The TNT Petmaloop Challenge campaign showcased TNT's unwavering commitment to innovation, community involvement, and bringing joy through exceptional network connectivity. And it not only met but exceeded its goals, through the following:

1. Registered a 10% increase in subscribers citing strong signal for mobile data as a reason for using the brand
2. Delivered 53% in ad recall and 74% in comprehension, outperforming previous campaigns
3. Generated over 112 million views across different platforms and surpassing the global benchmark for live unique views/reach on TikTok by 24%
4. Grew market share by 0.23%, widening its lead over rivals
5. Boosted TNT's daily average revenue by 8%, the highest in the past two years

6. Received the following local and international awards:
 - a. Guinness Book of World Records for Longest Travel Livestream
 - b. Kidlat 2024
 - c. Gold in Asia-Pacific Stevie Awards 2024
 - d. Gold in the first TikTok Ad Awards 2024 in the Philippines

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Attachments/Videos/Links:

[TNT Petmaloop](#)

[REDACTED FOR PUBLICATION]

