

**Company:** Megaworld Lifestyle Malls, Taguig City, NCR, Philippines

**Company Description:** Megaworld Lifestyle Malls is the retail and commercial development arm of Megaworld Corporation, one of the Philippines' largest real estate companies. As the country's premier developer of lifestyle destinations with exceptional designs, offerings and experiences, its mission is to make happiness and meaningful connections a lifestyle for its communities.

**Nomination Category:** Marketing Campaign Categories - Industry

**Nomination Sub Category:** Marketing Campaign of the Year - Pet Care

**Nomination Title:** Pet-Friendly by Design: The Strategic Launch of Eastwood City's Paw Club Access

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

Seotember 2024

2. 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

3. 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.

Supporting Video Link:

<https://www.youtube.com/watch?v=jndKVw08miE>

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 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 250 words used.**

Eastwood City, a pioneering development by Megaworld Lifestyle Malls, has long stood at the forefront of pet-friendly innovation in the Philippines. As the first pet-friendly destination in the country's retail sector, it set a precedent by welcoming pets into shopping environments traditionally reserved for humans. This progressive approach responded to a long-standing gap in the market—where pet owners often found their companions excluded from lifestyle and leisure spaces. Despite a growing number of households treating pets as integral family members, malls and commercial hubs remained largely unaccommodating.

Recognizing this disconnect, Eastwood City launched numerous pet-centric initiatives over the years, including designated bark parks, annual pet blessings, and partnerships with animal welfare organizations. Yet, a need remained for a unified platform that could deepen engagement, enhance convenience, and reward the loyalty of pet-owning patrons. To address this, Megaworld Lifestyle Malls introduced Paw Club Access in September 2024—a centralized loyalty and rewards program tailored specifically for pet owners visiting Eastwood City.

The campaign was initiated to solve multiple challenges: the lack of recognition for pet owners as a key customer segment; the absence of incentives that support repeat visits and deeper community participation; and the need for a platform that empowers pet owners with services, information, and perks. By consolidating Eastwood City's existing pet-friendly efforts under a digital-first engagement strategy, Paw Club Access not only reinforced the mall's reputation as a pet-welcoming space, but also addressed the broader demand for more inclusive, rewarding, and connected experiences for both pets and their humans.

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

**Total 247 words used.**

The development of Paw Club Access was anchored in a strategic and data-driven approach aimed at deepening Eastwood City's long-standing commitment to pet inclusivity. The planning process began with extensive market research and community listening sessions, which revealed a strong demand for centralized services and recognition among pet-owning customers. Building on these insights, the initiative was designed to not only elevate Eastwood City's reputation as a pet-friendly destination, but also to formalize pet owners' engagement through a structured, benefit-driven platform.

Goal-setting for the campaign prioritized four key objectives: enhancing foot traffic to Eastwood City's pet-related establishments, increasing customer retention through rewards, improving digital engagement, and fostering a more cohesive pet-loving community. From this framework, a comprehensive loyalty program was envisioned—complete with a points system, exclusive partner discounts, event access, and curated pet lifestyle content.

Creative development focused on crafting a brand identity that was both premium and approachable. The campaign name, "Paw Club Access," was selected to convey exclusivity while remaining inviting. A clean, user-centric website was developed to serve as the digital hub, offering seamless membership registration, event updates, pet-care articles, and access to rewards. The content strategy was tailored to deliver value while reinforcing community connections.

Media planning included a blend of organic and paid channels, with the grand launch strategically aligned with the opening of Eastwood's new Bark Park. Collaborations with influencers like Tim Yap and prominent pet creators ensured broad awareness and engagement, particularly across high-traffic platforms such as Facebook and Instagram.

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 campaign or program since the beginning of 2019. 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 242 words used.**

Following its official launch in September 2024, Paw Club Access rolled out a series of high-impact activities designed to engage pet owners and solidify Eastwood City's position as a pet-friendly lifestyle hub. The campaign's debut was strategically timed with the grand opening of Eastwood's newly redeveloped Bark Park, creating a dual attraction that significantly amplified public interest. The launch event featured interactive booths, pet wellness consultations, and live demonstrations, and was headlined by celebrity influencer Tim Yap alongside popular pet content creators—maximizing both media mileage and community reach.

The digital platform, Paw Club Access, functioned as the campaign's operational core. It enabled seamless member registration and housed a curated library of pet-related content, including care tips, lifestyle features, and updates on upcoming pet-friendly events at Megaworld Lifestyle Malls. Members earned points through participation in activities such as event attendance, store purchases, and content engagement, incentivizing repeat visits and long-term loyalty.

[REDACTED FOR PUBLICATION] Commercially, pet-related establishments across Eastwood City reported increased foot traffic and sales, demonstrating how Paw Club Access effectively converted digital engagement into tangible business outcomes.

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:

[Pet-Friendly by Design: The Strategic Launch of Eastwood City's Paw Club Access](#)

[REDACTED FOR PUBLICATION]

