

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: Video Categories

Nomination Sub Category: Influencer & Celebrity

Nomination Title: Leading with Influence, Creating with Purpose: The Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag

1. Date this production was first released/publicly viewed:

September 2024

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 198 words used.

Launched in 2024, the Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag campaign was propelled by the powerful influence of Catriona Gray—Miss Universe 2018, fashion icon, and sustainability advocate. As both the figurehead and designer of the collection, Gray's presence transformed a marketing initiative into a cultural movement, anchoring the video strategy with authenticity, vision, and aspirational appeal.

Her advocacy shaped the heart of Fashion with a Purpose, a video series that chronicled the transformation of discarded tarpaulins into artisan-crafted bags. More than a spokesperson, Gray actively shaped the campaign's aesthetic and message, bridging fashion and environmental responsibility. Her credibility sparked a wave of organic support, prompting fellow influencers to feature the campaign for free and amplifying its message through authentic, values-driven storytelling.

The campaign's results underscore Gray's influence [REDACTED FOR PUBLICATION] Bags sold out within weeks, and public engagement surged as celebrities and followers echoed the call for conscious consumerism.

By leading with a voice of purpose and style, Catriona Gray elevated the campaign from promotion to advocacy—demonstrating the extraordinary power of values-led celebrity influence in driving both impact and commerce.

3. Provide the applicable creative and production credits for this entry:

Attachments/Videos/Links:

[Leading with Influence, Creating with Purpose: The Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag](#)



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