

Company: ACEN RES, Makati, Philippines
Company Description: ACEN Renewable Energy Solutions (ACEN RES) is the retail electricity unit of ACEN CORPORATION, part of the Ayala conglomerate, known as a pillar of nation-building and for its innovative strategies. One of its innovations in recent years is the focus on renewable energy, and in 2023, it has built up the largest capacity of renewable energy.
Nomination Category: Marketing Campaign Categories - Specialty
Nomination Sub Category: Omni-Channel Marketing Strategy of the Year
Nomination Title: The omni-channel strategy of ACEN RES propelled the brand from 5% to 53% market share in 2 years



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:

January 2023
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.
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 208 words used.

ACEN RES launched its omni-channel strategy to accelerate renewable energy (RE) adoption among Filipino businesses. Despite the government’s Green Energy Option Program (GEOP), uptake remained low, and many companies remained hesitant to switch from traditional energy sources like coal and fossil fuels to RE. The campaign aimed to address this challenge by combining storytelling, educational content, and strategic events to convert awareness into action.

The omni-channel strategy was designed to interrupt and intercept user journeys—interrupting passive browsing with compelling success stories told by ACEN RES customers, and intercepting active interest with helpful, targeted content. Events such as the REcharge Gala, RESurgence, and REvere were crafted to celebrate companies that had already made the switch and are leading the renewables revolution, while also educating prospective customers about renewable energy, sustainability, green mobility, and its convergence with business and the bottom line.

Digital campaigns tackled misconceptions about switching to renewable energy, clearly communicating both the sustainability and cost-saving benefits. These efforts were designed to influence decision-making and shape brand preference.

Challenges included low baseline awareness, fragmented understanding of renewable energy benefits, and the need to differentiate ACEN RES in a competitive market. The campaign responded by positioning ACEN RES as a thought leader and trusted partner in the energy transition.

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 245 words used.

The omni-channel campaign development began with clear insights: different audiences need different reasons to believe, and the customer journey is not linear. Visionary CEOs and sustainability champions responded to narratives aligned with the Sustainable Development Goals (SDGs), climate action, and the broader impact of renewable energy on future generations. Procurement heads and operations managers required a more pragmatic approach, balancing cost, compliance, and operational efficiency.

ACEN RES crafted four messaging pillars—savings, sustainability, thought leadership, and customer testimonials. These themes were deployed across platforms, with targeted landing pages optimized based on audience interests and behaviors. Events like REcharge, RESurgence, and REvere were timed to maximize emotional and strategic impact. Each message and event were designed to meet the audience where they were in their decision-making journey.

To sustain visibility and reinforce messaging, ACEN RES adopted a content strategy that included posting four pieces of content per week. This cadence proved effective in maintaining relevance and consistency across platforms. Event footage was repurposed into bite-sized content such as snippets from speeches, testimonials, and panel discussions were edited into reels, shorts, and photo albums for social media.

Visual authenticity was prioritized through the creation of a proprietary image bank featuring talents who mirrored the target market. This ensured relatability and trust in campaign visuals. Digital media boosting was strategically designed to reach specific personas based on interests, job titles, and online activity. Ensuring the right message reached the right audience at the right time, through the right platform.

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 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 249 words used.

ACEN RES has executed a dynamic omni-channel strategy that blends education, and engagement, delivering measurable impact across on-ground events, digital platforms, and business revenue.

ACEN RES’s omni-channel marketing strategy was built on a clear mission: to accelerate renewable energy adoption by transforming awareness into action. Through a blend of emotionally resonant storytelling, strategic event execution, and precision-targeted digital campaigns, the brand not only elevated its visibility but delivered tangible business results.

Major events such as REcharge Gala, RESurgence, and REvere drew in over **1,000+ participants** and consistently achieved **satisfaction ratings above 95%**, reinforcing ACEN RES’s role as a trusted partner in the energy transition.

On digital platforms, **engagement rates averaged 110% on Facebook, 141% on Instagram, and 41% on LinkedIn** versus industry average of 1%, 4%, and 4%* respectively. **Reach was 31M** across Facebook, YouTube and Google, with **16M engagements**, beating all competitors combined.

From January 2023 through July 2025, these efforts generated **224 sales-qualified leads (200MW) equivalent to ₱12 billion in annual revenue**, with **45 signed capacity (34.51 MW) translating to approximately ₱1.08 billion in annual revenue**.

According to publicly available data released by the Energy Regulatory Commission, ACEN RES leads the renewable energy market with a **customer share of 53% as of February 2025**.

By aligning creative execution with strategic segmentation and data-driven refinement, ACEN RES didn’t just market renewable energy - it built a movement that inspired action, drove conversion, and positioned the brand as a leader in the Philippines’ renewable energy future.

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:

[The omni-channel strategy of ACEN RES propelled the brand from 5% to 53% market share in 2 years](#)

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