

Company: SM Supermalls, Makati City, Metro Manila, Philippines
Nomination Submitted by: Havas Media Ortega, Inc.
Company Description: SM Supermalls is the Philippines’ largest mall chain, offering vibrant destinations for shopping, dining, and entertainment. With over 80 malls nationwide, it champions community, culture, and advocacy through meaningful experiences and initiatives that promote kindness, inclusivity, and social good.
Nomination Category: Marketing Campaign Categories - Specialty
Nomination Sub Category: Branded Content Campaign of the Year
Nomination Title: 100 Days of Joy: SM Turns Holiday Cheer into a Nationwide Movement of Kindness



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:

This campaign was launched on September 16, 2024 and ended on December 25, 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.

A video summarizing the “100 Days of Joy” campaign is included. It visually captures key moments and milestones from the initiative, including community activations, acts of kindness, and the overall impact across SM’s 87 malls.

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 130 words used.

SM Supermalls’ “100 Days of Joy” began in 2020, at the height of the pandemic, when physical mall visits were restricted and Filipinos needed a sense of uplift. SM responded by launching a digital countdown to Christmas, bringing festive cheer to people online when they couldn’t celebrate in person with their loved ones. What began as a virtual holiday campaign has since evolved into a powerful annual movement — rooted in storytelling, generosity, and community engagement.

By 2023, the challenge was to deepen impact and meaning. Could 100 short stories deliver long-term change? Could a mall-led initiative mobilize nationwide kindness? The answer was to transform every mall into a storyteller and a giver, uniting 87 malls with one purpose — to spark acts of kindness, one story at a time.

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 171 words used.

Planning began mid-2024 with a cross-functional collaboration across SM’s marketing, digital, and mall operations. The campaign theme “Be a Santa today. Pass it on.” was chosen to inspire everyday Filipinos to become agents of kindness in their own way.

Each of the 87 SM malls was tasked to identify local beneficiaries whose lives could be touched by a small act of generosity. These included students, farmers, veterans, orphanage caretakers, animal welfare volunteers, and more, ensuring hyperlocal relevance and authenticity.

One story was shared per day for 100 days across SM’s digital ecosystem — Facebook, TikTok, Instagram, and YouTube — bringing each act of kindness to life through real, unscripted moments. The digital team adopted trending formats, while mall teams ensured emotional sincerity on-ground.

Tools like Isentia and Carbon were used to track sentiment and engagement in real-time. As the campaign progressed, digital assets were optimized based on performance. The mix of orchestrated content and emotional spontaneity made each video feel unique, yet still part of a larger and unified narrative.

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 232 words used.

Each day of the “100 Days of Joy” campaign brought a new story to life.

- At SM Mall of Asia, 100 students from the Philippine School for the Deaf were gifted new shoes and treated to a magical Christmas experience with a Santa who used sign language, followed by a special meal sponsored by Pizza Hut and Dairy Queen.
- In SM City Tarlac, a pet adoption drive with Animal Kingdom Foundation helped 10 rescued animals find homes, while volunteers were treated to meals from Gerry’s Grill, Mister Donut, and Botejyu.
- SM City Daet honored orphanage caregivers with salon pampering and gifts for the children.
- In SM City Baguio, 70 war veterans were celebrated with performances, tributes, and shared meals in partnership with the Philippine Veterans Affairs Office and Baguio Museum.

Key Results:

- The campaign exceeded its 50 million view goal, reaching 281 million views—270 million from TikTok alone.
- Engagement hit 103%, and positive sentiment rose to 94%. A total of 145 brand partners and tenants contributed meals, gifts, and experiences.
- Holiday sales rose by 12%, and foot traffic increased by 6.4%.
- Executed with just 1.86% of SM’s annual marketing budget (USD 132,848.74) and over USD 35,000 in in-kind support, the campaign achieved a 26.4% ROI.

Beyond numbers, it made a real difference to over 1,000 individuals, families, and animals—proving the power of purpose-driven branded content.

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):

Total 138 words used.

A post-campaign report is attached to this nomination, serving as the sole supporting material for the “100 Days of Joy” campaign. This internal document provides a detailed summary of the campaign’s execution and outcomes, including key metrics such as 281 million total views (with 270 million from TikTok), a 103% engagement rate, and a 94% positive sentiment score. It also outlines the participation of 145 brand partners and mall tenants, the 12% increase in holiday sales, and the 6.4% growth in foot traffic. The report highlights notable activations across SM malls, such as inclusive celebrations for deaf students, pet adoption drives, and tributes to veterans. While no external materials are included, the post-campaign report offers a comprehensive and credible overview of how the campaign successfully turned branded content into a nationwide movement of kindness and community impact.

Attachments/Videos/Links:

[100 Days of Joy: SM Turns Holiday Cheer into a Nationwide Movement of Kindness](#)

[REDACTED FOR PUBLICATION]