

Company: PJ Lhuillier Inc. (Cebuana Lhuillier), Makati City, Metro Manila
Company Description: PJ Lhuillier, Inc. (Cebuana Lhuillier) is the Philippines’ largest microfinancial services provider, offering pawning, savings, loans, insurance, remittance, business support, and investment options through retail gold and jewelry. With over 3,500 branches and robust digital platforms, it delivers accessible and inclusive financial solutions to more than 27 million Filipinos nationwide.
Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories
Nomination Sub Category: Communications or PR Campaign of the Year - Social Media Focused
Nomination Title: Money Guro: Empowering Filipinos Through Financial Wisdom



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.
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 campaign or program was launched:

The “Money Guro” campaign by Cebuana Lhuillier, known as the Philippines’ leading microfinance services provider in the Philippines, was officially launched on January 15, 2024. This initiative emerged in response to the growing need for financial literacy and empowerment among Filipinos.

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 180 words used.

The campaign aimed to educate the public on various financial topics, ensuring that individuals, particularly the youth, understood the importance of managing finances, budgeting, and building savings. The initiative was created to address significant challenges in financial literacy prevalent in the Philippines. A report from the Bangko Sentral ng Pilipinas highlighted the low financial literacy among Filipinos, with only 25% claiming to be knowledgeable about financial concepts. This lack of awareness often leads to poor financial choices, escalating debt, and inadequate savings for emergencies.

To tackle these issues, Cebuana Lhuillier developed the “Money Guro” campaign, featuring various educational resources such as web seminars, workshops, and digital content focused on financial literacy. This campaign is particularly significant, as it seeks to empower individuals with valuable insights and knowledge from no less than the President and CEO of Cebuana Lhuillier, thus fostering a community that makes informed financial decisions.

The efforts of Cebuana Lhuillier to elevate financial literacy through the “Money Guro” campaign highlight the company’s commitment to not just providing financial services but also enhancing the overall financial well-being of Filipinos.

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 226 words used.

The Money Guro campaign was meticulously designed to empower Filipinos with financial literacy, equipping them with practical knowledge on budgeting, saving, investing, managing debt, and building wealth by starting or expanding a business.

The planning process began with extensive research into the financial challenges faced by Filipinos, ensuring the campaign addressed real-world concerns. Goal setting focused on accessibility, engagement, and measurable impact, aiming to reach a broad audience across different demographics.

Creative development centered on making financial education engaging and relatable. The campaign introduced a video series featuring Jean Henri Lhuillier alongside financial experts, celebrities, and everyday Filipinos, fostering a dynamic and interactive learning experience. Media development prioritized bite-sized, visually appealing content tailored for digital consumption.

Scheduling was strategically aligned with key financial milestones, such as the start of the year for savings resolutions and mid-year for investment planning. The decision to focus on social media platforms—Facebook, TikTok, YouTube, and Instagram—was driven by their ability to reach younger audiences and encourage real-time interaction.

These platforms enabled Money Guro to maximize engagement, foster community discussions, and create viral moments that amplified financial literacy nationwide. Additionally, the campaign leveraged influencer collaborations and interactive online challenges to further expand reach, ensuring that financial education remained accessible, engaging, and relevant to diverse audiences.

Through these strategic efforts, Money Guro has established itself as a pioneering initiative in promoting financial empowerment.

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 249 words used.

Since the Money Guro campaign was launched on January 15, 2024, it has significantly expanded its digital presence and influence, successfully delivering practical financial education to a broad Filipino audience primarily comprising Millennials and Gen Z. On Facebook, Money Guro boasts 487,000 followers and 338,000 likes, regularly engaging 10,000 to 50,000 users per post with relatable financial tips. Their YouTube content, hosted on Cebuana Lhuillier’s official channel with 17,700 subscribers, attracts 5,000 to 20,000 views per episode, providing in-depth lessons on personal finance. Impressively, the campaign’s TikTok account has grown explosively to 406,400 followers and 1.4 million likes, with some videos surpassing 100,000 views.

Money Guro’s content has evolved to cover broad themes such as smart budgeting, debt management, savings, mental health tied to financial wellness, entrepreneurship, and digital finance, making it highly relevant amid current economic challenges. Notable series include “Kwentong Money Guro,” which shares real-life Filipino financial success stories, with one viral episode reaching 120,000 views and fostering authentic community engagement. The “Budget Hacks sa Inflation” mini-video series offers quick, actionable money-saving tips, drawing tens of thousands of views.

The campaign’s outreach strategy includes consistent weekly uploads across platforms, influencer collaborations, and amplification through Cebuana Lhuillier’s newsletters, accumulating over 50 million impressions since it began. This comprehensive approach has positioned Money Guro as a trusted and engaging financial literacy resource, effectively empowering Filipinos to improve their financial resilience and wellness through accessible social media 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):

Attachments/Videos/Links:

[Money Guro: Empowering Filipinos Through Financial Wisdom](#)

[REDACTED FOR PUBLICATION]