

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: Publication Categories
Nomination Sub Category: Best House Organ - For Employees
Nomination Title: CNN: Cebuana’s Communication Lifeline to 12,000 Employees Nationwide



1. How many times was this house organ published since 1 January 2023?

Since January 1, 2023, **Cebuana News Ngayon (CNN)** has been published approximately 150 times.

As a twice-weekly digital publication, CNN consistently delivers updates every Monday and Thursday. In addition, **Special CNN (SCNN)** editions were released once or twice a month. This regular cadence has been maintained throughout the year, excluding a few select holidays and company-wide breaks. Its consistent release schedule ensures timely communication and sustained engagement with Cebuana Lhuillier’s 12,000-strong workforce across more than 3,500 branches and offices nationwide.

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

Total 166 words used.

Cebuana News Ngayon (CNN) was created to serve as a centralized internal communication platform that keeps Cebuana Lhuillier’s 12,000 employees—90% of whom are branch-based—consistently informed, engaged, and aligned with the company’s mission and values.

Its primary communications objectives are to:

- 1. **Bridge geographical gaps** by delivering timely, relevant information across all branches and offices.
- 2. **Reinforce company culture** and core values through consistent messaging and employee-focused content.
- 3. **Boost employee engagement and morale** by recognizing individual contributions and sharing inspiring stories.
- 4. **Support business operations** through efficient dissemination of memos, policies, and campaign updates.

CNN met these objectives through a twice-weekly digital format with an 85% open rate, near-total readership for key announcements, and overwhelmingly positive employee feedback—92% of staff reported feeling more informed and motivated, according to 2023–2024 internal surveys. With content ranging from leadership messages to wellness tips and CSR features, CNN has become more than a newsletter—it is a vital communications tool that unites a nationwide workforce, enhances operational alignment, and strengthens Cebuana Lhuillier’s organizational culture.

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

Cebuana News Ngayon (CNN) is produced by the Cebuana Lhuillier Corporate Communications Group. The publication is a collaborative effort involving the Internal Communications Team, Content Writers, and Graphic Designers under the Integrated Marketing Communications Division. Contributors include representatives from various departments and branch employees nationwide, who provide insights, stories, and updates from the field. The newsletter is published twice weekly, with Special CNN (SCNN) editions released one to two times per month, and is distributed through the company’s internal digital platforms.

Attachments/Videos/Links:

[CNN: Cebuana’s Communication Lifeline to 12,000 Employees Nationwide](#)

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