

Company: Mang Inasal Philippines

Nomination Submitted by: Grupo Agatep Inc.

Company Description: Mang Inasal is one of the Philippines' leading fast-food brands, best known for its signature Chicken Inasal and unlimited rice meals. Founded in 2003 in Iloilo City, Mang Inasal has grown to over 500 stores nationwide. A proud member of the Jollibee Foods Corporation, it serves iconic Filipino flavors in a uniquely local dining experience, and has won multiple awards for marketing and PR.

Nomination Category: Marketing Campaign Categories - Specialty

Nomination Sub Category: Viral Marketing Campaign of the Year

Nomination Title: #MangInasalCreamyYESSummer

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:

March 1, 2025

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 249 words used.

In the Philippines, summer is halo-halo season, a time when every restaurant competes for attention with its own take on the iconic dessert. In March 2025, Mang Inasal saw a chance to go beyond the typical summer campaign. With minimal reliance on paid media, it set out to make halo-halo not just a product, but a cultural moment that would win Gen Z and spark national conversations.

The mission was bold: drive foot traffic, build emotional connections, and generate organic buzz by being genuinely relevant to a generation that values authenticity. This was not just marketing. It was meaning-making.

Gen Z makes up over 30 percent of the Philippine population. They do not respond to conventional messaging. They trust influencers they emotionally connect with. They follow their "biases" and engage with content that feels real, relatable, and co-created.

To connect with them, Mang Inasal had to enter their world without disrupting it. The key was not to speak louder but to speak with them. The strategy was to collaborate, not command.

Mang Inasal tapped into digital behavior and fan culture, becoming part of the content Gen Z already loved. It leaned into their humor, language, and energy. The result was a shift from brand monologue to community dialogue.

From this emerged a campaign that redefined summer. It turned a well-loved dessert into a symbol of joy, connection, and cultural pride, anchored not in media spend but in moments that mattered to the generation that now defines what is cool.

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 250 words used.

To stand out and speak to Gen Z on their own terms, Mang Inasal created #MangInasalCreamyYESSummer, a campaign fueled by culture and co-creation. At its core was a strong belief. Extra Creamy Halo-Halo is not just a dessert. It is a vibrant expression of summer and identity that Gen Z could make their own.

Central to the campaign was Fyang Smith, the Pinoy Big Brother Gen 11 Big Winner. She was not chosen simply for popularity, but for her authenticity and charm. Fyang became the relatable face of the brand. She reflected confidence and ultimate fun. Her influence was not manufactured. It was real.

The campaign was carefully designed for virality. It began with cryptic social media teasers that sparked speculation and curiosity. The launch event at SM Mall of Asia gave fans a chance to see Fyang up close, building a real-world connection that translated online. A music video-style TV commercial followed, styled for TikTok and packed with energy and color.

The campaign empowered Gen Z to participate. The #CreamyYESSummer dance challenge invited fans to create their own content. Each post, duet, and stitch helped build the movement.

Real-world activations amplified the digital impact. A Halo-Halo Caravan, co-organized with the Department of Tourism, brought the dessert to top summer destinations. Limited-edition merch and dessert exhibits gave people more reasons to engage and share.

This campaign did not borrow influence. It built it through participation, shared experiences, and emotional truth. It became a conversation that started online and spread everywhere.

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 246 words used.

#MangInasalCreamyYESSummer turned a summer product into a nationwide celebration. It sparked curiosity, joy, and pride across platforms and communities.

It began with mystery. Social teasers created buzz as fans speculated about the brand's next move. When the reveal came, excitement exploded. The launch event, headlined by Fyang Smith, drew fans who wanted to connect not just with a product, but with a personality they admired. The emotional connection built in that moment set the tone for what followed.

The video felt more like a TikTok trend than a brand ad. Bright, upbeat, authentic. It encouraged participation. The dance challenge quickly took off. Hundreds of user-generated videos flooded social platforms. Fans became storytellers. Content was not just seen. It was felt.

Offline, the impact continued. The Halo-Halo Caravan visited top tourist destinations. The National Halo-Halo Blowout drew massive crowds. Lines formed hours before opening. Exclusive merchandise and a dessert exhibit gave people something to photograph, post, and remember.

The numbers tell a compelling story:

- 61 million TikTok views on Mang Inasal content

- 869,700+ organic TikTok interactions

- 10.3 percent average engagement rate, over 240 percent higher than industry benchmarks

- Hashtag #FyangMangInasalTVC trended number one on X

- Surge in in-store traffic and significant rise in halo-halo sales

- Emergence of organic search terms like "Fyangie Mang Inasal" and "Sofia Smith Mang Inasal Endorser"

What began as a campaign became something deeper. It created a shared summer story, where every scoop of halo-halo tasted like joy, pride, and community.

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:

[#MangInasalCreamyYESSummer](#)



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