

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: Influencer 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 250 words used.

Summer in the Philippines is synonymous with halo-halo. In 2023, Mang Inasal faced an urgent challenge. Every quick-service brand was offering its version of this iconic dessert, saturating the market with similar messaging and visuals. To stand out, Mang Inasal had to go beyond traditional advertising and spark an emotional connection that would cut through the noise.

The goal was clear. The brand needed to dominate summer buzz, drive foot traffic to stores, and build lasting love among Gen Z audiences, all with limited paid media support. This generation, which represents 30.1% of the Philippine population, has fundamentally changed the marketing playbook. They do not respond to ads. They respond to authenticity. They listen to people they trust, known in their language as their "biases." These are influencers they relate to, admire, and emotionally follow.

Mang Inasal recognized that if it wanted to own summer, it had to own halo-halo not just in flavor but in feeling. It had to be more than a product campaign. It had to be a movement that felt real, entertaining, and organic to the Gen Z experience.

The campaign was built on the insight that Gen Z culture is co-created by influencers and their audiences. For Mang Inasal to matter, it needed to embed itself within that culture. This was not about getting attention. It was about earning relevance. The result was #MangInasalCreamyYESSummer, a campaign that redefined influencer marketing and rewrote how brands can genuinely connect with this powerful and elusive generation.

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 244 words used.

The #MangInasalCreamyYESSummer campaign was carefully crafted to connect with Gen Z on their terms. It began with a single, powerful idea: Extra Creamy Halo-Halo is more than just a dessert. It is a joyful expression of Filipino identity, energy, and shared experiences. That idea needed a face who truly embodied these values.

Mang Inasal chose Sofia "Fyang" Smith, the Gen Z icon and Pinoy Big Brother Gen 11 Big Winner. Fyang was not selected solely for her celebrity status. She represented what Gen Z values most—authenticity, relatability, and confidence. She was a genuine "bias" to her followers, someone they emotionally trusted and admired.

The creative strategy focused on organic, emotionally engaging storytelling. A music video-style TVC featuring Fyang was produced with TikTok virality in mind. A dance challenge followed, encouraging fans to co-create content with the brand. Activations were timed around Gen Z's digital behavior to maximize visibility and sharing.

Experiential touchpoints deepened the connection offline. Mang Inasal launched a Halo-Halo Caravan, offering free Extra Creamy Halo-Halo at tourist destinations. At the SM Mall of Asia, the campaign reveal featured Fyang performing live and interacting with fans, turning digital momentum into real-world emotion.

By aligning with influencer trust, social habits, and co-creation values, Mang Inasal transformed a seasonal product campaign into a cultural movement. Everything from the content to the community experiences was designed to feel real and authentic. The result was a campaign rooted in Filipino joy and powered by Gen Z passion.

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 233 words used.

The campaign rollout followed the natural rhythm of Gen Z engagement. It began with teaser posts that hinted at a new endorser, fueling speculation across TikTok and X. This built momentum organically, inviting fans to feel part of the campaign even before it officially launched.

Fyang Smith was revealed during a high-energy event at SM Mall of Asia. The announcement was not just a reveal; it was a fan celebration, combining live performance with real-time interaction. This was followed by the release of a music video-style TVC and a TikTok dance challenge that shifted the audience from passive viewers to active creators.

Momentum continued through nationwide initiatives including the Halo-Halo Caravan, the National Halo-Halo Blowout, exclusive merchandise, and interactive in-store displays. These activations translated social buzz into real visits, sales, and meaningful experiences.

The campaign achieved remarkable results. Mang Inasal's TikTok content reached 61 million views, with over 869,000 interactions. The average engagement rate soared to 10.3 percent, surpassing industry benchmarks by 243 percent. The hashtag #FyangMangInasalTVC hit number one on X, while Gen Z coined new phrases like "Fyangie Mang Inasal," inspiring fan edits, memes, and spontaneous praise.

Sales of Halo-Halo rose significantly, matched by increased foot traffic from March to May 2025. More importantly, Mang Inasal earned an emotional place in Gen Z's daily lives. This was not influencer marketing by formula. It was influencer marketing by heart.

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](#)

[REDACTED FOR PUBLICATION]



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