

Company: DDB Group Philippines, Taguig City, Philippines

Company Description: DDB Group Philippines is a leading integrated marketing communications group in the Philippines composed of creative, digital, media, PR, content and data analytics agencies that provide expertise to a diverse roster of local and multinational clients. We are multi-awarded not only for our creative campaigns but also for people management. We are part of DDB Worldwide globally known as DDB.

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications or PR Campaign of the Year - Sport

Nomination Title: Cignal TV and DDB Philippines' Fame Swap campaign

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:

May 12, 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.

N/A

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.

For years, outstanding Filipino athletes across various sports have faced an uphill battle for recognition, with some even switching nationalities in search of better support. This unfortunate trend is rooted in the Philippines' lopsided passion for basketball and volleyball, often overshadowing the vast talent and potential in other sports.

As Filipino athletes prepared to compete at the 2024 Paris Olympics, the Philippines' beloved basketball and volleyball leagues—two of the most popular sports in the country—took a bold step. They put their support behind athletes in lesser-known sports, amplifying the stories and struggles of those outside the mainstream. Why? Because it's time for all Filipino athletes to get the respect they deserve, long before their Olympic achievements.

Thus, the Fame Swap campaign was born to shine a spotlight on Filipino athletes across all sports, inviting the nation to come together and celebrate their inspiring journeys and remarkable achievements during the 2024 Paris Olympics.

Its key objectives were:

To leverage mass media in raising awareness and community support for Filipino athletes during the campaign period that started a month before the 2024 Paris Olympics and continued throughout the games or from June 12 to August 11, 2024.

To uplift the spirits of Filipino Olympians so that they can be inspired to perform at their best and result to better finishes of the Philippines at the 2024 Paris Olympics.

At its core, the campaign's message was clear: Filipino Olympians, regardless of their sport, are world-class and deserve equal appreciation from their fellow countrymen.

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.

Under the creative direction of DDB Philippines, the campaign's stunt involved having famous sports and TV personalities wear shirts with the names of this year's Filipino Olympians instead of their own names. This was aimed at improving these athletes' morale by having this huge show of support just before the Olympics.

The execution leveraged on partnerships with Cignal TV, the designated media partner and broadcaster of the Paris Olympic Games, the Philippine Basketball Association or PBA and the Premier Volleyball League. These are three of the biggest entities in Philippines sports which came together to be a driving force of awareness for Filipino Olympians.

On Philippines Independence Day, the Fame Swap campaign was launched during the PBA Finals series. TV coverage captured the basketball players on court wearing the Olympians' names on their shirt warmers. In that moment, they swapped their names and influence for Filipino Olympians in different sports.

After the Philippine Basketball Association, the Premier Volleyball League followed. The volleyball players wore the Olympians' names during their games and public appearances in July 2024.

Cignal TV maximized its strategic advantage as the leader in sports to mobilize its parent firm MediaQuest ecosystem of shows and programs to fully support the campaign, thus extending the execution from sports towards the lifestyle and entertainment space.

Indeed, the call for support went beyond the world of sports and spread into mainstream TV as the campaign was featured on top variety shows, whose hosts incorporated the names of Olympians onto their outfits.

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 247 words used.

Fame Swap leveraged influential public figures as media platforms, tapped into high-profile sports properties, and formed strategic partnerships to ensure maximum exposure across multiple channels.

Results were remarkable. The campaign's Earned PR Media Value soared to Php 5.63 million, fueled by extensive coverage from top online media outlets and bloggers. It gained significant traction through TV appearances, launching in two popular variety shows, where it garnered an impressive 1.58 million average views per minute. On YouTube, the campaign's Olympic coverage through Cignal One Sports and the Philippine Olympic Channel amassed a staggering 35.8 million views.

Digital metrics also proved the campaign's massive reach, with 2.1 million impressions and 1.96 million reach across owned media channels and organic posts. The true measure of success, however, came from the spike in social media engagement. Filipino Olympians saw a remarkable increase in followers on their personal social media pages, directly reflecting the campaign's impact in amplifying their visibility and support.

The results spoke for themselves: the Pinoy athletes felt the overwhelming support from their fellow countrymen, which contributed to a historic performance at the Paris 2024 Olympics. With two gold and two bronze medals, the Philippines achieved its most successful Olympic campaign in 100 years, securing a record-breaking 37th place on the final medal table.

Moreover, the Fame Swap campaign didn't just drive real-world success for Philippine sports but also successfully united the nation in celebrating all Filipino athletes, proving the power of media-driven support.

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 34 words used.

Attached as support materials are the case video and links to articles that will help the judges appreciate the impact of the campaign. List of published articles and broadcast coverages were included as well.

Attachments/Videos/Links:

[Cignal TV and DDB Philippines' Fame Swap campaign](#)



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