

**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:** Video Categories

**Nomination Sub Category:** Public Service & Activism

**Nomination Title:** PCW and DDB Group Philippines' "Family Business" short films for #BeatOSAEC

advocacy campaign

1. Date this production was first released/publicly viewed:

March 1, 2024

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

**Total 199 words used.**

The Philippines has emerged as a global hotspot for online sexual abuse and exploitation of children or OSAEC, with cases tripling in recent years. To shine a light on the plight of Filipino children who suffer from this abuse, the Philippine Commission on Women or PCW and its creative agency, DDB Group Philippines, launched in March 2024 the Family Business series, consisting of two short films—"Mirror" and "Play" to show the harrowing realities faced by OSAEC victims. Part of PCW's #BeatOSAEC campaign, these videos highlighted the need for systemic intervention, compelling viewers to take urgent action.

These powerful advocacy tools set a global standard for storytelling in tackling urgent societal challenges and were lauded as a model for advocacy campaigns worldwide. Barely a year after the campaign's launch, there has been significant progress in the country's fight against these crimes. This was widely acknowledged by global media outlets and policymakers, underscoring the Philippines' stronger initiatives towards child protection efforts. These include intensified law enforcement efforts which effectively combated OSAEC with 1,099 victims rescued from 237 operations, 138 suspects arrested, 139 cases being, and 41 perpetrators convicted - successfully underscoring the effectiveness of advocacy paired with law enforcement.

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

**DDB GROUP PHILIPPINES:**

Group Chair and CEO - Gil Chua

Group Chief Culture Officer and Bent & Buzz Managing Director - Anna Chua Norbert

Group COO & CFO - Judd Balayan

**TRIBAL WORLDWIDE PHILIPPINES:**

Managing Director - Diane Chua

Managing Partner - Reg Cabanban

Head of Strategy - Chichi Deluna

ECD - Dan Pambid

CD - Sam Ramos

CD - KC Bathan

Copywriter - Hannah Bernabe

Art Director - Daphny Siasoyco

Art Director - Josh Rodas

Social Media Director - Drei Penaranda

Social Media Manager - Pam Vasquez

Strategy - Marie Adriano, Pedro Dispo

**PHILIPPINE COMMISSION ON WOMEN:**

Nevieshky Calma - Head, Social Marketing Section

Jon Paolo Barcelona - Information Officer, Social Marketing Section

Vicky Atanacio - OIC Chief, Corporate Affairs and Information Resource Management Division

Honey Castro - OIC Deputy Executive Director for Management Services

Atty. Khay Ann C. Magundayao-Borlado - OIC, PCW

**KERPLUNK! STUDIOS & PRODUCTIONS, INC.:**

Errol Apacible

Miguel Concepcion

**PLAN B PRODUCTION AGENCY:**

Producer - Janet Liang, Mikhail Besa

Sound Engineer - Alvin Lacerna

Caster - Ejen Brian Vicente

**DISSIDENT FILMS:**

Trissy Gopez - Exec. Producer

JP Gopez - Director

Manman Angciso - AD

Peter Frac - DOP

Daniel Payumo - Gaffer

Danniel Pilares - AC

Connie Valera - PD

Chesca Pagulayan - PM

Arman Montallana - LM

Rish Lagdameo - PA

Color - Dia Magsaysay

Editors - Rex Villamor, Edison Sta. Ana

Makeup - Jen Flores

Hair - Edgardo "Liglig" Soliman



**Attachments/Videos/Links:**

PCW and DDB Group Philippines' "Family Business" short films for #BeatOSAEC advocacy campaign



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