

Nomination: 20460

Bak8 Nga Ba: Fostering curiosity and learning through social media

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<b>Web Site Address</b> <a href="https://www.id8.com.ph/">https://www.id8.com.ph/</a> ( <a href="https://www.id8.com.ph/">https://www.id8.com.ph/</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> Bak8 Nga Ba: Fostering curiosity and learning through social media
<b>Category</b> D01 - D11 - Award for Innovation in Video > D11. Award for Innovation in Viral Videos
<b>Submission Format</b> An Essay of up to 625 Words

## Essay

According to the World Bank, the Philippines has a significantly high learning gap of 5.5 years, indicating that the average Filipino student is less productive than their global peers. At the same time, Filipinos spend nearly 9 hours daily on social media, with TikTok leading usage at over 40 hours monthly. While TikTok and other social media sites are primarily entertainment-focused, they can potentially ignite interest in learning.

To harness this digital engagement, 8List.ph launched Bak8 Nga Ba (derived from the Tagalog "Bakit nga ba?", which loosely translates to "Why is that?") as an educational platform, using short, compelling videos to inspire young Filipinos to explore the cultural and historical "Whys" behind everyday phenomena.

Targets:

In April 2024, 8List.ph launched Bak8 Nga Ba, mini-explainer videos on lesser-known Philippine history, pop culture, and current events.

Objectives were:

- 1) Educate the Filipino youth with well-researched and engaging educational content.
- 2) Instill curiosity and encourage critical thinking through thought-provoking content.
- 3) Engage young Filipinos with relevant, values-driven content that will make the internet a more positive space.

Metrics for success included 100,000 views and 1,000 engagements per episode across TikTok, Instagram, and Facebook.

Target Audience:

Bak8 Nga Ba targeted tech-savvy Millennials and Gen Z aged 18–39, who consume short-form video content on platforms like TikTok. These individuals are culturally curious and value light, relatable entertainment.

Content Strategy:

Filipinos are naturally curious but often lack a culture of lifelong learning. Bak8 Nga Ba bridges this gap by blending education and entertainment to make learning fun, focusing on being:

Easy to understand.

Engaging and attention-grabbing.

Reliable with credible sources.

Format:

Vertical videos optimized for mobile (e.g., TikTok).

Episodes are under 3 minutes for better viewer retention.

Narration in Taglish (a mix of Tagalog and English) for relatability.

Story Design:

Topics cater to young Filipinos' interests, blending trivia, hot-button issues, and relatable themes.

Examples:

- Why are there numerous streets in Quezon City named after Scouts?
- Why is the Philippines fighting for the West Philippine Sea?
- Why do Filipinos love karaoke?

Production:

Editorial team handled scriptwriting, editing, and sourcing footage to streamline production.

Used the mobile app CapCut for editing for efficiency.

Quick-cut editing and visual aids (infographics, archival footage) enhance engagement.

Social Media Strategy:

The videos target the TikTok audience, with cross-posting on Facebook and Instagram.

Videos are posted twice a month with creative captions and hashtags (#8ListPH, #Bak8NgaBa).

Minimal boosting; success has been largely organic.

Impact and Achievements:

Over 15 episodes, the series exceeded all set targets:

- 5M views (335.7% of the 1.5M target), an average of 335K views/video.
- 115,791 engagements (772% of the 15,000 target), with an average of 7.7K engagement/video

All episodes surpassed their targets, and the series reached peak virality with its most popular episodes:

> "Bak8 Nga Ba may 24 Scout Streets sa QC?" [Why are there 24 Scout Streets in Quezon City?] - 950,665 views; 30,274 engagements

> "Bak8 Nga Ba naliligaw ka sa mall?" [Why do you often get lost in malls?] - 715,847 views; 10,019 engagements

> "Bak8 Nga Ba manila paper ang tawag sa manila paper?" [Why is this product called manila paper?] - 562,006 views; 20,194 engagements

Audience feedback praising episodes for being informative, relatable, transparent, and thought-provoking indicated that the series:

Educated viewers on Filipino culture & history.  
Sparked curiosity and critical thinking with engaging, well-researched content.

The campaign's success was recently recognized with a Gold Anvil award and the Platinum Anvil award (the top prize for the PR tools category) by the Public Relations Society of the Philippines, honoring its impactful and innovative communication.

With plans to expand the series, 8List.ph continues to prove that learning can be fun, relevant, and accessible.

**For this category please provide**

An essay of up to 625 words describing the video and the innovative aspect of the video since July 1 2022 that you are nominating, **OR** a video of up to five (5) minutes in length illustrating the same.

A link to the video, which you must attach to your entry through our attachment/link uploading tool as a URL or file upload.

Optionally, you may list creative and production credits for your site - a list of the people and organizations that contribute to its development.

**Credits**

Cristina Morales  
Kyzia Maramara  
Meryl Medel  
Ina Louise Manto  
Aila Cruz  
Marella Fulgar  
Donna Nievera-Conda  
Peachy Bautista

**Do You Have Supporting Files You Would Like to Upload?**

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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