

Nomination: 20570

Saludo Sa Serbisyo (Tribute to Servicemen)

**Page: General Information**

**Name of Organization / Company**

Ayala Corporation

**Logo**

Download File (<https://asiastevieawards.secure-platform.com/file/32068/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMjA2OCwiYWxsY3dOb3RtaWduZWRVcmwiOiJGYWxzZSI6ImlnbAC%20Logo.png>)

**Web Site Address**

<https://ayala.com/> (<https://ayala.com/>)

**Page: Entry Information**

**Entry Title**

Saludo Sa Serbisyo (Tribute to Servicemen)

**Category**

C01 - C12 Award for Innovation in Communications / PR > C01. Award for Innovation in Community Relations or Public Service Communications

**Submission Format**

An Essay of up to 625 Words

## Essay

### BACKGROUND

Like all developing countries with a fast-growing population, the Philippines demands an agile and dedicated uniformed service.

While the government has been funneling funds to improve their pay, some of their basic needs remain unmet. Ayala has been filling these gaps through Saludo sa Serbisyo.

Established in 2016, Saludo sa Serbisyo is currently the most comprehensive needs-based program for uniformed servicemen in the Philippines. Leveraging on the collective strengths of its companies, Ayala helps servicemen and their families attain their basic needs through expanded access to relevant products and services.

### KEY INNOVATIONS

#### 1. Meaningful Offerings

Through FGDs and dialogues with stakeholders, the Saludo team identified key areas where the group can meaningfully support them:

- Affordable home and car ownership through Ayala Land and ACMobility
- Accessible financing with preferential rates through BPI
- Comprehensive health and wellness services through AC Health

To help the uniformed personnel plan for their financial future, the Saludo team in partnership with BPI Foundation is also offering financial education seminars. Volunteers from BPI also offer one-on-one coaching services to personnel who are facing financial challenges. Employment opportunities have also been made available to retired officers and to the dependents of active members. Several beneficiaries were also able to start their own small businesses because of the livelihood training offered by Saludo.

#### 2. Effective Storytelling

Since its inception, the Saludo sa Serbisyo team has been consistently promoting the program to rally support from internal business units and external partners. In 2022, the team launched a sustaining campaign aimed at increasing awareness and strengthening the program's positioning as one of the nation-building initiatives of the Ayala group.

The team also produced a series of content in vernacular language that featured program beneficiaries who were able to get their first home, vehicle, and business through Saludo. Stories of program beneficiaries were also featured on Ayala Corporation's Facebook and LinkedIn pages as well as internal newsletters to further promote the program.

#### 3. Targeted Expansion

From working with a single unit of the Philippine National Police, Saludo sa Serbisyo has grown into the largest and the only comprehensive needs-based program for the uniformed service, encompassing the Armed Forces of the Philippines, Philippine National Police, Bureau of Fire Protection, Philippine Coast Guard, and Bureau of Jail Management and Penology.

To reach more beneficiaries, the Saludo team regularly hold caravans in different key locations across the country. In 2024 alone, the team conducted seven caravans in key areas across the country, from Tarlac City in Northern Luzon to Patikul, Sulu in Southern Mindanao.

### RESULTS

With a combination of offline and online activations, Saludo sa Serbisyo continues to grow its network of beneficiaries, touching more lives and amplifying Ayala's purpose of building businesses that enable people to thrive.

Since its inception, Saludo has enabled 442 servicemen to achieve their home ownership dreams, extending more than P15 million in discounts and flexible payment terms.

Through the program, 60 servicemen were also able to purchase their dream cars, receiving over P2.4 million in discounts.

The financial education seminar has garnered 16,543 attendees, who received comprehensive financial wellness training and mentorship.

To date, eight medical missions have been held in key areas across the country, and P3.8 million worth of medicines and supplements donated.

To aid the digitalization goals of the uniformed service, the program also donated 215 laptops and computers to different units.

The Ayala group also extended employment opportunities to 35 retired officers and eight dependents of the active personnel, who now hold important roles in different functions across the group.

A total of 434 dependents of active personnel also availed of the livelihood program. One beneficiary was able to put up her catering business in Tacloban, Leyte, which now employs four other beneficiaries.

### For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

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

No

### Do You Have Website URLs you would like to link to

Yes

URL 1

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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