

Nomination: 20651

BiteSized.ph: Bringing Filipino Flavors to Life

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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> BiteSized.ph: Bringing Filipino Flavors to Life
<b>Category</b> V01 - V12 - Social Media > V03. Most Innovative Facebook Page
<b>Submission Format</b> An Essay of up to 625 Words

## Essay

Filipino food has been touted as the next big thing, with Google searches doubling since 2012 and keywords like “lumpia near me” skyrocketing over 1,000%, as reported by Bloomberg. Yet, while global interest grows, its rich flavors and cultural depth remain undiscovered. To truly showcase Filipino cuisine, it's essential to amplify its story—and social media plays a key role in this movement.

What began as a platform showcasing inventive Filipino recipes in 2016, BiteSized.ph has become a credible source of Filipino gastronomic knowledge. To inspire a deeper understanding of Filipino food culture, BiteSized.ph redefined its digital storytelling with innovative Facebook content: Alam Mo Ba? (AMB?; translated as Did You Know?), Grab A Bite podcast (GAB), Desserts of The Philippine Islands (DPI), and Sulit Mommy Hacks (SMH; sulit means “worth it”).

These innovations were made with the following objectives:

1. Elevate awareness and appreciation of Filipino cuisine
2. Safeguard our culinary heritage
3. Ignite a sense of national pride and cultural identity through food

The set Facebook success metrics: 100,000 views and 1,000 engagements per episode for AMB?, SMH, and DPI; 50,000 views and 500 engagements per episode for GAB.

Target Audience:

Gen Z and Millennial Culinary Explorers who eagerly seek fresh food experiences as they shape food culture with their social media influence;

Digital Moms who look for inspiration & unwind through food videos.

Key Message:

Highlight the profound connection between our cuisine and cultural identity:

Our national cuisine is a dynamic expression of our culture and identity. We must celebrate its flavors through compelling stories to unlock its full potential.

Content Strategy:

Authentic and relatable storytelling

Stir culinary nostalgia and interests

Creative influencer collaborations

Drive community engagement

Story Design:

AMB? – Showcases Filipino ingredients, from staples to rare artisanal finds.

SMH – Helps homemakers create easy, delicious home-cooked meals.

DPI – Celebrates the Philippines' diverse dessert heritage.

GAB – Features top food influencers, exploring their journeys and impact.

Formats:

Unlike past content staples, the new shows offered short and long forms that appeal to varied audiences. AMB? and SMH are 90-second vertical food stories with fast storytelling, ending with a simple recipe while DPI and GAB are both long-form content in horizontal format, with DPI at 10-minute episodes while GAB features hour-long video podcasts with highlights on FB Reels. All titles use Taglish (Tagalog and English blend) for a relatable and engaging storytelling style.

Social Media Strategy:

All titles are released on Facebook with AMB? and SMH released as videos and reels weekly, while DPI and GAB are released monthly with sustainable clips scheduled for watching weekly.

All series have minimal boosting, but success has been primarily organic.

Impact and Achievements:

BiteSized.ph produced 41 impactful videos, seen by over 50M viewers, shedding light on key food issues in the Philippines.

All four (4) shows exceeded targets as follows:

> AMB? achieved 461% of target with viewership reaching 3.23M views and 144,780 interactions (2068% target achieved), highlighting endangered ingredients and artisanal food producers.

> SMH achieved 3x its target with 5.06M views and 13,546 engagements (92.82% of target) in its first 18 episodes while promoting family, resourcefulness, and creativity.

> GAB doubled its target viewership, reaching 1M plays and 5,162 interactions (209% target achieved) in its first season, uniting top influencers to champion Filipino cuisine.

> DPI, with just three episodes, has already gained 1.4M total views (466% target achieved) and 12,418 interactions (413% target achieved), engaging viewers in the stories behind Filipino desserts.

These efforts helped BiteSized.ph earn a Silver Anvil Award from the Public Relations Society of the Philippines for Best Use of Social Media.

Through innovative Facebook content, BiteSized.ph it continues to amplify the Philippines' rich regional flavors and culinary heritage worldwide.

**For this category please provide**

An essay of up to 625 words describing the innovations expressed through the nominated channel, feed since July 1 2022 (or the innovative achievements of the nominated person, for categories V10 - V12), **OR** a video of up to five (5) minutes in length illustrating the same.

Up to 10 supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on.

**Credits**

Oliver Conda

Angeli Chin

RJ Bernabe

Gio Kawachi

Ian Erta

Peachy Bautista

Cheese Serrano

Marella Fulgar

Cristina Morales

**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

**File 1**

[REDACTED]

[REDACTED]

[REDACTED]

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**File 3**

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

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**URL 4**

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**URL 10**

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