

Nomination: 21157

adobo SheCreative Network: Helping break barriers for women creatives in the Philippines' emerging creative economy

Page: General Information

Name of Organization / Company

Adobo Magazine

Logo

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Web Site Address

<https://www.adobomagazine.com/> (<https://www.adobomagazine.com/>)

Page: Entry Information

Entry Title

adobo SheCreative Network: Helping break barriers for women creatives in the Philippines' emerging creative economy

Category

W01 - W03 - Thought Leadership > W02. Thought Leadership Campaign of the Year

Submission Format

An Essay of up to 625 Words

Essay

Founded by multi-awarded advertising pillar and editor-in-chief Angel Guerrero in 2006, adobo Magazine is the Philippines' pioneer publication on the commercial creative industry in the country and around Asia-Pacific. Since then, adobo has grown from a humble independent publication to a multi-platform brand that celebrates creativity in APAC, reaping multiple accolades for its events, including 7 silver and bronze Stevie trophies in 2019, and a gold Stevie award in 2021 for its SheCreative Network.

Amid the trials of the pandemic, Guerrero launched the adobo SheCreative Network in March 2021, a social initiative that supports and empowers women disproportionately affected by the pandemic by offering mentorship, networking opportunities, and educational programs for its growing all-women network of talented creatives and creative entrepreneurs across various backgrounds.

The SheCreative Network launched its first project during Covid: an online roundtable discussion called "What Women Do: an adobo SheCreative Virtual Breakfast" featuring women trailblazers in various creative fields, from agency chiefs to independent entrepreneurs and award-winning designers.

The Network was warmly received and gained critical acclaim upon its launch, reaping multiple awards for its groundbreaking effort to help elevate women creatives' talent, open livelihood opportunities, and create a value chain of talent for the emerging creative economy in the Philippines.

To date, adobo SheCreative Network is the Philippine creative industry's premier all-women network and the first of its kind in Asia, evolving to address female creatives' needs and offer a web of support, knowledge, and collaboration as the creative sector faces several opportunities and challenges in the country.

The Network became especially relevant with the landmark passage of the Philippine Creative Industries Development Law. Creative industries still continue to suffer from visible gaps in gender equity – women suffer from inequitable opportunities and workplace stereotypes, and lack access to female creative leaders for mentorship. adobo wanted to continue bridging that gap and nurture a pipeline of female creative talent by offering up-and-close access and a unique curation of established women in their creative fields as adobo SheCreative panelists and mentors.

In 2022, SheCreative upped the ante with a return to physical and hybrid events. This included the launch of its now-flagship event, the adobo SheCreative Conference – a prestige conference featuring the Philippines' distinguished female luminaries and creative figures, from tenured C-suite executives, groundbreaking industry leaders, to political icons championing creativity.

The first adobo SheCreative Conference: What Women Do, was the Network's largest gathering of women trailblazers and leaders, featuring speakers such as:

- Former Tourism Secretary Bernadette Romulo-Puyat;
- Mariles Gustilo, senior director of Arts & Culture at the Ayala Museum Foundation;
- Margot Torres, managing director, McDonalds Philippines, among others.

In 2024, coinciding with the Year of Creative Sustainability, the adobo SheCreative Conference elevated its concept with Women Arise: Forging a Sustainable Future for Creativity, featuring a stellar roster of speakers such as:

- Senator Loren Legarda;
- Rhea Matute, executive director of the Design Center of the Philippines;
- Merlee Jayme, advertising icon;
- Jane Jimenez-Basas, president & CEO of MediaQuest Holdings and Signal TV, among others.

Each edition of the conference surpassed its target of 100 attendees among its demographic of female creative professionals, aged 18-45, predominantly from the advertising, creative, and media sectors.

The launch of the adobo SheCreative Conference in 2023 achieved:

- 119 attendees
- 19,194 social media reach
- 30,322 impressions
- 1,324 engagement
- 1,273 post clicks

These numbers further grew in 2024, a testament to its prevailing influence:

- 145 delegates
- Total reach of >1M (approx. 9.4 times adobo's follower count of 113k on Facebook)
- Total impressions of >1.9M

The adobo SheCreative Conference successfully created solid traction among female leaders and up-and-coming talents in creative fields beyond advertising and marketing, who have shown their interest and commitment to be part of a groundbreaking community that can break barriers, together.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in thought leadership 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 and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

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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File 7

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File 9

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File 10

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Do You Have Website URLs you would like to link to

Yes

URL 1

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URL 2

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URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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