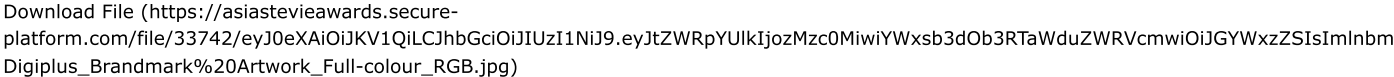


Nomination: 21230

DigiPlus Website: A Digital Gateway to Entertainment Excellence

Page: General Information
Name of Organization / Company DigiPlus Interactive Corp.
Logo 
Web Site Address https://digiplus.com.ph/ (https://digiplus.com.ph/)
Page: Entry Information
Entry Title DigiPlus Website: A Digital Gateway to Entertainment Excellence
Category Q05 - Q14 - Award for Innovation in Websites and Blogs > Q06. Award for Innovation in Corporate Websites
Submission Format An Essay of up to 625 Words

Essay

DigiPlus Website: A Digital Gateway to Entertainment Excellence

A Game-Changer in Digital Entertainment

DigiPlus has redefined the digital entertainment landscape with its groundbreaking website transformation, cementing its position as the Philippines' leading digital entertainment hub. More than just an aesthetic overhaul, this digital evolution has significantly enhanced engagement, transparency, and brand equity—catalyzing a 6,057% surge in website traffic and a 295% increase in session duration.

But the impact goes far beyond digital metrics. The new website became a key driver in DigiPlus' remarkable financial and brand trajectory. In just months, DigiPlus was recognized as the "Best Performing Stock" on the Philippine Stock Exchange, with a staggering 232% stock price surge and an unprecedented 1,363.09% increase in market capitalization. From a little-known penny stock, DigiPlus evolved into a global powerhouse, earning a coveted spot on the Fortune Southeast Asia 500 and being hailed by Bloomberg as the 'World's Hottest Gambling Stock.'

With its enhanced digital presence, DigiPlus also strengthened its corporate social responsibility (CSR) initiatives. Through the ₱100 million investment in community projects under the BingoPlus Foundation, DigiPlus showcased its commitment to responsible innovation, supporting accessible healthcare, technology education, community resilience, and responsible digitalization.

Revolutionizing the Digital Experience

DigiPlus' website relaunch was a bold declaration of its evolution from a gaming company to a trusted, technology-driven leader in digital entertainment. Every element was crafted to engage diverse stakeholders—investors, partners, gaming enthusiasts, and job seekers—offering a seamless, visually compelling, and information-rich experience that embodies the company's values of fairness, integrity, and transparency.

By integrating cutting-edge UX design, strategic branding, and an intuitive interface, DigiPlus' website became more than a digital asset—it became the centerpiece of its brand transformation. The results speak for themselves:

- Brand Perception: DigiPlus shifted from an overlooked penny stock to a respected name in the industry
- Investor Engagement: The website played a critical role contributing to its record-breaking stock performance and market capitalization surge.
- User Experience: The massive 6,057% traffic growth and 295% increase in session duration demonstrate an unprecedented leap in user engagement.
- Industry Recognition: The transformation earned multiple global awards, solidifying DigiPlus as a leader in branding and digital excellence.

Fueling a Record-Breaking Financial and Market Performance

The website's role in strengthening investor trust and brand credibility directly contributed to DigiPlus' meteoric rise on the stock market:

- Stock Price Explosion: A 232% surge, securing DigiPlus the title of the Best Performing Stock on the Philippine Stock Exchange.
- Market Capitalization Boom: A 1,363.09% increase, positioning DigiPlus as a dominant force in the digital entertainment space.
- Global Recognition: Inclusion in the Fortune Southeast Asia 500, further validating its success.

Driving Social Impact: A Digital Brand with a Purpose

DigiPlus leveraged its enhanced digital presence to champion CSR through the BingoPlus Foundation, having allocated ₱100 million towards initiatives spanning:

- Accessible healthcare for underserved communities
- Technology education to empower the next generation
- Community resilience programs that drive long-term impact
- Responsible digitalization to ensure safe and ethical gaming

A Multi-Award-Winning Digital Breakthrough

DigiPlus' transformation has earned prestigious industry accolades, further solidifying its leadership in digital branding and entertainment.

- Transform Awards Asia 2024: Best Brand Evolution, Best Use of Visual Property, Best Typography, and Best Brand Development
- Sigma Asia Awards – Best Sportsbook Operator for ArenaPlus
- Global Media Recognition – Named "World's Hottest Gambling Stock" by Bloomberg

The DigiPlus website is more than a corporate platform—it is a game-changing digital gateway that has reshaped the company's trajectory. It fueled record-breaking financial success, unprecedented brand elevation, and deep social impact, proving that digital transformation, when executed with vision and purpose, can drive tangible, industry-defining results.

For this category please provide

An essay of up to 625 words describing the website or blog and the innovative aspect of the site 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 site, which you must attach to your entry through our attachment/link uploading tool. If your site is not publicly available (i.e. it's private or password protected), upload a video of up to three (3) minutes that demonstrates the features and functions of your site.

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

Credits
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 ████████████████████
URL 2
URL 3
URL 4
URL 5
URL 6
URL 7
URL 8
URL 9
URL 10
By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (http://asia.stevieawards.com/rules-and-terms-conditions-competition).
Terms and Conditions I Agree