

Nomination: 21237

DigiPlus: The Investor Relations Powerhouse Behind the World's Hottest Gambling Stock

Page: General Information
Name of Organization / Company DigiPlus Interactive Corp.
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Web Site Address https://digiplus.com.ph/ (https://digiplus.com.ph/)
Page: Entry Information
Entry Title DigiPlus: The Investor Relations Powerhouse Behind the World's Hottest Gambling Stock
Category C01 - C12 Award for Innovation in Communications / PR > C02. Award for Innovation in Investor Relations
Submission Format An Essay of up to 625 Words
Essay DigiPlus: The Investor Relations Powerhouse Behind the World's Hottest Gambling Stock <p>In just one year, DigiPlus Interactive Corp. has rewritten the playbook on investor relations, turning bold strategy into unprecedented success. Once an under-the-radar stock, DigiPlus was recognized as the best-performing stock on the Philippine Stock Exchange, with a staggering 232% surge in stock price and a 1,363.09% increase in market capitalization. Bloomberg labelled it "The World's Hottest Gambling Stock", and its meteoric rise earned it a coveted spot on the Fortune Southeast Asia 500. But this wasn't luck—it was the result of a masterfully executed investor relations strategy that combined radical transparency, cutting-edge digital engagement, and a compelling corporate narrative that investors couldn't ignore.</p> <p>DigiPlus' transformation was more than a rebrand—it was a full-scale reinvention of how it connected with stakeholders. Recognizing that today's investors demand real-time insights, direct access to leadership, and a clear vision for sustainable growth, DigiPlus built an investor relations ecosystem designed to inform, engage, and inspire confidence.</p> <p>The company launched a next-generation corporate website, giving stakeholders instant access to financial data, interactive reports, and executive insights. Traditional earnings releases evolved into immersive virtual roadshows and live investor forums, where top management engaged directly with institutional and retail investors across global markets. These sessions didn't just present numbers—they told a story of ambition, resilience, and market leadership.</p> <p>But the real game-changer was DigiPlus' approach to investor storytelling. While many companies rely on dry financial statements, DigiPlus crafted a powerful narrative that linked its explosive growth to a broader vision—one that investors could rally behind. The rebranding from Leisure & Resorts World Corp. to DigiPlus wasn't just cosmetic; it symbolized a pivot to digital entertainment dominance, encapsulated in the mantra "Multiply the Fun." This message resonated beyond marketing—it became the foundation of how the company communicated its strategy, potential, and future to the investment community.</p> <p>DigiPlus also understood that in today's investment landscape, ESG isn't optional—it's a competitive advantage. The company took an industry-leading approach to transparency by integrating comprehensive ESG reporting, showcasing its commitment to responsible gaming, sustainability, and social impact. By aligning its financial success with a broader corporate responsibility agenda, DigiPlus positioned itself as a forward-thinking company that investors could trust for long-term value.</p> <p>The results speak for themselves. Website traffic surged by 6,057%, social media engagement skyrocketed by 7,667%, and institutional investor interest reached record highs. What was once considered a penny stock became a market phenomenon. DigiPlus didn't just attract investors—it built a loyal, engaged shareholder base that believes in the company's long-term vision.</p> <p>DigiPlus has redefined what it means to do investor relations in the digital age. By merging financial performance with strategic storytelling, digital-first engagement, and an unwavering commitment to transparency, the company has set a new industry benchmark. As it expands beyond the Philippines into international markets, one thing is clear: DigiPlus isn't just a stock to watch—it's a blueprint for the future of investor relations.</p>
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

URL 2

URL 3

URL 4

URL 5

URL 6

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