

Application: 4035

Brian Poe Llamanzares, CEO

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

A-team 360

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Brian Poe Llamanzares, CEO

Category

A10. Executive of the Year - Advertising, Marketing & Public Relations

Executive Nominee Submission Format

Written Answers

a. Briefly describe the nominated executive's employer: the organization's history and past performance (up to 200 words). Required

A-Team 360 specializes in marketing, branding, and crisis management services for businesses in the Philippines, aiming to nurture the growth of promising enterprises. With strategic partnerships between 360 marketing agencies namely: WRN Research, A3 Group, and Oracle Media Group, A-Team 360 actively promotes medium to small businesses at affordable rates, striving to expand their revenue streams and customer reach effectively.

Over the years, these partnerships have enabled A-Team 360 to play pivotal roles in various aspects of marketing, advertising, and public relations. WRN Research specializes in public affairs surveying, providing data-driven solutions for businesses, governments, and electoral candidates. Trusted by prominent media organizations, WRN conducts electoral surveys and monitors digital sentiments through proprietary technology. The A3 Group provides a range of services through its specialized agencies: AIKA Events & Productions handles event management and marketing, Axxcess PR offers innovative PR and influencer marketing solutions, and Atmos Digital Marketing provides creative digital marketing strategies. Lastly, Oracle Media Group operates digital news and lifestyle publications while covering traditional media channels, offering PR, editorial marketing, and digital publication services across its platforms. Together, these partnerships form a comprehensive ecosystem within A-Team 360, catering to diverse client needs.

b. Outline the nominated executive's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

The A-Team 360, a Filipino-owned marketing agency led by CEO Brian Poe Llamanzares, achieved international recognition by winning the "Outstanding Leadership Award" at the Marketing 2.0 conference held in Dubai, United Arab Emirates. This achievement underscores the firm's commitment to excellence in the dynamic field of marketing and reputation management. Brian Poe Llamanzares, as the head of A-Team 360, was also invited to the conference as a keynote speaker, where he shared his profound insights on the evolving landscape of the marketing industry. His presentation, titled "Pivotal Role Of Reputation Management In 21st Century Marketing Strategy," highlighted the significance of reputation management in shaping successful marketing strategies in the modern era. This prestigious award not only recognizes the achievements of A-Team 360 but also reinforces the prominence of Filipino-led initiatives on the global stage, showcasing their ability to compete and excel in the international business arena.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other executives in your industry and/or to the nominee's past performance (up to 250 words). Required

The achievement of A-Team 360 and CEO Brian Poe Llamanzares winning the "Outstanding Leadership Award" is significant for multiple reasons. Firstly, it highlights the company's dedication to excellence in marketing and public relations, showcasing its ability to compete and succeed on the global stage. Brian's invitation as a keynote speaker underscores his expertise and leadership in the industry, further elevating the company's reputation. Comparatively, this achievement stands out as a testament to A-Team 360's performance against other executives and firms in the marketing industry, solidifying its position as a leader in its field.

Moreover, this award not only recognizes the individual and company achievements but also serves as a platform to showcase the capabilities of Filipino-led initiatives internationally. It highlights the Philippines' potential as a hub for creative services, opening doors for job opportunities and investment in the country's creative industry, which generates approximately \$4 billion in revenue. Thus, beyond its immediate impact on A-Team 360, this achievement resonates with the broader narrative of Filipino talent and innovation in the global business landscape, encouraging further recognition and collaboration on an international scale.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Webpage Link

<https://ateam360.ph/> (<https://ateam360.ph/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://businessmirror.com.ph/2023/06/24/a-team-360-ceo-delivers-keynote-speech-at-marketing-conference-in-dubai/> (<https://businessmirror.com.ph/2023/06/24/a-team-360-ceo-delivers-keynote-speech-at-marketing-conference-in-dubai/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://manilastandard.net/spotlight/314342885/filipino-owned-marketing-firm-wins-international-award-in-dubai.html> (<https://manilastandard.net/spotlight/314342885/filipino-owned-marketing-firm-wins-international-award-in-dubai.html>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

https://www.youtube.com/watch?v=2I__tYZZ8K8 (https://www.youtube.com/watch?v=2I__tYZZ8K8)

Would you like to add an additional webpage link?

No

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

No

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Terms and Conditions

I Agree