

UPCBA Scores a Three-Peat Championship at the 13th PANAnaw Awards



UPCBA successfully defended its championship in the Philippine Association of National Advertisers Foundation (PANAF) 13th PANAnaw Awards held at the Philippine Trade Training Center in Pasay City last 17 November 2012. Having won in 2010 and 2011, the College scored a three-peat in the competition duplicating its feat in 2004-2006. The College has now won six championships in the past 13 years of the competition. UP Visayas came 2nd, followed by Asia Pacific College, De La Salle University-Taft and Assumption College. Twenty five schools joined this year's competition.

PANAnaw Awards is an integrated marketing communications (IMC) students' competition of PANAF. This year's competition required an advocacy campaign for solid waste management. UPCBA's winning entry, "**Swak Attack**", is anchored on a social media platform to encourage the youth to practice the three Swak Attack moves of *taktak*, *bitbit*, and *ulit*, the team's re-interpretation of the traditional 3Rs (reduce, reuse recycle). The team impressed the panel of judges with its clear and defined target market, creative promotional collaterals, and well-thought out presentation.

The team is composed of Gianni Jasper L. Dazo, Joe Drigo V. Enriquez, Grace Anne D. Erum, Joan Tiffany C. Hwang, Maria Jacinta B. Mañago, Ralph Paulo B. Morales, Samuel Gilbert P. Santos and Trixie Genevieve N. Uy.

Prof. James Ryan O. Jonas acted as the team adviser, and was assisted by Dr. Ma. Gloria V. Talavera, Prof. Manuel C. Manuel III, Mr. Nicardo M. Falcis II, Mr. Luis Diego D. Lee and Ms. Caniella J. Tubianosa.