

UP VSB in a Four-Peat Championship at the 14th PANAnaw Awards



The UP Virata School of Business successfully defended its championship in the Philippine Association of National Advertisers Foundation (PANAF) 14th PANAnaw Awards held at the Unilab Bayanihan Center in Pasig City last 22 November 2013. The team won the championship trophy, individual medals and Php85,000 cash prize. Having won from 2010 to 2012, the School scored its first four-peat in the competition. The School has now won seven championships in the competition. Asia Pacific College came in 2nd, followed by Ateneo de Manila, Polytechnic University of the Philippines, San Beda College, UP Manila and UP Visayas. Twenty six schools joined this year's competition.

The PANAnaw Awards is an integrated marketing communications (IMC) students' competition of PANAF. This year's competition required an advocacy campaign to combat the trend of increasingly sedentary lifestyles leading to childhood obesity. The team's **Hataw Hero** IMC campaign targeted moms and kids alike with a focused message advocating balanced nutrition and proper exercise as the ideal tools for a fun and happy childhood. **Hataw Hero** capitalized on video games as a creative handle to cultivate good habits, communicated across all relevant touch points in a typical Filipino child's life. The team impressed the panel of judges with a defined target market, a strong insight, creative promotional collaterals, and an engaging presentation.

The presenting team is composed of Anna Beatrix S. dela Torre, Nina Isabel S. Gerodias, Julia Patricia C. Herrera-Lim, Anne Frances O. Lee, Joaquin Alonzo A. Narciso, Elizabeth B. Shie, Jeanina Melissa K. Tee and Julian Anton A. Yao. Mr. Luis Diego D. Lee acted as the team coach, and was assisted by Dr. Ma. Gloria V. Talavera, Prof. James Ryan O. Jonas, Prof. Manuel C. Manuel III, Mr. Mark Alejo S. Bernal, Ms. Jasslyn Joanne T. Tan and Mr. Nicardo M. Falcis II.