

## UPVSB bags Championship at the 17<sup>th</sup> PANAnaw Awards



(From L-R): PANA President Ma. Belen Fernando, PANAF Chairperson Gigi Tibi, Prof. Luis Diego Lee, Cedric Jose S. Reyes, Alan Joseph E. Luga, Angela Rayos L. del Sol, Marco G. del Valle, Christine Darla A. Bautista, PANA President Stephanie Cua, and GMA Chief Marketing Officer Lizelle Maralag

The UP Virata School of Business regained the championship in the Philippine Association of National Advertisers Foundation's (PANAF) 17<sup>th</sup> PANAnaw Awards held at The Elements Eton Centris in Quezon City on 19 November 2016. The team won the championship trophy, individual medals and PHP 75,000 cash prize. Since the competition's inception, the School has won the championship eight times, the most recent in 2013. Twenty eight schools from all over the Philippines joined this year's competition.

The PANAnaw Awards is an integrated marketing communications (IMC) intercollegiate competition organized by PANAF. This year's competition challenged teams to pitch a strategic and timely advocacy campaign on responsible use of social media among millennials. The team's campaign, **Kada Like, Kada Share, 'Kada-chieve**, targeted millennial bullies and bashers online by crafting executions designed to be shared and acted on by their most powerful influencers, their own friends. The message of the campaign was lauded for its focus and single-mindedness of a key insight – if millennials wouldn't bully or bash their own *kada*, they had no reason to do it online. The target market were then encouraged to flag their own friends who post without fact-checking and use ad hominem arguments, and eventually channel their passion and energy for social issues into positive change offline. The resulting campaign presentation gained positive response from the judges, who highlighted the team's careful segmentation, purposeful selection of media channels, and sharp presentation as the key reasons for the victory.

The champion team is composed of BSBA seniors Christine Darla A. Bautista, Marco G. del Valle, Alan Joseph E. Luga, Angela L. Rayos del Sol and Cedric Jose S. Reyes (BSBAA). Assistant Professor Luis Diego D. Lee, who recently obtained his marketing master's from the City University of Hong Kong, acted as team coach and manager.

Another reason to celebrate at the Centennial Alumni Homecoming on 3 December 2016 (10am) at the North Alumni Court of the UP Cesar E.A. Virata School of Business building, UP Diliman, Quezon City.