

ASIA PACIFIC

# Tambuli Awards 2024



Entry Kit

# Welcome Message



Welcome to the 2024 Asia Pacific Tambuli Awards!

Tambuli is a project of the University of Asia & The Pacific School of Media & Marketing (UA&P SCM) in collaboration with industry. We are an effectiveness award which recognizes successful marketing campaigns and sustainability and corporate purpose initiatives that positively impact the world.

Our theme for this year is centered on hope. Much is happening that is causing inner turmoil. We are witnessing an unprecedented rise in problems such as depression, loneliness, anxiety, neglect, despair, addiction, among many others. More than ever, humanity needs the light of hope.

Can businesses and brands bring hope? Can they do so while continuing to grow? Here at Tambuli, we believe they can and do. Through the creativity of purpose, businesses and brands can usher in a hopeful new dawn -- one that is marked by peace, joy, confidence, goodness, beauty, and love. Thus, it is our mission to recognize and celebrate them, in order to inspire others to do the same.

Thank you for your interest in entering the 2024 APAC Tambuli Awards. This entry kit will provide you with everything you need. Should you have any questions or concerns, please don't hesitate to contact our team.

Cheers!

A handwritten signature in black ink, appearing to read 'J. Kliatchko', written in a cursive style.

Dr. Jerry G. Kliatchko  
Dean, School of Media and Marketing  
Chairman, Asia Pacific Tambuli Awards  
University of Asia and the Pacific

# Table of Contents

|  |    |
|--|----|
| I. Key Information .....                                     | 1  |
| A. <u>Key Dates</u>  |    |
| B. <u>Entry Fees</u>   |    |
| II. Categories .....   | 3  |
| A. <u>Clusters</u>   |    |
| B. <u>Categories</u>   |    |
| C. <u>Media Platforms</u>                                    |    |
| III. Entry Requirements.....                                 | 7  |
| A. <u>Eligibility</u>  |    |
| B. <u>Submission</u>   |    |
| IV. Judging .....  | 10 |
| A. <u>Champions for Humanity and Builders of Society</u>     |    |
| B. <u>Leaders for Sustainability &amp; Corporate Purpose</u> |    |
| C. <u>Young Marketing Leaders</u>                            |    |
| V. Appendix .....  | 13 |
| A. <u>Entry Write-up</u>                                     |    |
| B. <u>Submission Check List</u>                              |    |
| C. <u>Contact Information</u>                                |    |
| D. <u>Client Endorsement Form</u>                            |    |

# KEY INFORMATION

## A. Key Dates

March 22

Early Bird Deadline

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April 5

Regular Deadline

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April 19

Final Deadline

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June 4

Awards Night

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Cutoff for all deadlines is 23:59 PHT

## B. Entry Fees

### Champions for Humanity & Builders of Society Categories

|  | Philippine Entries | International Entries |
|--|--------------------|-----------------------|
| <b>Early Bird Rates</b>                          |                    |                       |
| Single Entry<br>one material/media platform only | PHP 17,000         | USD 450               |
| Integrated Entry<br>multiple media platforms     | PHP 23,000         | USD 600               |
| <b>First Deadline Rates</b>                      |                    |                       |
| Single Entry<br>one material/media platform only | PHP 22,000         | USD 550               |
| Integrated Entry<br>multiple media platforms     | PHP 28,000         | USD 650               |
| <b>Final Deadline Rates</b>                      |                    |                       |
| Single Entry<br>one material/media platform only | PHP 27,000         | USD 600               |
| Integrated Entry<br>multiple media platforms     | PHP 33,000         | USD 700               |

### Leaders for Sustainability & Corporate Purpose Categories

|                             | Philippine Entries | International Entries |
|-----------------------------|--------------------|-----------------------|
| <b>Early Bird Rates</b>     | PHP 35,000         | USD 650               |
| <b>First Deadline Rates</b> | PHP 40,000         | USD 740               |
| <b>Final Deadline Rates</b> | PHP 45,000         | USD 830               |

### Young Marketing Leaders

|                        | Philippine Entries | International Entries |
|------------------------|--------------------|-----------------------|
| <b>Application Fee</b> | PHP 15,000         | USD 350               |

We are a non-VAT institution. All prices are net of taxes. Payments must be settled through our online payment gateway at [portal.tambuliawards.asia](https://portal.tambuliawards.asia). Payment is subject to a 5% processing fee.

# CATEGORIES

## A. TIER 1: CLUSTERS

Categories for the 2024 Asia Pacific Tambuli Awards are grouped into three clusters, defined below. A full list of categories within each cluster may be found in [section B](#):

**Champions for Humanity** - For brands that excel by championing the growth and flourishing of human persons.

**Builders of Society** - For brands that grow by seeking to build better and more harmonious societies.

**Leaders for Sustainability & Corporate Purpose** - For non-marketing initiatives of organizations and businesses that thrive by leading the sustainable and resilient transformation of their workplace, culture, communities, and countries.

## B. TIER 2: CATEGORIES

A full list of categories listed with a corresponding letter from A to S can be found below.

### Champions of Humanity Categories

- A. **Building Character** - Encouraging a virtuous life, good values, strong morals, and care for others.
- B. **Education and Lifelong Learning** - Developing the human person through formal, informal, or professional education.
- C. **Food and Nutrition** - Promoting better nutrition and encouraging responsible food choices for improved well-being.
- D. **Health and Wellness** - Nurturing healthy bodies and minds.
- E. **Quality of Life** - Making people's day to day lives more meaningful, efficient, fulfilling, or hopeful.

### Builders of Society Categories

- F. **Advocacy** - Promoting a cause or principle that positively impacts social, political and economic structures, and societies at large. CSR and other charitable initiatives.
- G. **Arts, Culture, and Heritage** - Raising the audience's appreciation and consciousness for beauty and culture --e.g. painting, sculpture, architecture, music, literature, history, etc.
- H. **Stewards of the Earth** - Heightening people's awareness towards their responsibility for the environment and the life within it.
- I. **Family Centered Brand** - Nurturing the smallest yet most fundamental social unit - the family.

- J. **Responsible Citizenship** - Encouraging lawfulness, patriotism, community engagement, and policy-making for the common good.
- K. **Tambuli Origins** - Celebrating local traditions, cultures, and values of people in a country or region.
- L. **Youth Brand** - Nurturing the youth, fostering a positive transition into adulthood, and advocating for their interests.

### Leaders for Sustainability & Corporate Purpose Categories (For non-marketing initiatives)

- M. **Care for the Environment** - Utilizing clean energy and water, encouraging sanitation, caring for climate, marine life, and terrestrial ecosystems, and efficient use of natural resources among others.
- N. **Corporate Leadership and Culture** - Increasing productivity, employee engagement, and performance driven by a strong and inspiring corporate culture and leadership.
- O. **People's Well-being** - Promoting a healthy and balanced lifestyle and quality of life.
- P. **Hunger and Poverty** - Alleviating poverty, hunger, and promoting good nutrition.
- Q. **Inclusive Growth** - Providing the means and opportunities for the marginalized sectors in society (e.g. contractual workers, people with disabilities, small farmers, etc.) to be part of a company's success.
- R. **Public-Private Partnership** - Implementing cooperative ventures or contractual agreements between public agencies and private partners to address a public or social need.
- S. **Continuing Education** - Providing equal opportunities for quality education for all.

## C. TIER 3: MEDIA PLATFORMS

After choosing a category, entrants can decide whether they want to compete within a single medium (e.g., TV; Print; OOH) or as an integrated campaign. Entries under Leaders for Sustainability & Corporate Purpose do not need to define the media platform.

A full list of media media platforms numbered from 1 to 14 may be found below.

1. **Video Screen** (advertisements, short films, TV shows, etc.)
2. **Radio/Audio** (radio, podcasts, sonic branding, audio-based campaigns, music)
3. **Print** (all printed material)
4. **OOH** (billboards, structures, vehicles, etc. present in public spaces)
5. **Mobile Marketing** (use of mobile features such as apps, push notifications, SMS, etc.)
6. **Product and Packaging Design** (innovating and improving consumers' experience of the brand's product or service)
7. **PR and Influencer marketing** (image-building, articles, and collaborating with celebrities and content creators)
8. **E-Commerce** (creative use of online selling platforms)

9. **Digital and Social Media** (use of social media beyond just branded posts – groups, community engagement, TikTok challenges, IG reels, reddit threads, influencer collaborations, etc.)
10. **Direct Marketing** (reaching out directly to consumers)
11. **Branded Experiences/Activations** (interactive experiences between consumer and brand, whether on-ground or online; includes conferences/conventions, live events, museums, art galleries, music festivals, theatre, zoos, etc.)
12. **Gaming** (in-game content, gamification, and use of gaming platforms, whether digital or physical)
13. **Technology and the Metaverse** (technological innovations/inventions, campaigns located within the Metaverse, use of AI, AR, VR)
14. **Integrated Media** (one campaign across multiple media)

Winners will be awarded for each category and media subcategory. See below for an example:

Agency A - Gold Tambuli for Stewards of the Earth (Radio)

Agency B - Gold Tambuli for Stewards of the Earth (OOH)

Agency C - Gold Tambuli for Stewards of the Earth (Integrated)

Each entry may be submitted for consideration in multiple categories.



# ENTRY REQUIREMENTS

## A. Eligibility

### Entries under Champions for Humanity & Builders of Society

1. Materials released between January 1, 2023 and December 31, 2023 are qualified to enter. Campaigns from January 1, 2022 to December 31, 2022 that have not been entered in Tambuli 2023 are also eligible for submission. Materials may have been introduced earlier but must have run during this period and have data relative to the qualifying time.
2. Entries from Asia Pacific, Australia, New Zealand, and the Middle East are accepted, including campaigns created or initiated from anywhere in the world so long as it has run in Asia Pacific, Australia, New Zealand, and the Middle East.
3. Materials that ran an extended period of time with several dates of implementation must be accompanied with adequate proof of having progressed from year to year.
4. Only one entrant company may submit an entry—collaborative efforts may be submitted by either the agency or the production company but not by both.

### Entries under Leaders for Sustainability & Corporate Purpose (non-marketing initiatives)

1. Corporate programs implemented within January 2023 and December 2023 are qualified to enter.
2. Entries from Asia Pacific, Australia, New Zealand, and the Middle East are accepted, including campaigns created or initiated from anywhere in the world so long as it has run in Asia Pacific, Australia, New Zealand, and the Middle East.

### Entries under Young Marketing Leaders of the Year

Awarded to high-potential marketing professionals (35 years old and younger) with at least six years of work experience in brand management who have proven to successfully lead effective and game-changing marketing programs with purpose, generating remarkable business results and societal impact.

## B. Submission

For category entries under Champions for Humanity & Builders of Society

1. All entries must be completed online at [portal.tambuliawards.asia](http://portal.tambuliawards.asia). Each entry may be submitted for consideration in multiple categories.
2. A case film, summarizing the case study is required. Please note that the material being judged is a particular ad, TVC, print material, etc. and not the case study video. You are required to submit each material included in the case study video (e.g. TVC, radio ad, print, etc.) separately aside from the case video itself.
  - Length: maximum of **2 minutes**
  - Format: **MP4**

Each upload must not exceed 300MB.
3. Required formats for submitted materials are as follows:
  - **MP4**: TVC/Video materials
  - **MP3**: Radio/Audio material
  - **JPEG**: Print and other support materials.

Each upload must not exceed 300MB
4. Non-English videos should be accompanied with English subtitles.
5. Entrant companies with winning or shortlisted entries may be requested to provide full media schedules to verify their entries' authenticity.
6. Data presented in the Business Results section of the case study must refer to a specific source. This could be client information or agency/third party research. The Asia Pacific Tambuli Awards Jury has the right to verify the accuracy of your data with the referred source. Not referring to a source will result in disqualification.
7. Case studies must be written in English. English translations must also be provided for words or phrases in other languages. Please follow the set word limit indicated in the entry form.
8. Agency names must not be mentioned in the entry write up to avoid creating any bias amongst the jurors from rival brands or networks.
9. Entries may not be submitted without the consent of the client company or rights-holder. All entries must be work rendered for legitimate clients that have paid for media placements.
10. All entries submitted to the Asia Pacific Tambuli Awards may be used either in whole or in part, in any way the organizers deem appropriate, including duplication and publication, while honoring at all times the confidentiality of the specified information.
11. All entries are non-returnable and become the property of the UA&P School of Media and Marketing.
12. Authors of entries submitted that are subsequently published must acknowledge the Asia Pacific Tambuli Awards.
13. Payments made for wrong, disqualified, or withdrawn entries are non-refundable.
14. Submitted entries will not be considered eligible until full payment has been made and all required media has been uploaded to the Asia Pacific Tambuli Awards website.

15. Materials from entries submitted to the Asia Pacific Tambuli Awards will be used for awards purposes. Entrants may also be required to provide supplementary materials for shortlisted or winning works to be used in the show, promotional materials, and related events held after the awards night.
16. All entries must strictly comply with the rules and any violation will result in automatic disqualification.

**For category entries under Leaders for Sustainability & Corporate Purpose  
(for non-marketing initiatives)**

1. All entries must be completed online at [portal.tambuliawards.asia](http://portal.tambuliawards.asia). Each entry may be submitted for consideration in multiple categories.
2. A case film, summarizing the case study is required.
  - Length: maximum of **2 minutes**
  - Format: **MP4**.

Each upload must not exceed 300MB.
3. Required formats for submitted materials in Part 3: PROGRAMS and Part 4: IMPACT of the online entry form are as follows:
  - **MP4**: TVC/Video materials
  - **MP3**: Radio/Audio materials
  - **JPEG**: Print and other support materials.

Each upload must not exceed 300MB.
4. Non-English videos should be accompanied with English subtitles.
5. Entrant companies with winning or shortlisted entries may be requested to provide full media schedules to verify their entries' authenticity.
6. The Asia Pacific Tambuli Awards Jury has the right to verify the accuracy of your data with the referred source. Not referring to a source will result in disqualification.
7. Information must be written in English. English translations must also be provided for words or phrases in other languages. Please follow the set word limit indicated in the entry form.
8. All entries submitted to the Asia Pacific Tambuli Awards may be used either in whole or in part, in any way the organizers deem appropriate, including duplication and publication, while honoring at all times the confidentiality of the specified information.
9. All entries are non-returnable and become the property of the UA&P School of Media and Marketing.
10. Authors of entries submitted that are subsequently published must acknowledge the Asia Pacific Tambuli Awards.
11. Payments made for wrong, disqualified, or withdrawn entries are non-refundable.
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13. Materials from entries submitted to the Asia Pacific Tambuli Awards will be used for awards purposes. Entrants may also be required to provide supplementary materials for shortlisted or winning works to be used in the show, promotional materials, and related events held after the awards night.

14. All entries must strictly comply with the rules and any violation will result in automatic disqualification.

#### For entries under Young Marketing Leaders of the Year

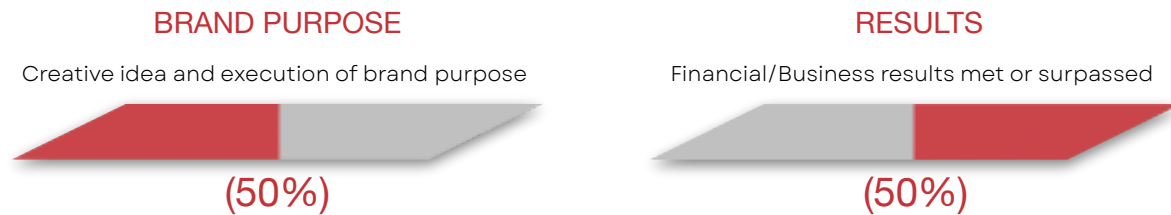
1. All nominations must be completed online at [portal.tambuliawards.asia](http://portal.tambuliawards.asia).
2. Entries must include the nominee's personal information requested in the form, educational history, professional record, and a high quality photo.
3. Nominators must include a 2,000 word-maximum personal essay on why the nominee deserves to win the award. Nominations must be written in English. English translations must also be provided for words or phrases in other languages.
4. Payments made for wrong, disqualified, or withdrawn nominations are non-refundable.
5. Submitted nominations will not be considered eligible until full payment has been made and all required documents have been uploaded to the Asia Pacific Tambuli Awards portal.
6. All nominations must strictly comply with the rules and any violation will result in automatic disqualification.

# Judging

## A. Champions for Humanity and Builders of Society categories

### Criteria

Winners will be chosen using the following criteria:



### Judging Process

1. All entries submitted to the Asia Pacific Tambuli Awards undergo a pre-screening process conducted by the organizers to ensure that all entries comply with the rules and regulations of the competition.
2. The following criteria are basis for disqualifying entries at the pre-screening phase:
  - Entries whose values are not clearly evident or depicted in the creative materials submitted
  - Entries whose content, message, or advocacy may be deemed as not consonant with national, cultural, or religious values and sentiments, or are contrary to public morals. The guiding principles of the award show conform with the Christian inspiration and identity of its organizing university. Please refer to the Statement of Principles (Institutional Goals and Ideals) contained in the website of the University of Asia and the Pacific under the identity tab: <https://uap.asia/about>
  - Entries that are badly written, lacking in rigor, depth, and accuracy
3. All pre-screened entries are evaluated by the Executive Juries for each cluster, composed of an international group of distinguished client and agency heads. Evaluation is conducted in person to determine the bronze, silver, and gold winners.
4. All gold winners in the various categories shall then be elevated to the Grand Executive Jury to determine which among the gold winners deserve to be elevated to Grand Prix. From among the Grand Prix winners, the Grand Executive Jury may choose one winner for the Carmencita Esteban Platinum Award, the highest honor given in this competition.
5. An independent third party will audit the awards process.
6. The decision of the jury on all entries is final.

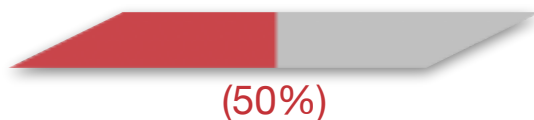
## B. Leaders for Sustainability & Corporate Purpose

### Criteria

Winners will be chosen using the following criteria:

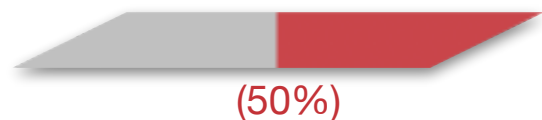
#### SUSTAINABILITY/CORPORATE PURPOSE

Significance, alignment, and commitment of the program to the overall corporate purpose, and relevance to local and global concerns



#### RESULTS

Effectiveness/impact of the program and contribution to business



### Judging Process

1. All entries submitted to the Asia Pacific Tambuli Awards undergo a pre-screening process conducted by the organizers to ensure that all entries comply with the rules and regulations of the competition.
2. The following criteria are basis for disqualifying entries at the pre-screening phase:
  - Entries whose values are not clearly evident or depicted in the creative materials submitted
  - Entries whose content, message, or advocacy may be deemed as not consonant with national, cultural, or religious values and sentiments, or are contrary to public morals. The guiding principles of the award show conform with the Christian inspiration and identity of its organizing university. Please refer to the Statement of Principles (Institutional Goals and Ideals) contained in the website of the University of Asia and the Pacific under the identity tab: <https://uap.asia/about>
  - Entries that are badly written, lacking in rigor, depth, and accuracy
3. All pre-screened entries are evaluated by the Leaders for Sustainability & Corporate Purpose Jury. Evaluation is conducted in person to determine the winners for each category.
4. All gold winners in the various categories shall then be elevated by the Grand Executive Jury to determine which among the gold winners deserve to be elevated to Grand Prix. From among the Grand Prix winners, the Grand Executive Jury may choose one winner for the Tambuli Company of the Year.
5. An independent third party will audit the awards process.
6. The decision of the jury on all entries is final.

## C. Young Marketing Leaders of the Year

### Judging Process

1. The organizers will reach out to the nominees to schedule an in-person panel interview with the Jury. Nominees who are unable to attend the in-person interview will be disqualified.
2. Nominees will work on a case as part of the interview process to be arranged by the jury.
3. After all interviews, the Jury will deliberate and select the winners. The Jury reserves the right to select multiple winners, or no winner at all.
4. An independent third party will audit the awards process.
5. The decision of the jury on all entries is final.

# APPENDIX

## A. Entry Write-up

### For entries under Champions for Humanity and Builders of Society categories

Please submit this write-up along with the other requirements online at [portal.tambuliawards.asia](http://portal.tambuliawards.asia). There are four parts in this entry write-up. Please provide the relevant, complete and accurate information for all the questions below, without omitting any of the items.

**IMPORTANT:** Please do not mention your agency name in any part of the entry write-up below to ensure objectivity and avoid creating any bias amongst the jurors from rival brands or networks.

#### Part One: Challenge, Objectives, Strategy (500 words)

- Explain the business context, marketing challenge, and competitive environment. Please note that not all jurors are aware of your category and brand. **CONTEXT** is crucial.
- Identify the target market and the objectives. Why do those objectives matter?
- Thoroughly explain the strategy employed. Show how the strategy ties with the objectives.

#### Part Two: Creative and Media Ideas & Executions (500 words)

- Explain the human insight or human truth, and the thinking behind the campaign.
- Explain the creative idea and execution, especially the execution of brand purpose in the materials. Show how it's innovative and fresh.
- Explain the media strategy, the rationale and weights for the media channels used.
- Demonstrate innovative and breakthrough media ideas and executions.

#### Part Three: Presence of Brand Purpose (500 words)

- Identify the values or brand purpose being promoted in the campaign and its relevance to the overall objective and strategy.
- Are the values evident in the creative materials produced for the campaign? Is the brand purpose aligned with your brand's DNA?

#### Part Four: Business Results (600 words)

- Restate your **BUSINESS OBJECTIVES**, originally mentioned in broad strokes in Part 1 above, but this time giving it more specificity. Ensure you apply the SMART principles of Objective Setting. i.e., the Objectives must be Specific, Measurable, Achievable (yet challenging), Relevant, and Time bound.
- Provide the **CONTEXT** that the Business Objectives are quite challenging to achieve. Refer to valid benchmarks (like previous year performance), internal challenges like limited resources, and external environment factors as they apply to your category (e.g. is it highly competitive, or low volume category, or hyper segmented category, with huge or small advertising budgets, etc.). Note that case studies should not just talk about the WHAT and



the HOW. More importantly, case studies must explain the **WHY** – why that challenge, objective, strategy, results, etc. Again, **context** is crucial.

- Discuss the **KEY MARKETING ACTIONS** taken to deliver on the objectives. In this portion, you must include the intermediate results (vs. the Marketing Objectives cited earlier) so that you provide credibility to the effectiveness of your key actions. Remember to always support your conclusions with the right data and consistently cite your research/data source.
- Present the Business **RESULTS**. It should flow clearly and naturally from your set up of the Business Objectives and Context, and that this happened because of the Key Marketing Actions you took. Use of graphs and charts to show sustained momentum of the impact of the marketing actions will add more credibility that your results are real and valid. Make sure to provide **CONTEXT** to the numbers.

## For entries under Leaders for Sustainability & Corporate Purpose categories

Please submit this write-up along with the other requirements online at [portal.tambuliawards.asia](http://portal.tambuliawards.asia). There are four parts in this entry write-up. Please provide the relevant, complete and accurate information for all the questions below, without omitting any of the items.

### Part One: Business Context (500 words)

- Explain the business context. What industry do you operate in, products/services you offer. Please note that not all jurors are aware of your industry and company. **CONTEXT** is crucial.
- What are the constraints, challenges, and other relevant factors (e.g. regulation, stakeholders, social challenges)?
- What is your company's vision for sustainability?

### Part Two: Leaders for Sustainability & Corporate Purpose and its relevance to various stakeholders (500 words)

- What is the company's purpose? How is this relevant to the business it operates?
- Who are the various stakeholders that benefit from living by this corporate purpose? How do you ensure they understand your corporate purpose?

### Part Three: Initiatives, practices, or programs (500 words)

- Discuss the programs that have been deployed that bring to life this corporate purpose.
- Provide details on objectives and implementation of these programs: who benefited, what was the scale of the effort, what are the ways this has been/will be sustained?
- Include evidence of the efforts (write ups, collaterals, photos/videos, etc.).

### Part Four: Impact (500 words)

- Provide a detailed discussion of the impact of the programs. How did you measure impact? And what were the results?
- How did it impact the 5Ps of the SDGs? (People, Planet, Prosperity, Peace, Partnerships)
- Provide evidence of the impact. Include both quantitative and qualitative data.

## C. Submission Check List

☐ Online Entry Form

To be completed at the entry portal at [portal.tambuliawards.asia](http://portal.tambuliawards.asia)

☐ Case Film

Maximum of two (2) minutes  
MP4 file format  
Maximum file size of 300MB

☐ Creative Material

MP4 format for TV/Video  
MP3 format for Radio/Audio  
JPEG format for Print and other supported materials  
Maximum file size of 300MB for each

☐ Entry Write-up

Please refer to page 13 and 14 of the entry kit

☐ Client Endorsement Form

Form available at Appendix E or through this [Link](#)

☐ Payment

Payment may be settled through Tambuli's online payment gateway at [portal.tambuliawards.asia](http://portal.tambuliawards.asia). For a list of fees, please refer to page 2 of this entry kit.

## D. Contact Information

APAC Tambuli Awards  
School of Media and Marketing  
3/F College of Arts and Sciences Building  
University of Asia and the Pacific  
Pearl Drive, Ortigas Center Pasig City, 1605 Philippines

For more details about the APAC Tambuli Awards 2024, contact:

Mr. Matthew Nicanor T. Fule  
[matthew.fule@uap.asia](mailto:matthew.fule@uap.asia)

Website:  
[www.tambuliawards.asia](http://www.tambuliawards.asia)

## E. Client Endorsement Form

Please submit this form along with the other requirements online at [portal.tambuliawards.asia](https://portal.tambuliawards.asia).

Client Company Name: \_\_\_\_\_

Company's Registered Name: \_\_\_\_\_

(Registered name in official government records)

Client Phone Number: \_\_\_\_\_

Client Representative Name and Signature:

\_\_\_\_\_

Date: \_\_\_\_\_

I hereby certify that the campaign information and claims in this case study are correct and that the campaign was released between January 1, 2023 and December 31, 2023, or the campaign was released between January 1, 2022 to December 31, 2022 and has not been entered in the Asia Pacific Tambuli Awards 2023.