

FOURTEENTH CONGRESS OF THE REPUBLIC)
OF THE PHILIPPINES)
Third Regular Session)

OFFICE OF THE SECRETARY

NOV 25 12:08

SENATE

P.S. Res. No. 1494

Introduced by Senator Manuel "Lito" M. Lapid

RESOLUTION

CONGRATULATING AND COMMENDING FILIPINO ADVERTISING AGENCIES CAMPAIGNS & GREY AND DDB PHILIPPINES FOR WINNING A SILVER AND BRONZE STATUE, RESPECTIVELY, FOR THEIR RESPECTIVE ADVERTISEMENTS IN THE 2009 LONDON INTERNATIONAL AWARDS.

WHEREAS, the Philippine Senate has in several occasions paid tribute to outstanding Filipinos for their astonishing feat of bringing home pride and glory to the country by becoming champions in the international scene;

WHEREAS, Filipino advertisement agencies Campaigns & Grey and DDB Philippines made the country proud when they won a silver and bronze statue, respectively, for their respective advertisements in the 2009 London International Awards participated by 13,117 entries from 78 countries from around the globe;

WHEREAS, the London International Awards, the first comprehensive award of its kind to accept all media and executions worldwide and judged by a truly diverse international jury of the most talented, recognized and awarded individuals, honors advertising, design and digital media and cultivates a celebration of the power of ideas, and recognition of the legends, iconoclasts, and avatars of creative excellence;

WHEREAS, Filipino advertising agency Campaigns & Grey won a silver statue under the Cosmetics/Toiletries/Pharmaceuticals for Radio category for its witty radio spot "Sayang" for Vicks which featured a housewife's lament after spending 3 hours of beauty rituals and went unnoticed by her husband due to a clogged nose;

WHEREAS, Filipino advertising agency DDB Philippines won a bronze statue under the Sound Design for Radio category for its peculiar and eerie radio plug "Emily" for McDonald's Drive Thru which was aired during Halloween and stressed how scary hunger can play a trick on one's imagination;

WHEREAS, this achievement by our Filipino advertisement agencies deserve to be commended for the honor and recognition they have brought our country.

NOW, THEREFORE, BE IT RESOLVED, as it is hereby resolved by the Senate to congratulate and commend Filipino advertising agencies Campaigns & Grey and DDB Philippines for winning a silver and bronze statue, respectively, for their respective advertisements in the 2009 London International Awards.

Adopted,


MANUEL "LITO" M. LAPID
Senator