

Republic of the Philippines  
Congress of the Philippines  
House of Representatives  
Metro Manila  
Eighteenth Congress  
Third Regular Session

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Begun and held in Metro Manila, on Monday, the twenty-sixth day of July, two thousand twenty-one.

RESOLUTION NO. 276

RESOLUTION CONGRATULATING AND COMMENDING  
GIGIL FOR WINNING BRONZE AT THE 2021 CANNES  
LIONS INTERNATIONAL FESTIVAL OF CREATIVITY

WHEREAS, GIGIL, an independent advertising agency announced that they won the bronze spot in the Film category at the 2021 Cannes Lions International Festival of Creativity in France for the first time;

WHEREAS, since its first outing in 1954, the Cannes Lions International Festival of Creativity has been bringing the creative communications industry together every year at its one-of-a-kind event in Cannes to learn, network and celebrate. Every year, Cannes Lions explores the value of creativity in branded communication: from product and service development to the creative strategy, execution and impact;

WHEREAS, the awarding ceremony, which took place on June 25, 2021, honored GIGIL for its “Family” campaign for one of its clients, RC Cola Philippines;

WHEREAS, the international festival took notice of RC Cola’s video advertisement which snagged the bronze award as the lone winner from the Philippines in the film category of the competition;

WHEREAS, last year, RC Cola Philippines became a local trending topic on social media after the soft drink brand’s latest advertisement titled “Family” went viral and left many Filipino netizens confused. It showed a boy confronting his mother as he wondered if he was adopted because he was always being teased at school. His mother told him not to listen to what other people say, but things started to go bizarre as the boy removed his clothes and asked why he had four glasses attached to his back. Bursting into tears, the mother felt the need to show her son the “truth” that they have long hidden from him, and proceeded to remove her head, revealing a soft drink bottle;

WHEREAS, the commercial’s fame reached the United States after being featured in the “What’s Going to Happen Next in This Crazy Commercial” segment of “The Ellen Show” early in 2021;

WHEREAS, “Family”, as well as another video advertisement for the Filipino soda brand, won in the 42<sup>nd</sup> Australasian Writers and Art Directors (AWARD) Awards, considered as the most important regional recognition for creative work in New Zealand, Southeast Asia, and Australia;

WHEREAS, the viral video advertising makers, GIGIL’s founding partners Badong Abesamis and Herbert Hernandez, were named in Adweek’s Creative 100 as the first from the Philippines to ever break into the list;

WHEREAS, GIGIL is known for its “high-risk, high-reward” credo, having come out with innovative campaigns not only for RC Cola Philippines, but also for brands including Danes Cheese, Orocan, and most recently, Netflix’s “Trese”;

WHEREAS, it is important to recognize and acknowledge GIGIL's success to encourage our local and independent creative advertising agencies to push boundaries and elevate further the quality of creativity, no matter how weird, bizarre, or out-of-this-world the ideas would be: Now, therefore, be it

*Resolved by the House of Representatives, To congratulate and commend GIGIL for its bizarre yet creative entry that bagged them the bronze spot in the Film category at the 2021 Cannes Lions International Festival of Creativity.*

*Resolved, further, That a copy of this Resolution be given to the independent advertising agency GIGIL and another copy be prepared for submission to the National Historical Commission of the Philippines for proper archiving.*

Adopted,



LORD ALLAN JAY Q. VELASCO  
*Speaker*

This Resolution was adopted by the House of Representatives on February 2, 2022.



MARK LLANDRO LONG L. MENDOZA  
*Secretary General*

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