

Republic of the Philippines  
HOUSE OF REPRESENTATIVES  
Quezon City, Metro Manila

Nineteenth Congress  
First Regular Session

HOUSE RESOLUTION NO. 112



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**Introduced by Hon. Christopher “Toff” V.P. de Venecia**

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**A RESOLUTION CONGRATULATING AND COMMENDING GIGIL FOR WINNING  
BRONZE AT THE 2022 CANNES LIONS FESTIVAL OF CREATIVITY FOR THE  
SECOND CONSECUTIVE YEAR**

**WHEREAS**, GIGIL, an independent advertising agency announced that they won the bronze spot in the Film category at the 2022 Cannes Lions International Festival of Creativity in France for the second time with “Party” for Cheers as their entry;

**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;<sup>1</sup>

**WHEREAS**, for over 68 years, Cannes Lions has served as a convening force for the global creative community. The Lions, the industry’s most prestigious, coveted creative accolade, receive thousands of entries every year. The work is judged by over 400 authoritative, respected creative leaders before the winners are showcased and awarded at the nightly awards shows;<sup>2</sup>

**WHEREAS**, over the course of the Festival, from June 20-24, 2022, the Cannes Lions winners were announced at the awards ceremonies;

**WHEREAS**, Cheers, a local party supplies brand that specializes in paper and plasticware, partnered with GIGIL to promote its products for home use during the pandemic;

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<sup>1</sup> <https://www.canneslions.com/about>

<sup>2</sup> <https://www.adobomagazine.com/philippine-news/cannes-lions-2022-gigil-wins-bronze-film-lion-for-party/>

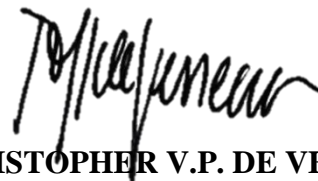
**WHEREAS**, known for its “High Risk, High Reward” credo, GIGIL has launched innovative campaigns for brands such as RC Cola Philippines, Danes Cheese, Orocan and most recently Netflix's “Trese”;

**WHEREAS**, acknowledging and recognizing GIGIL's success encourages local independent creative advertising agencies to push the boundaries and continue to improve their creativity;

**NOW THEREFORE, BE IT RESOLVED**, that taking into consideration the above mentioned premises, the undersigned member of the House of Representatives hereby **RESOLVE** to congratulate and commend GIGIL for its creative entry that bagged them the bronze spot in the Film category at the 2022 Cannes Lions International Festival of Creativity for the second consecutive year;

**RESOLVED FINALLY**, that an appropriate 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,*

A handwritten signature in black ink, appearing to read 'Christopher V.P. De Venecia', written in a cursive style.

**HON. CHRISTOPHER V.P. DE VENECIA**