

Republic of the Philippines
Congress of the Philippines
House of Representatives
Metro Manila
Nineteenth Congress
First Regular Session

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

RESOLUTION NO. 33

RESOLUTION CONGRATULATING AND COMMENDING GIGIL FOR WINNING FOR THE SECOND CONSECUTIVE YEAR, THE BRONZE PRIZE AT THE CANNES LIONS FESTIVAL OF CREATIVITY HELD FROM JUNE 20-24, 2022 IN CANNES, FRANCE

WHEREAS, since its maiden ceremony in 1954, the Cannes Lions International Festival of Creativity has been in the forefront of exploring and exhibiting the value of creativity as a driving force for business and bringing change for good in the world;

WHEREAS, the Cannes Lions International Festival of Creativity advances the credo that creative solutions are more effective, creative brands are more successful, and creative communications are more impactful;

WHEREAS, for 68 years, the Cannes Lions Festival of Creativity has served as a convening force for the global creative community including over 400 respected experts and jurors who represent the global industry's diverse range of disciplines and whose selection of each year's awardees underscore the importance and role of creative skills in today's world;

WHEREAS, GIGIL, an independent advertising agency, won the bronze prize in the Film category at the 2022 Cannes Lions International Festival of Creativity with the entry entitled "Party" that it developed for its client, Cheers, a local party supplies brand that specializes in paper products and plasticware;

WHEREAS, GIGIL previously received a bronze prize under the Film category at the 2021 Cannes Lions International Festival of Creativity for its "Family" campaign for one of its clients, RC Cola Philippines;

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

WHEREAS, Cheers, partnered with GIGIL to promote its products for home use during the pandemic;

WHEREAS, acknowledging the success of and recognition received by GIGIL in the Cannes Lion Festival of Creativity will serve as inspiration to local independent creative advertising agencies and encourage them to create more innovative, inspiring, and masterful work: Now, therefore, be it

Resolved by the House of Representatives, To congratulate and commend GIGIL for winning for the second consecutive year the bronze prize in the Film category of the Cannes Lions International Festival of Creativity held in June 20-24, 2022.

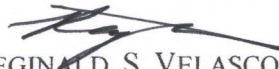
Resolved, finally, That a copy of this Resolution be given to GIGIL and the National Historical Commission of the Philippines for proper archiving.

Adopted,



FERDINAND MARTIN G. ROMUALDEZ
Speaker

This Resolution was adopted by the House of Representatives on November 16, 2022.



REGINALD S. VELASCO
Secretary General

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