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BOOMERANG AWARDS 2026

INTER PLAY

DIGITAL INNOVATION PLAYGROUND OF SEA

2026 WINNERS

GOLD WINNERS

GOLD



INNOVATION IN DIGITAL EXPERIENCE

- **BRAIN UNROT LIBRARY**
Social
Grey Malaysia | BookXcess
- **KWEEN YASMIN**
Creator and Influencer
GIGIL | Canva Pro
- **KWEEN YASMIN**
Social
GIGIL | Canva Pro
- **GAMIFRIES**
Social
Leo Manila x BBH Singapore | McDonald's Philippines
- **Some Nights I Feel Like Doing a Grindr Movie Tour**
Promo and Activation
Lennon Group | Daluyong Studios, Ten17P, Lunchbox
- **Some Nights I Feel Like Doing a Grindr Movie Tour**
Branded Experience
Lennon Group | Daluyong Studios, Ten17P, Lunchbox
- **Play No Dew**
Branded Experience
BBDO Guerrero | PepsiCo Philippines

GOLD



INNOVATION IN DIGITAL MEDIA

- **SAFETYNOVELA**
Digital Media
BBDO Guerrero | Philippine Airlines
- **Some Nights I Feel Like Doing a Grindr Movie Tour**
Emerging Channels and Experiences
Lennon Group | Daluyong Studios, Ten17P, Lunchbox

INNOVATION IN SPECIALIZATIONS

- **GAMEJOY: The First Universal Gamer Money**
Gaming
Octopus&Whale | Jollibee Philippines

INNOVATION IN DIGITAL ENTERTAINMENT

- **SAFETYNOVELA**
Entertainment-led Branded Experience
BBDO Guerrero | Philippine Airlines

INNOVATION IN DIGITAL CRAFT

- **Some Nights I Feel Like Doing a Grindr Movie Tour**
Digital Production
Lennon Group | Daluyong Studios, Ten17P, Lunchbox

SILVER WINNERS

SILVER



INNOVATION IN DIGITAL EXPERIENCE

- **GAMIFRIES**
Creator and Influencer
Leo Manila x BBH Singapore | McDonald's Philippines
- **Some Nights I Feel Like Doing a Grindr Movie Tour**
Social
Lennon Group | Daluyong Studios, Ten17P, Lunchbox
- **Knorr Emoji**
Social
TREYNA Group | Knorr Philippines
- **Some Nights I Feel Like Doing a Grindr Movie Tour**
Small Budget
Lennon Group | Daluyong Studios, Ten17P, Lunchbox
- **THE GRIND**
Creative Use of AI
GIGIL | Metama
- **LIVESTREAM NG LAGIM**
Commerce
Leo Manila | Universal Robina Corporation
- **GAMIFRIES**
Branded Experience
Leo Manila x BBH Singapore | McDonald's Philippines

SILVER



INNOVATION IN DIGITAL MEDIA

- **KONTRABIDA ACADEMY**
Omnichannel
Intersections Communications, Inc. | Netflix Philippines
- **FLIGHT PATTERNS**
Omnichannel
Ogilvy Manila | Cebu Pacific Air, Inc.
- **CARRIER COOL SPOT (BGC + Robinson's)**
Applied Innovation in Traditional Media
Ace Saatchi & Saatchi | Concepcion Industries Corp.
- **GAMEJOY: The First Universal Gamer Money**
Commerce
Octopus&Whale | Jollibee Philippines

SILVER



INNOVATION IN SPECIALIZATIONS

- **Safe Sound Check**
Sustainability
Jayme Headquarters | Project Inclusion Network
- **Safe Sound Check**
DEI
Jayme Headquarters | Project Inclusion Network

INNOVATION IN DIGITAL ENTERTAINMENT

- **Some Nights I Feel Like Doing a Grindr Movie Tour**
Entertainment-led Branded Experience
Lennon Group | Daluyong Studios, Ten17P, Lunchbox

INNOVATION IN DIGITAL CRAFT

- **THE GRIND**
Use of AI
GIGIL | Metama
- **Jollibee Joy Run: The Gamified Ecosystem that
Converted Play into Unprecedented Value**
Websites and Apps
Nuworks Interactive Labs, Inc. | Jollibee Group

BRONZE WINNERS



BRONZE



INNOVATION IN DIGITAL EXPERIENCE



THE GRIND

Direct Marketing & CRM
GIGIL | Metama



THE 7'3" PERSPECTIVE

Creator and Influencer
Leo Manila | Unilever Philippines, Inc.



Jollibee Joy Run: The Gamified Ecosystem that Converted Play into Unprecedented Value

Promo & Activation
NuWorks Interactive Labs, Inc. | Jollibee Group



Jollibee Joy Run: The Gamified Ecosystem that Converted Play into Unprecedented Value

Commerce
NuWorks Interactive Labs, Inc. | Jollibee Group



SAFE SOUND CHECK

Small Budget
Jayme Headquarters | Project Inclusion Network



Some Nights I Feel Like Doing a Grindr Movie Tour

Creator and Influencer
Lennon Group | Daluyong Studios, Ten17P, Lunchbox

BRONZE



INNOVATION IN DIGITAL EXPERIENCE

- **Some Nights I Feel Like Doing a Grindr Movie Tour**
Direct Marketing and CRM
Lennon Group | Daluyong Studios, Ten17P, Lunchbox
- **Lucky Me! Pancit Canton: Hate Wins**
Creator and Influencer
TREYNA Group | Monde Nissin Corporation
- **THE NEVER-ENDING CHANT**
Branded Experience
Ogilvy Manila | Nestle Philippines, Inc.
- **THE NEVER-ENDING CHANT**
Social
Ogilvy Manila | Nestle Philippines, Inc.
- **KNORR EMOJI**
Small Budget
TREYNA Group | Knorr Philippines
- **GAMIFRIES**
Small Budget
Leo Manila x BBH Singapore | McDonald's Philippines
- **LUCKY ME! PANCIT CANTON: HATE WINS**
Social
TREYNA Group | Monde Nissin Corporation

BRONZE



INNOVATION IN SPECIALIZATIONS

- **ENGINEERING REALITY: USING GEODETIC DATA
IN SIMULATION GAMES**
Gaming
Co-Op Play + TrackX | Batangas Racing Circuit (BRC) Inc.
- **THE GRIND**
Emerging Technology
GIGIL | Metama
- **Some Nights We Feel Like Being Seen**
DEI
Lennon Group | Daluyong Studios, Ten17P, Lunchbox

BRONZE



INNOVATION IN DIGITAL MEDIA



CHARGE FREE, TRAVEL FURTHER

Omnichannel

Creative Sandbox | ACMobility



SPOTIFY SOUNDTRUCK

Applied Innovation in Traditional Media

SVEN | Spotify

INNOVATION IN DIGITAL ENTERTAINMENT



PLAY NO DEW

Entertainment-led Branded Experience

BBDO Guerrero | PepsiCo Philippines



Play No Dew

Sports and Esports

BBDO Guerrero | PepsiCo Philippines



SAFETYNOVELA

Streamed Content and Video

BBDO Guerrero | Philippine Airlines

GRAND PRIX

WINNERS

GRAND PRIX



INNOVATION IN DIGITAL EXPERIENCE

- **Some Nights I Feel Like Doing a Grindr Movie Tour**
Branded Experience
Lennon Group | Daluyong Studios, Ten17P, Lunchbox

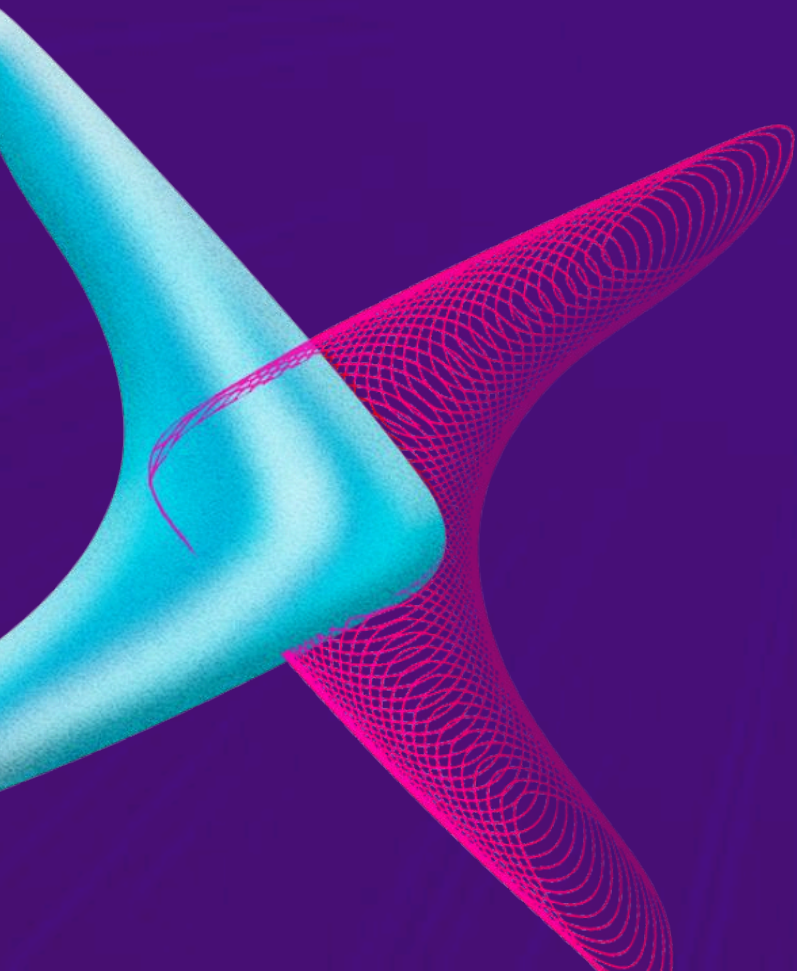
INNOVATION IN DIGITAL MEDIA

- **Some Nights I Feel Like Doing a Grindr Movie Tour**
Emerging Channels and Experiences
Lennon Group | Daluyong Studios, Ten17P, Lunchbox

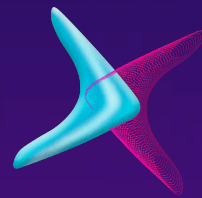
INNOVATION IN DIGITAL ENTERTAINMENT

- **Safetynovela**
Entertainment-led Branded Experience
BBDO Guerrero | Philippine Airlines

SPECIAL AWARDS



SPECIAL AWARDS



BEST OF SHOW

Some Nights I Feel Like Doing a Grindr Movie Tour

Innovation in Digital Experience

Branded Experience

Lennon Group | Daluyong Studios, Ten17P, Lunchbox



AGENCY OF THE YEAR

LENNON GROUP



ADVERTISER OF THE YEAR

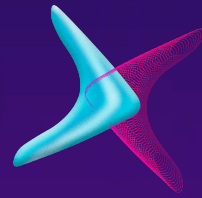
Daluyong, Ten17P, Lunchbox



PRODUCTION PARTNER OF THE YEAR

Lunchbox and Yellow Submarine Studios

SPECIAL AWARDS



DIGITAL EXPERIENCE INNOVATOR OF THE YEAR

JEFF THOMAS

Associate Creative Director
Lennon Group

DIGITAL MEDIA INNOVATOR OF THE YEAR

FRANC MANGAHAS

Associate Creative Director
Lennon Group

DIGITAL ENTERTAINMENT INNOVATOR OF THE YEAR

DAVID GUERRERO

Chief Creative Officer
BBDO Guerrero

DIGITAL CRAFT INNOVATOR OF THE YEAR

REY TIEMPO

Chief Creative Officer
Co-Op Play

DIGITAL SPECIALIZATIONS INNOVATOR OF THE YEAR

MERLEE JAYME

Chief Creative Officer
Jayme Headquarters