

BOOMERANG AWARDS 2025

**WEiMAGINE**

ENTRY KIT

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# WHAT'S THE 2025 BOOMERANG AWARDS ALL ABOUT

**WEiMAGINE: The Future of Digital Marketing** - Digital marketing is not static — it's evolving, ever-changing, and iterative. The theme "WEiMAGINE" emphasizes the power of imagination, innovation, and continuous progress.

In the age of AI, digital marketing is accelerating faster than ever. Innovation isn't just an advantage, it's a necessity. Building on last year's "Be Greater", Boomerang Awards 2025 celebrates those who don't just adapt but lead.

This year, we honor visionaries who fuse human ingenuity with AI-driven creativity: marketers who harness emerging technologies, push creative boundaries, and redefine excellence. True leadership in digital marketing is not just about keeping up; it's about putting humans at the core while leveraging technology to shape the future.

# **WHAT'S THE 2025 BOOMERANG AWARDS ALL ABOUT**

*This year's Boomerang Awards will be unlike anything we've seen before.*

**Reworked. Revised. Remade.**

**From great to greater to greatest.**

**Like technology that evolves exponentially over time,  
humans, too, follow Moore's law of growth.**

**The Boomerang Awards 2025 is a celebration  
of our collective progress and efforts in such a short time.**

# THE CRITERIA TO TRANSFORM: INNOVATION, CREATIVITY, AND IMPACT

## INNOVATION

A new way of thinking in the use of Digital that helps transform a brand, business, organization, or market.

Beyond being first in the market, we seek ingenuity that leads to sustainable, breakthroughs, or disruptive innovation.

## CREATIVITY

Innovation that goes unnoticed cannot transform brands.

Creativity is key to making a campaign relevant to the market.

We're looking for big ideas and craftsmanship (art+copy+code) that bring meaning to innovation so it becomes irresistible.

## IMPACT

The effectiveness of a campaign, program, or execution that achieves the objectives set for the business.

We're looking for attributable impact to market performance and/or society, measuring "metrics that really matter."



# JUDGING

These juries choose the 2025 Boomerang Awards awardees:

## THE MAIN CATEGORY JURY

The Main Category Jury uses its expertise across all digital disciplines to determine the shortlists, the finalists, and the metal winners. There will be three Jury Presidents who will be leading the categories under Overall Digital Excellence, Creative Excellence, and Media Excellence.

## THE SPECIAL CATEGORY JURY

The Special Category Jury decides the winners in special categories, such as the Purple, Green, Black, and Orange Boomerangs. For categories powered by specific organizations, representatives from these organizations will champion their values in the jury deliberation.

Regardless of category, each entry is judged against the criteria of **INNOVATION, CREATIVITY, and IMPACT.**

BOOMERANG AWARDS 2025

**WEIMAGINE**



# MAIN CATEGORIES

ALL 2025 Boomerang Awards categories are judged using the criteria of  
**INNOVATION, CREATIVITY, and IMPACT.**

**dmap**

Digital Marketing Association of The Philippines



# **OVERALL DIGITAL EXCELLENCE CATEGORY**

Direct Marketing and CRM  
Commerce  
Small Budget



## 1. OVERALL DIGITAL EXCELLENCE CATEGORY

### Direct Marketing and CRM

The digital transformation of direct marketing and CRM has birthed more diverse and innovative approaches – from acquiring first-party data to novel takes on loyalty programs. This category recognizes innovation in customer targeting and acquisition, managing relationships and value throughout the customer life cycle, and more.

Campaigns that may be entered include:

- Digital Direct Marketing materials (mailers, chatbots, NFCs, etc.)
- CRM programs and campaigns
- Social CRM

### Commerce

As eCommerce becomes more embedded in our daily lives, consumer expectations continue to evolve dramatically. This category celebrates human-centric solutions built for eCommerce or digital innovations related to commerce across B2B, B2C, C2B, C2C, and D2C.

Campaigns that may be entered include:

- In-platform campaigns (within existing marketplaces)
- Stand-alone / owned e-commerce platforms
- Online to Offline to Online bottom-of-funnel campaigns (O2O2O)
- NFTs/ Blockchain
- eCommerce and shoppable media
- Social commerce, conversational commerce, drop shipping, and mobile commerce

## 1. OVERALL DIGITAL EXCELLENCE CATEGORY

### Small Budget

Various digital marketing technologies can help unlock a level playing field for advertisers with limited resources. This category recognizes innovative projects, campaigns, or solutions that have achieved significant, measurable impact while operating within a budget of PHP 1,000,000 all-in; considering all costs for media and creative/assets or produced materials. The award highlights resourcefulness and strategic execution in maximizing limited financial resources to drive meaningful outcomes.

Campaigns that may be entered include:

- Campaigns that fall under the regular categories of the Boomerang Awards, provided that the budget utilized is under PHP 1,000,000 inclusive of all required expenses.

# CREATIVE EXCELLENCE CATEGORY

Branded Experience  
Social  
Creator and Influencer  
UX/UI  
Gaming  
Digital Production  
Audio, Voice, and Sonic Branding



## 2. CREATIVE EXCELLENCE

### Branded Experience

Branded experiences are immersive and engaging activations that allow brands to transcend from transactions to meaningful connections with their target audiences. This category rewards digital innovation in the creation of unique experiences that educate, entertain, inform, and enlighten.

Campaigns that may be entered include:

- Digital activations and immersive experiences
- Metaverse, Augmented / Virtual Reality
- Livestreaming and live commerce
- Music and audio experiences, online concerts or digitally staged events, on-ground in real-life events and activations
- Branded films and videos, branded entertainment content

### Social

Social media plays a vital role in the success of digital campaigns, as it effectively supports awareness, engagement, and conversion objectives. By leveraging best practices in personalization, customization, and scalability, social media can be a key strategy for brands to create deeper connections with people.

Campaigns that may be entered include:

- Organic or paid content
- Social activations or social media-centric movements and advocacies
- Hashtag campaign, trend jacking
- Strategic ways of using filters and other AI tools in social media
- Social media campaigns for communities, followers, and fans
- Social media crisis and reputation management

## 2. CREATIVE EXCELLENCE

### Creator and Influencer

Creators are on the leading edge of platform adoption, authentic creativity, and community building. This category recognizes innovations in collaborations and co-creations with influencers or KOLs, who create contents that leave a lasting impression and yield positive outcomes for the brand.

Campaigns that may be entered include:

- Co-created content
- Innovative partnerships with affiliates and creative influencers
- Brand collaborations
- Use of AI-centric technologies to personify virtual influencers
- Brands as influencers or creators
- Individual creators and influencers who innovate their content.

### UX/UI

The application of design thinking to user experience (UX) and user interface (UI) has become increasingly vital in today's digital landscape, where users demand simplicity and speed. This award honours strategic design and execution of UX/UI solutions that enhance usability, accessibility, and engagement. Design thinking applied to UX/UI has never been more critical in customer journey optimization.

Campaigns that may be entered include:

- Websites, mobile apps, and/or physical and digital products that contribute to digital campaigns
- Visual aesthetics that achieve seamless digital experiences on mobile, tablet, laptop/desktop views
- Interaction design achieved using data-driven approaches

## 2. CREATIVE EXCELLENCE

### Gaming

The gaming landscape has undoubtedly become a powerful medium for engagement, storytelling, and community building. This category recognizes brands that have successfully activated multiple gaming technologies, platforms, creator drops, stream raids, LiveOps, and many more.

Campaigns that may be entered include:

- Content for gaming communities
- Partnerships with gaming influencers and creators
- Brand-led executions on gaming platforms
- Brand-led creation of games / gamified experiences
- Innovative use of gaming platforms, influencers, creators, or communities
- Ideation, development, and execution of a gaming experience or platform

### Digital Production (static and moving images, design, tech, immersive experiences, etc)

As digital content production continues to accelerate, the importance of craftsmanship remains paramount. This category honors work that exemplifies exceptional attention to detail in visual design, user experience, and storytelling—demonstrating a commitment to aesthetics, precision, and emotional resonance in the digital space.

Campaigns that may be entered include:

- Craft in social and digital content (film, audio, design artworks, and copy)
- Livestream content production and real-time digital production outputs
- AI-generated and adaptive content
- Digital-first materials made for unique formats and placements



## 2. CREATIVE EXCELLENCE

### Audio, Voice, and Sonic Branding

This category celebrates innovative digital campaigns that leverage the power of sound. From voice recognition technology and sonic branding to immersive audio experiences, sound can be used to drive awareness, engagement, and conversion. Whether through branded audio assets, interactive voice technology, or strategic music marketing, these campaigns enhance the consumer experience and reinforce brand identity in a uniquely auditory way. This category recognizes brands that use audio to resonate with consumers beyond visuals, creating memorable, immersive, and effective marketing experiences.

Campaigns that may be entered include:

- Audio Logos & Sonic Branding – Signature sounds or jingles that define a brand's identity.
- Music Marketing – Campaigns that use music partnerships, custom soundtracks, or artist collaborations.
- Voice-Activated Experiences – Commands or ad tools designed for voice assistants like Alexa, Google Home, or Siri.
- Branded Podcasts & Audio Storytelling – Original branded content that engages audiences through compelling narratives.
- Audio-Driven Digital Advertising – Campaigns leveraging Spotify, YouTube, Pandora, or other audio platforms to drive impact.

# **MEDIA EXCELLENCE CATEGORY**

Omnichannel  
Applied Innovation in Traditional Media  
Digital Media  
Performance Marketing  
Search  
Data  
Emerging Channels and Experiences

## 3. MEDIA EXCELLENCE

### Omnichannel

Effective media experiences rely on the seamless integration of multiple platforms that collectively enhance consumer familiarity, understanding, and ultimately, conversion to a brand. It is essential for brands today to strategically leverage human-centric insights to engage consumers in a hyper-personalized manner. This category recognizes digital media campaigns that leverage omnichannel strategies and effective use of channels to achieve a brand's full-funnel goals.

Campaigns that may be entered include:

- Full funnel Online to Offline to Online campaigns (O2O2O)
- Integrated media campaigns showcasing the power of digital marketing
- Internet of Things (IoT) Ecosystems

### Applied Innovation in Traditional Media

This category celebrates the strategic application of emerging technologies—such as AI, data-driven personalization, interactive formats, and cross-platform integrations—to traditional channels like TV, radio, print, and out-of-home (OOH). Recognizing efforts that redefine how these media connect with audiences, this category awards initiatives that successfully drive brand relevance, impact, and measurable results.

Campaigns that may be entered include:

- Creative application of digital and technological platforms to create new experiences with traditional media
- Campaigns that use cross-media technology to establish offline-to-online or traditional-to-digital interactions such as QR codes, voice recognition, etc.



## 3. MEDIA EXCELLENCE

### Digital Media

This category rewards the creative and fresh use of technical innovation in digital media with tangible results. Evolving audience behaviors are transforming how people consume and interact with media. This award celebrates work that not only pushes creative and technical boundaries but also responds to changing user habits and expectations. From AI-driven personalization and interactive storytelling to immersive formats that redefine engagement, this award honors groundbreaking approaches that shape the way digital media influences culture, communication, and everyday experiences.

Campaigns that may be entered include:

- Fresh and innovative media formats and executions such as, but not limited to, immersive, AR, VR, metaverse, rich media, interactive, programmatic, native, in-app, etc.
- Data-driven and contextual media
- Dynamic creative optimization using digital media best practices
- Campaigns using unique digital media targeting strategies such as sequential ads, lookalike audiences, time-sensitive, weather and location-based, etc.
- Rich media or interactive media campaigns in programmatic formats
- Connected TV (CTV) or OTT campaigns

## 3. MEDIA EXCELLENCE

### Performance Marketing

This category recognizes campaigns that leverage data, technology, and optimization strategies to deliver measurable results — whether through conversions, lead generation, customer acquisition, or sales. Entries should demonstrate a clear strategy, precise audience targeting, and the effective use of performance-driven channels that maximize ROI, optimize real-time performance, and create meaningful engagement that drives business impact.

Campaigns that may be entered include:

- Strategic and ethical use of tracking tools and systems to achieve conversion
- Bottom-of-funnel campaigns
- Lead generation campaigns

### Search

Search is one of the most powerful tools for connecting brands with audiences at the moment of intent. This category recognizes outstanding campaigns that harness the power of search — whether through paid search advertising, organic optimization, AI-driven strategies, or search innovations across platforms. Winning work should demonstrate strategic keyword targeting, innovative search integration, and measurable impact in driving visibility, engagement, and conversions.

Campaigns that may be entered include:

- SEM campaigns
- SEO solutions and optimization
- Multi-platform search advertising
- App Store search optimization
- eCommerce and marketplace search ads
- Emerging technologies in voice and visual search

## 3. MEDIA EXCELLENCE

### Data

Data is more than just a measurement tool – it is the foundation for smarter marketing, deeper consumer understanding, and business innovation. This category recognizes the strategic and unexpected use of data to drive impact, whether by uncovering new audience insights, refining targeting and segmentation, optimizing customer journeys, reducing acquisition costs, or even transforming business models. Entries must showcase how data has been leveraged not just for basic analytics, but for the strategic force that enhances decision-making, personalization, and meaningful brand engagement.

Campaigns that may be entered include:

- Next-generation data visualization and/or application utilized for campaign optimization decisions
- Segmentation, clustering, and audience identification to achieve campaign effectiveness and efficiency
- Data for predictive analytics and future-proofing
- Data integration and convergence of multi-source databases for holistic digital marketing practices

### Emerging Channels and Experiences

As digital continuously evolves, new platforms, technologies, and touch points emerge, reshaping the way brands connect with audiences. This category recognizes trailblazing campaigns that embrace first-mover strategies, push the boundaries of innovation, and successfully integrate new digital channels and experiences into their marketing mix – setting new industry benchmarks. This category celebrates bold experimentation, strategic risk-taking, and breakthrough results, rewarding brands that lead the charge in shaping the future of digital marketing.

Campaigns that may be entered include:

- First-to-Market Innovations – Campaigns that pioneer emerging digital channels and media that are not yet widely adopted in the Philippine industry.
- Integration of Cutting-Edge Technologies – Strategies that incorporate Web 5.0, AI, AR/VR, blockchain, the metaverse, or other breakthrough tech into brand marketing and consumer experiences.
- Revolutionary Digital Engagements – Experiences that redefine audience interactions through new social, immersive, or interactive digital ecosystems.



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# SPECIAL CATEGORIES

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## THE GREEN BOOMERANG (Sustainability)

This award honors digital campaigns that drive impact toward sustainability, social responsibility, and long-term positive change. Founded on the United Nations' 17 Sustainable Development Goals (SDGs), this award aims to inspire organizations to create meaningful campaigns that demonstrate how digital innovation can be used as a catalyst for a more sustainable and equitable world. This category also aims to capture campaigns that successfully leverage the Filipino culture and our values as a people, as well as address real-world challenges in the local arena.

### WHO CAN WE OFFER THIS BOOMERANG TO?

- Campaigns that leverage digital technology to achieve any of the 17 SDGs of the United Nations

## THE PURPLE BOOMERANG

for Diversity, Equality, and Inclusivity (DEI)

Powered by



INVESTING IN WOMEN  
SMART ECONOMICS  
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT

The Purple Boomerang goes to the transformative brand-led, commercial campaign that courageously challenges inequalities based on gender, sexuality, disability, religion, ethnicity, and other social conditions in support of the brand's audiences and customers.

Campaigns or materials that are entered must meet these qualifications:

- It must prove a positive and transformative impact on brand or business objectives.
- It was launched in the Philippines, whole or in part, between May 1, 2024 and June 30, 2025.
- It shows measurable campaign and/or business results through internal or 3rd party verification.
- The effectiveness must have been achieved by June 30, 2025.



## THE BLACK BOOMERANG

### For Short-Form Videos

The Black Boomerang Award honors the most exceptional campaigns that harness the power of short-form videos. This category recognizes campaigns that showcase unparalleled creativity, groundbreaking innovation, and significant impact. Celebrating those who excel in the art of brief yet powerful storytelling, the Black Boomerang Award highlights the transformative results that short-form video campaigns can achieve.

# Boomerang Awards 2025: **WEiMAGINE**

## **THE ORANGE BOOMERANG**

### **Digital Leaders of the Year**

As the Boomerang Awards embraces excellence in Digital Transformation beyond Marketing, it recognizes that one doesn't have to be a brand or a business to drive digital transformation. This competition celebrates the skills and achievements of individuals in brand, agency, technology, PR, media, production, or platform organizations between May 1, 2024, to June 30, 2025. Nominees must demonstrate a proven track record in leading digital transformation within their organizations.

## THE WHITE BOOMERANG

### for Pivotal Transformation

Sometimes, a business or a brand meets a challenge that can only be overcome by transforming its product or business model. This award recognizes the pivot to or within a digital ecosystem, that is possible only with innovation, creativity, and of course, impact.

Case studies that are entered must meet these qualifications:

- It was launched in the Philippines, whole or in part, between May 1, 2024 and June 30, 2025.
- It shows measurable campaign and/or business results through internal or 3rd party verification.
- The effectiveness must have been achieved by June 30, 2025.



# OVERALL AWARDS

# OVERALL AWARDS

Given to exemplary entries based on the sum of points earned from all relevant criteria and categories.

- **Agency of the Year**
- **Advertiser of the Year**
- **Tech Innovator of the Year**
- **Tech Innovation of the Year**
- **Tech Production Partner of the Year**
- **Production Partner of the Year**
- **Boomerangs Best of Show**



# ENTRY GUIDELINES



## BEFORE ENTERING, TAKE NOTE

- The Boomerang Awards are open to DMAP and non-DMAP member organizations.
- Entrant organizations must be duly registered businesses in the Philippines. Foreign organizations must be actively conducting business within the Philippines.
- Entries must have run between May 1, 2024, and June 30, 2025, to be qualified.
- Please create a thumbnail image to represent your entry. You may use a screenshot of your entry as the thumbnail. Do not use your company logo. Make sure the image clearly represents the content or highlight of your submission.
- Each entry should be submitted by only one party (agency, client, media, or startup) in one category. If the same entry is submitted by more than one party, only the first entry will be accepted.
- All submitted entries may be used for any purpose by the Boomerang Awards and/or DMAP, including, but not limited to, promotions and awards databases.



# **ENTRY SUBMISSION AND FEES**



# ENTRY SUBMISSION

## MAIN AND SPECIAL CATEGORIES



### 1. INFORMATION

- Entrant Company / Client / Advertiser
- Contact Person and Designation of Entrant Company / Client / Advertiser
- Categories Entered

### 2. CASE STUDY WRITE-UP

The write-up must describe the challenge and objectives, the solution, and the results in not more than 450 words. This will be used as the reference of the jury if there is any unclear information in the case presentation slide.

### 3. CASE PRESENTATION SLIDE

The case presentation slide is the primary basis for judging the entry. The case must be summarized in a single slide. The file must be a high-resolution JPEG or PNG files. The slide is for easy review by the jurors.

### 4. CASE VIDEO (Optional)

Submission of a case video is optional. It can be up to two (2) minutes long, submitted in MP4 format. Case videos may only mention the clients. They must not include the names of any agency, production house, or media partner. Case videos must use English subtitles for Filipino dialogue, in consideration of international jurors.



# ENTRY SUBMISSION

## MAIN AND SPECIAL CATEGORIES



### 5. CERTIFICATION LETTER

Provide a letter in PDF format from the company for whom the campaign, product, or service was created. A letter is still needed if the entrant is the advertiser.

As long as the letter states that the results indicated in the case presentation slide are accurate, there is no need to re-state the results in the actual letter. The letter should be signed by one of the most senior officers (VP Marketing / Chief Marketing Officer / Marketing Director / Marketing Manager, or higher). An e-signature is accepted. The letter must state the name of the client representative with his/her contact details including the email address.

[Download the Certification Letter here](#)

Booms Site: <https://booms.dmap.com.ph>

# ENTRY SUBMISSION

## THE ORANGE BOOMERANG DIGITAL LEADERS SPECIAL CATEGORY



- If you are entering the Digital Leaders category as a freelance or self-employed professional, please select "Freelancer" for Company/Organization.
- If entering in both the regular/main categories and the Digital Leaders Special Category, please use a different account for each category.
- The Client Certification Letter applies to the entrants in the Digital Leaders Special Category.

[Download the Certification Letter here](#)

Booms Site: <https://booms.dmap.com.ph>



# IMPORTANT REMINDERS



# IMPORTANT REMINDERS



## MAKE YOUR SUBMISSION HASSLE-FREE

1. New Entry Submission Portal - This year, entries will be submitted through a new portal – the One Club Award Hub platform. Please carefully read the submission guidelines and other relevant information provided on the platform to help you navigate the process smoothly.
2. Please review the definition and requirements for the category before you submit your entry. Should you submit to the wrong category, the organizers and the jury will not re-categorize your entry. Once your entry is submitted, you are not entitled to a refund.
3. If you are entering one case study across different categories, kindly use ONE TITLE for the different categories to make tracking the overall awards and consolidating the points easier.

# IMPORTANT REMINDERS

## USAGE

1. If your case entry contains sensitive data, please mark "Not for public release" and include a sanitized case write-up and presentation for DMAP's use. If you submit a case video with sensitive information, please include an additional 15-second edit that is safe for public consumption.
2. Unless otherwise noted, the entrants grant permission to the Boomerang Awards to use submitted case presentation slides, write-ups, and videos for publicity and educational purposes.
3. If you want to provide supporting evidence such as ads, videos, or otherwise, please just include the URL. For entries that will provide hardware during the judging, kindly indicate in the write-up the URL that the jurors and committee can visit in order to experience and inspect the technology used in the entry.
4. Remember, the jury must experience how it was intended by the user.

# FEES & PAYMENTS

## AWARDS ENTRY FEE PRICES 2025



SUBMISSION TYPE	2025 RATES DMAP MEMBER (NET RATES)	2025 RATES NON-DMAP MEMBER (NET RATES)
Early Bird (single entry)	PHP 8,400	PHP 9,800
Regular Submission (single entry)	PHP 11,200	PHP 11,900
Regular Bulk per entry (5 or more) REGULAR SUBMISSION	PHP 9,800	PHP 10,500
Late Bulk per entry (5 or more) LATE SUBMISSION	PHP 11,200	PHP 11,900
Late Submission (single entry)	PHP 12,600	PHP 13,300
Credit Card Payment	Plus 4% Surcharge	Plus 4% Surcharge



# FEES & PAYMENTS

## **Pay by Online Transfer or Over-the-Counter Bank Deposit**

Bank Name / Branch: Union Bank of the Philippines

Vito Cruz Makati Branch

Account Name: Internet and Mobile Marketing Association of the Philippines, Inc.

Current Account Number: 000310033329

## **Pay by Credit Card**

After submitting your entry, please email [awards@dmaph.com.ph](mailto:awards@dmaph.com.ph) to get the payment link. We add a 4% surcharge to payments by credit card, to cover fees charged by your card-issuing bank.

## **PAYMENT CONFIRMATION**

To confirm your payment, kindly send the proof of payment (POP) to [awards@dmaph.com.ph](mailto:awards@dmaph.com.ph) - scanned copy of the deposit slip (if over-the-counter), an e-receipt / reference code (if via online transfer), or an email confirmation from PayMongo (if credit card).

# REFUNDS

In all circumstances, refunds will NOT be accepted once entries have been submitted.

*Disqualified entries are not exempted.*

# IMPORTANT DATES



**Open to Accepting Entries**  
**Regular Submission Deadline**  
**Late Submission Deadline**  
**Awards Night**

June 30, 2025  
August 17, 2025  
August 24, 2025  
October 17, 2025

## CONTACT US

For any questions, please email [awards@dmaph.com.ph](mailto:awards@dmaph.com.ph)

You can also reach out to us on:



[@dmapPH](https://www.facebook.com/dmapPH)



[@dmapPH](https://www.x.com/dmapPH)





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