

dmap

BOOMERANG AWARDS 2026

INTER



PLAY

DIGITAL INNOVATION PLAYGROUND OF SEA

ENTRY KIT

Entry Kit Overview

- **01** Message from the Boomerang Awards 2026 Co-Chairs
- **04** The Team Behind Boomerang Awards 2026
- **05** The Boomerang Awards - Interplay
- **07** What's New in 2026
- **08** Criteria and Judging
- **11** Categories
- **49** Special Awards
- **53** Entry Guidelines
- **58** Important Reminders
- **61** Entry Submission and Fees
- **64** Key Dates
- **65** Contact Information



Message from the Boomerang Awards 2026 Co-Chairs



Kit Ramos-Disini

Boomerang Awards 2026 Co-Chair

Boomerang Awards has come a long way from a humble, homegrown digital marketing awards program in the Philippines to a platform that now aspires to celebrate excellence across the region.

This year marks a significant milestone. In 2026, we open our doors wider than ever before, welcoming our neighbors across Southeast Asia to share their best work, exchange perspectives, and inspire one another. More than expanding our geographic reach, this is an opportunity to broaden our collective view of what great digital marketing can achieve beyond our own markets and experiences.

But Boomerang has never been defined solely by awards, trophies, or recognition. At its core, the Boomerang symbolizes resilience, the ability to return stronger, adapt to change, and continue moving forward despite challenges. In an industry that evolves at remarkable speed, this spirit has never been more important.

As technologies transform, consumer behaviors shift, and new possibilities emerge, Boomerang remains committed to evolving alongside the industry it serves. We celebrate not only the best work of today, but also the courage, creativity, and perseverance that shape the future of marketing.

My hope is that Boomerang continues to be more than a competition. May it remain a platform that inspires excellence, elevates talent, fosters learning, and strengthens our community across borders. Most importantly, may it remind us that the greatest ideas are those that create lasting impact and keep moving our industry forward.

Welcome to **Boomerang Awards 2026!** Let us celebrate the work, the people, and the possibilities that define the future of our industry.



Shayne Madamba

Boomerang Awards 2026 Co-Chair

There is always something exciting about the Boomerang Awards year after year because we never stop imagining how we can actively shape the future with the work that we do, the insights that we generate from real human experiences, and big ideas that create not just measurable business impact but deep meaning in people's lives today.

In this year's Boomerang Awards, we are excited to see ideas that combine innovative thinking, human insight, and true purpose. The Booms team has put together two exciting upgrades this year - **1) Scale:** we are ready to welcome works from our Southeast Asian colleagues, and this is the very first time we are positioning the Boomerang awards to be one of the biggest digital-centric awards in Southeast Asia; and **2) Glocal power:** our cultures are uniquely beautiful, making Boomerang Awards entries diverse and deserving of a powerful blend of local and international expert jurors, all of whom have judged in glocal prestigious shows.

On behalf of the Boomerang Awards committee - Kit, Alan, Anna, Raffy, Rey, Liza, and everyone, I hope you are as excited as we all are in this year's momentous show. Good luck and see you all on October!

The Boomerang Awards 2026 Committee



Kit Ramos-Disini



Shayne Madamba



Raffy Bariso



Alan Fontanilla



Anna Mamon-Aban



Rey Tiempo

The Boomerang Awards: INTERPLAY

Digital Innovation has evolved and is no longer about mastering a single platform, channel, or technology. More than ever, it has become the interplay between disciplines. Between people and systems; between entertainment and commerce; between creators and communities; between physical and virtual worlds. Today's most powerful ideas live fluidly across ecosystems, behaviors, and experiences.

This is the age of INTERPLAY.

The Boomerang Awards 2026 recognizes this new reality through a revamped and reimagined awards structure built around how modern creativity truly works in the context of our industry.

From Digital Experience and Media, to Entertainment, Craft, and Specializations, the categories reflect a world where ideas are no longer confined to “traditional” definitions. A livestream can become retail. A game can become community infrastructure. A creator can become media. A platform can become culture. An awards show can be a celebration, and a true representation of where the industry should be headed.

The Boomerang Awards: INTERPLAY

INTERPLAY represents the ever-evolving and dynamic exchange between the forces of creativity, technology, culture, data, storytelling, utility, and human behavior: the very elements behind ideas that travel, return, and create lasting impact — much like a boomerang, itself.

As the Boomerang Awards expands its reach across SEA, Boomerangs 2026 celebrates the most powerful work from brands, creators, agencies, technologists, platforms, publishers, and communities shaping and continuously re-shaping the future of digital innovation in the region.

What's New in 2026

Presenting: The Digital Innovation Playground for Southeast Asia

The Boomerang Awards enters a bold new era this year, evolving beyond its roots as the Philippines' premier digital innovation awards show into a more expansive regional stage. Recognizing that today's most innovative ideas are no longer confined by borders, virtual or real — the Boomerangs now aims to better reflect the increasingly regional nature of digital innovation in creativity, technology, platforms, commerce, and entertainment by expanding to cover territories across Southeast Asia.

To further support this evolution, the awards introduces expanded categories and jury groups, and a longer eligibility period of two years, creating a more inclusive, representative platform for the many forms and timelines digital innovation realistically takes.

These changes reinforce the Boomerangs' ambition to become the definitive awards platform representing the future of Digital Innovation in Southeast Asia.

JUDGING CRITERIA

INNOVATION

A new way of thinking in the use of digital that transforms a brand, business, organization, or market. Beyond being first, it recognizes ingenuity that creates meaningful, sustainable, breakthrough, or disruptive change.

CREATIVITY

The power of ideas to connect with people in original, engaging, and culturally relevant ways. It celebrates bold thinking, craft, storytelling, and execution that elevate digital experiences beyond convention.

IMPACT

The measurable influence of the work on audiences, brands, businesses, communities, or culture. This includes effectiveness, engagement, behavior change, business growth, social value, or lasting cultural relevance.

JUDGING

The Boomerang Awards Jury is composed of some of the brightest, most experienced, and most seasoned leaders across the creative, marketing, media, technology, innovation, entertainment, commerce, and digital industries. Jurors include Chief Creative Officers, Creative Directors, CEOs, senior marketers, strategists, clients, media leaders, specialists, and category experts invited from across Southeast Asia and the broader APAC region — ensuring a diverse, world-class perspective reflective of the region’s evolving digital landscape.

The jury will be divided into five dedicated jury groups, corresponding to the five main award disciplines of the Boomerang Awards 2026. Each group will be led by an appointed Jury President, selected for their expertise and leadership within their respective fields.

Entries will be evaluated based on the Boomerang Awards’ three core judging criteria:

➤ **INNOVATION**

➤ **CREATIVITY**

➤ **IMPACT**

JUDGING

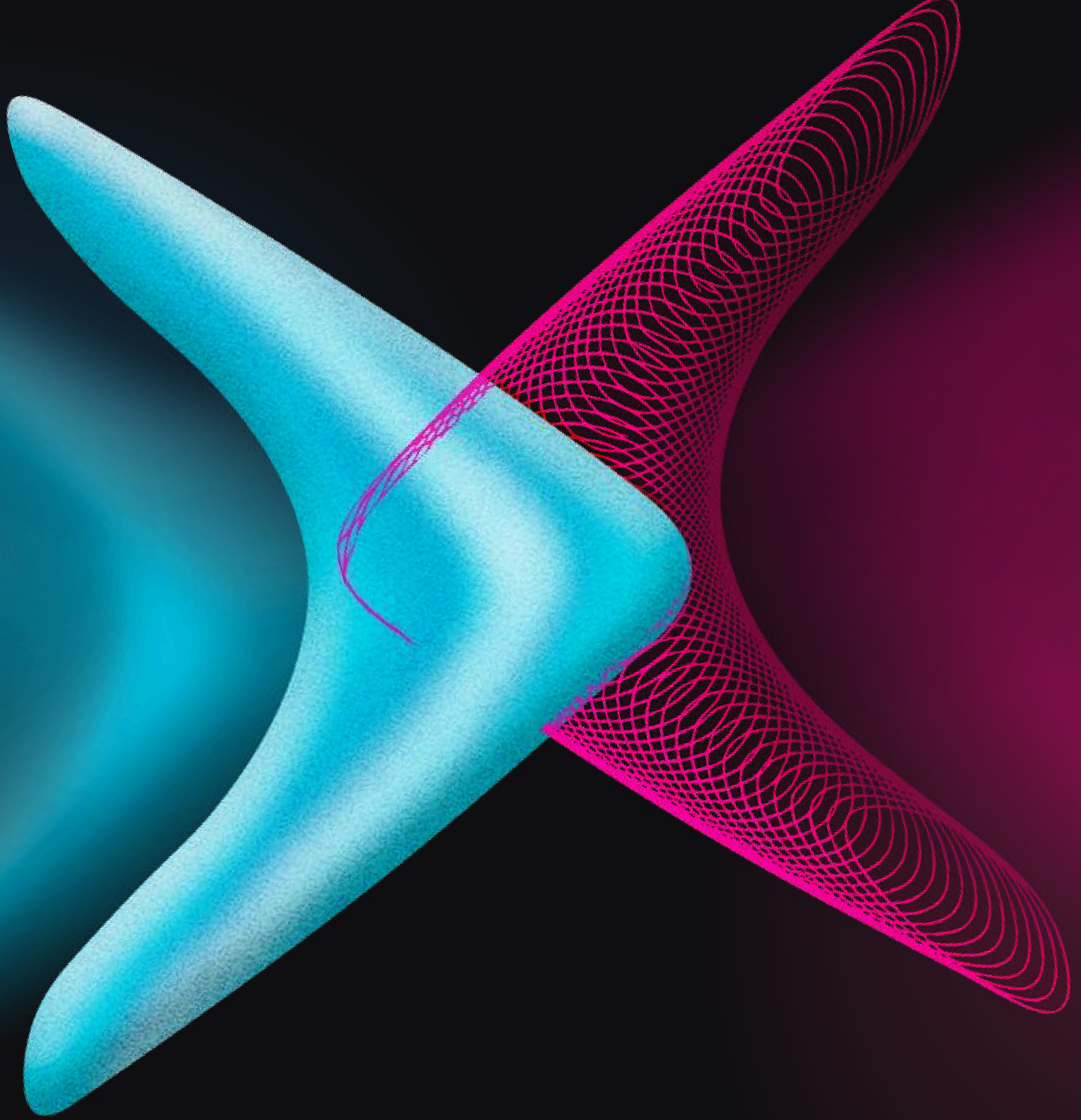
Judging will take place in two phases. The first phase is the online Shortlisting Round, where jurors independently review and score entries confidentially and individually. There will be no separate set of online jurors — the same set of jury groups will see and evaluate the same set of work from start to finish. This is to ensure fairness, consistency, and strict adherence to the high standards expected throughout the judging process.

The highest-scoring shortlisted entries will advance to the second phase: the Metals Round. During the Metals Round, jury groups will convene to collectively deliberate and determine the final shortlist, as well as the Bronze, Silver, and Gold winners within their assigned categories.

Following the category deliberations, all Jury Presidents will convene to determine the Best of Show award. This highest honor will be selected from the pool of Gold-winning entries across all categories, recognizing the work that best represents the pinnacle of digital innovation, creativity, and impact for the year.

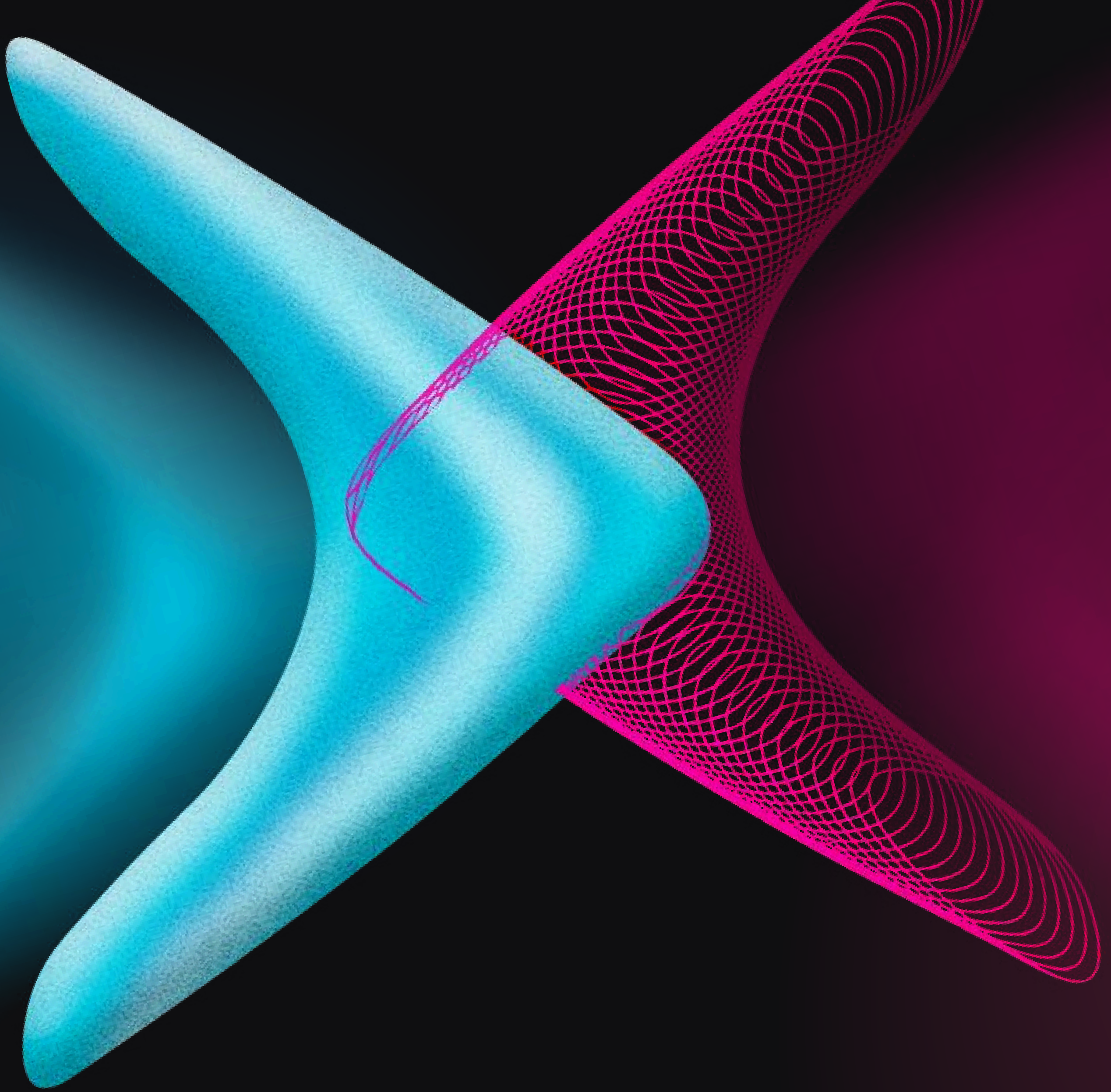


MAIN CATEGORIES



Innovation in Digital Experience

Recognizes breakthrough work that transforms how brands engage people through digital touchpoints, turning interactions into meaningful and connected experiences. Innovation is measured by how effectively the experience solves real needs relevant to the brand, driving sustained engagement, and creating measurable impact.



Innovation in Digital Experience

Sub-Categories

Direct Marketing and CRM

Commerce

Small Budget

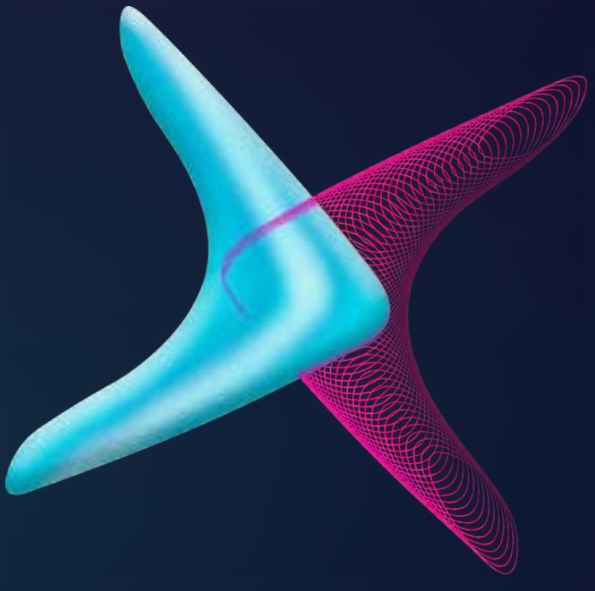
Branded Experience

Social

Creator and Influencer

Promos and Activation

Creative Use of AI



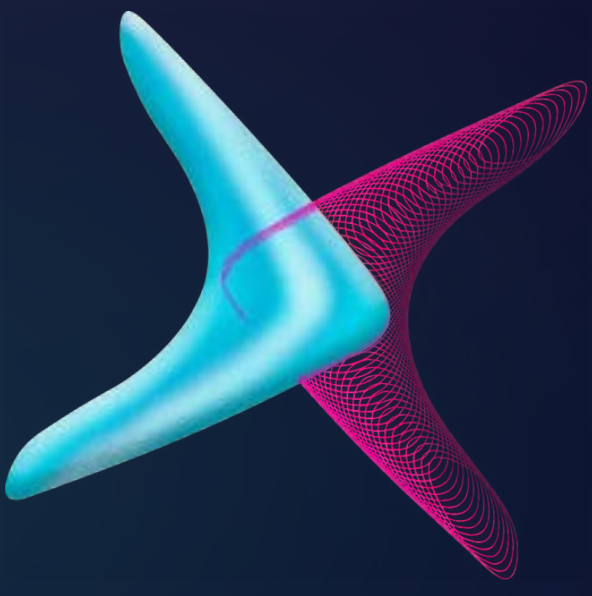
Innovation in Digital Experience

Direct Marketing & 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



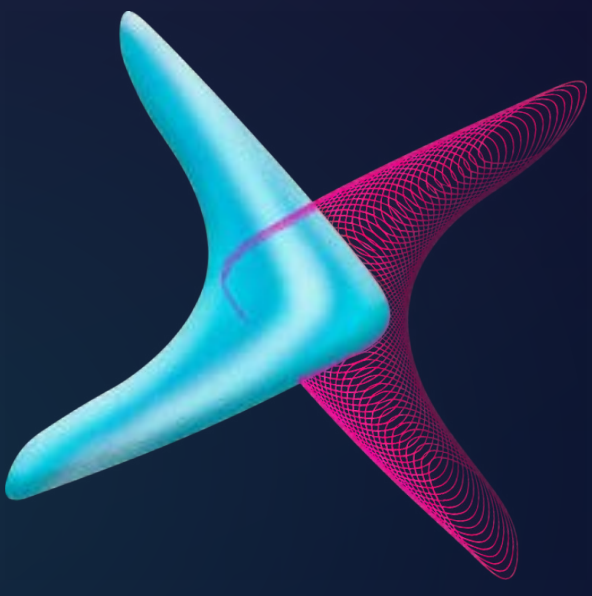
Innovation in Digital Experience

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



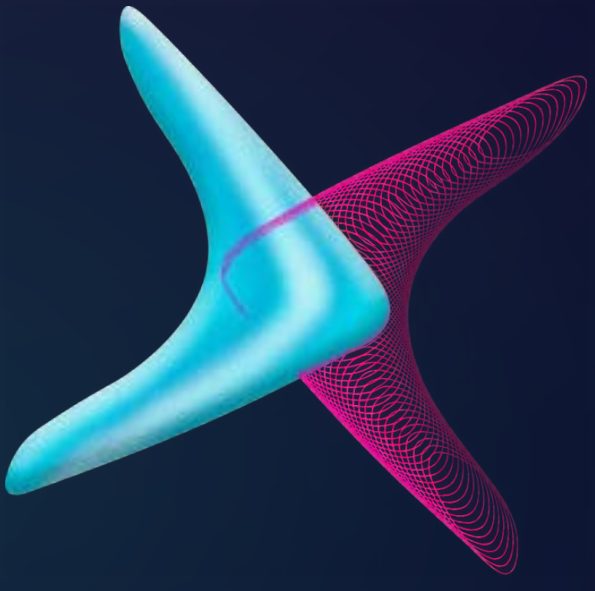
Innovation in Digital Experience

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



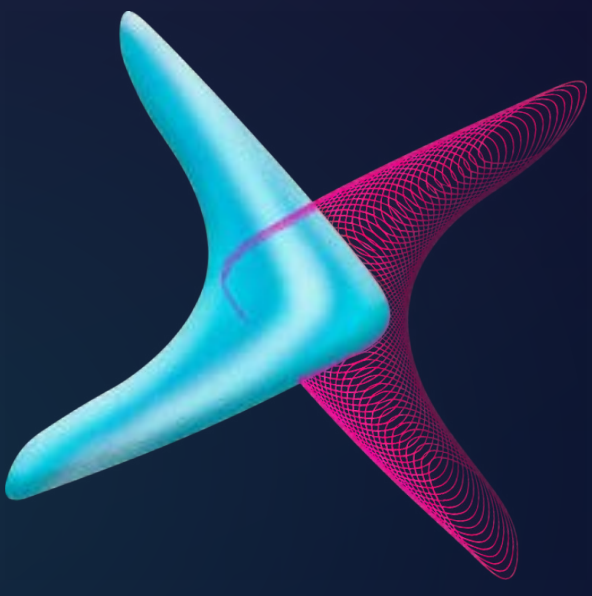
Innovation in Digital Experience

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



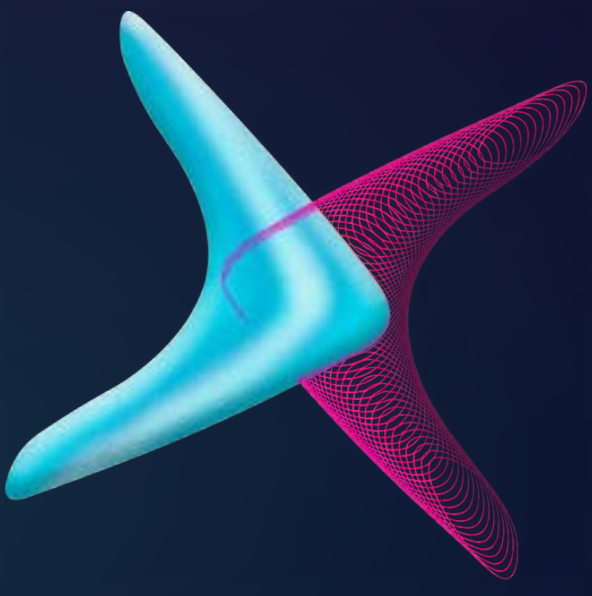
Innovation in Digital Experience

Creator & 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



Innovation in Digital Experience

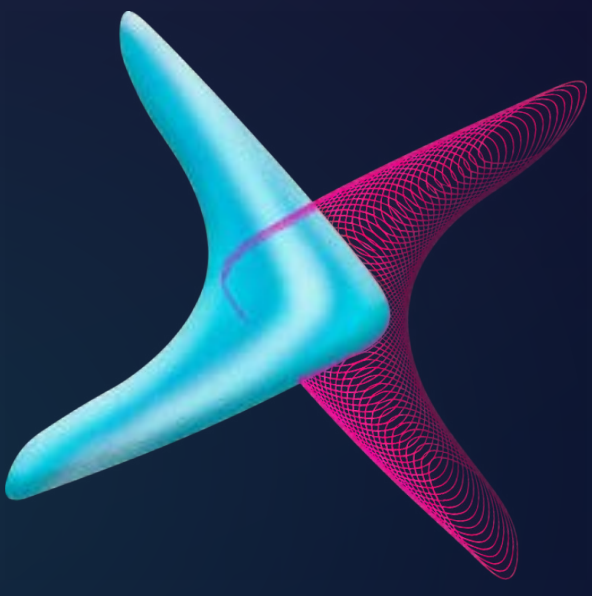
Small Budget ◀

High-impact digital work delivered within a defined low-budget threshold.

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



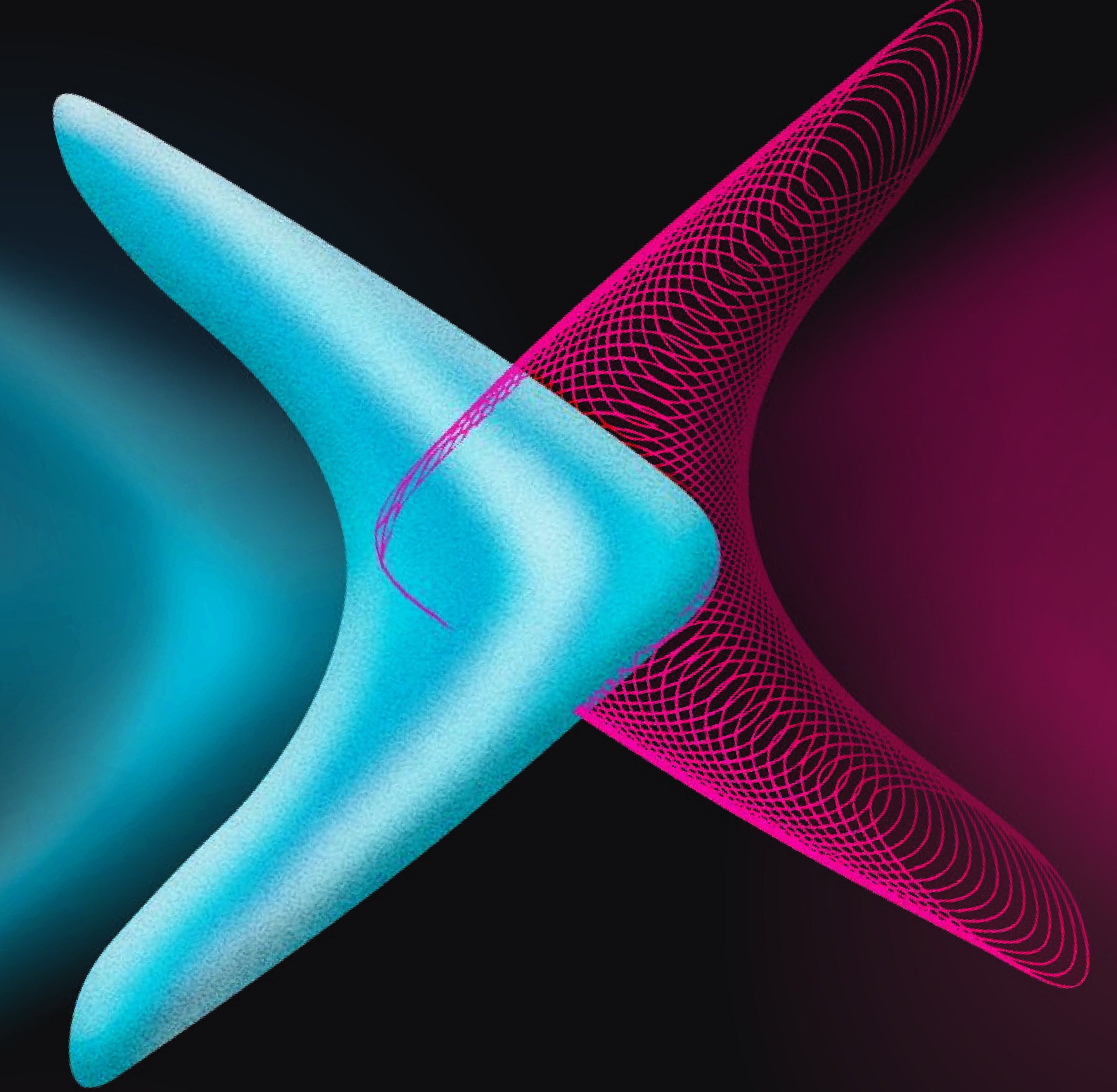
Innovation in Digital Experience

Promo Activation ◀

The design and execution of live, participatory brand moments that spark immediate engagement, drive trial, and influence purchase. Work that seamlessly integrates physical and digital touchpoints to create meaningful, two-way connections through inventive mechanics.

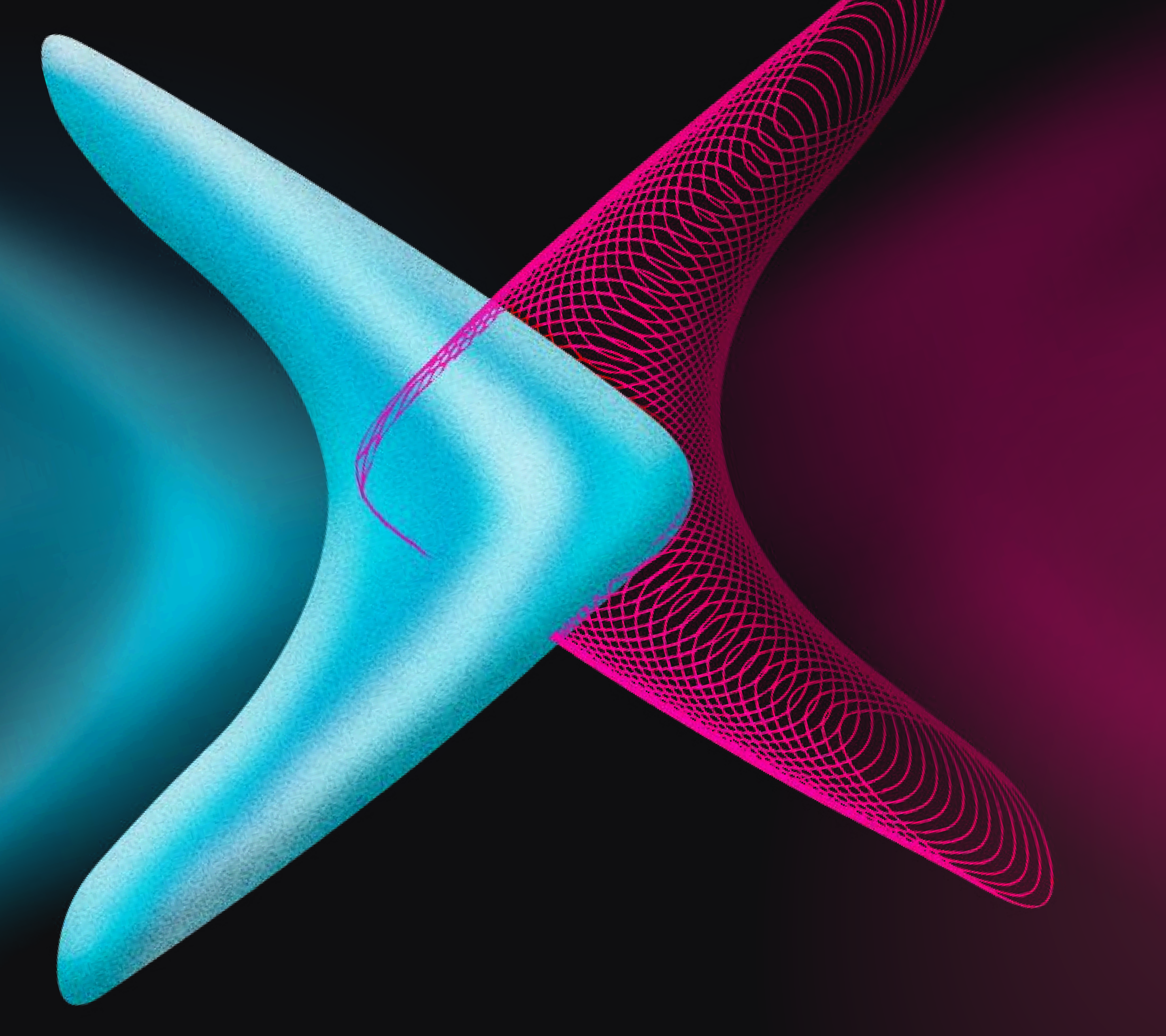
Creative Use of AI ◀

Recognizes the innovative application of artificial intelligence to elevate digital experiences, engagement, creativity, and problem-solving. Celebrates work where AI is not simply a tool, but a transformative force that enables new forms of interaction, personalization, storytelling, utility, or brand participation across digital platforms and ecosystems.



Innovation in Digital Media

Recognizes the strategic and creative use of media, where channels, data, and technology are orchestrated to deliver precision, scale, and impact. Innovation lies in how media is planned, activated, and optimized as a connected system that delivers effectiveness and relevance.



Innovation in Digital Media

Sub-Categories

Omnichannel

Applied Innovation in Traditional Media

Digital Media

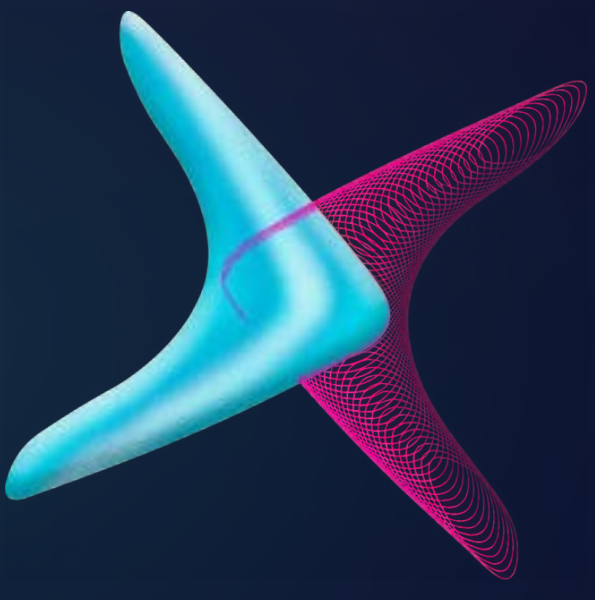
Performance Marketing

Search

Data and Analytics

Emerging Channels and Experiences

Applied AI



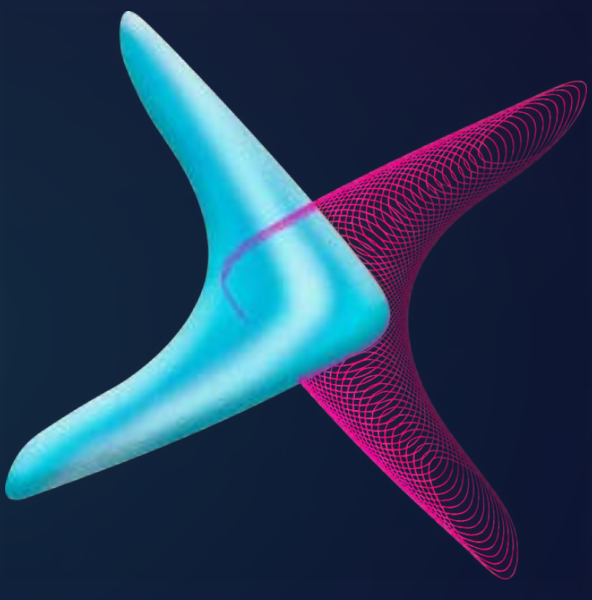
Innovation in Digital Media

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



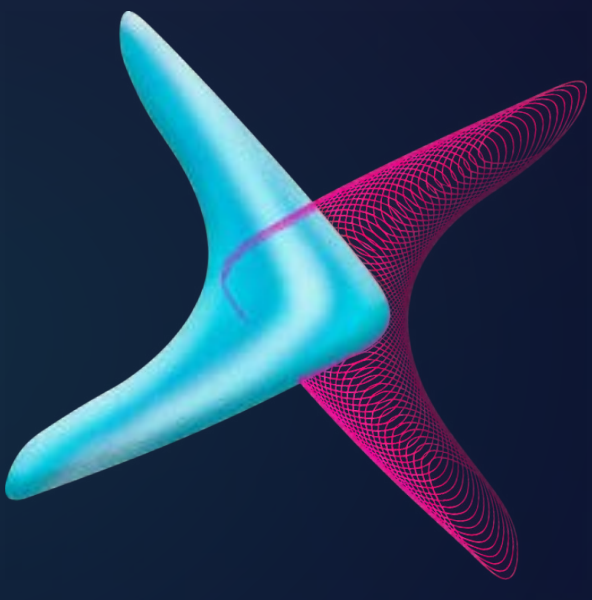
Innovation in Digital Media

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.



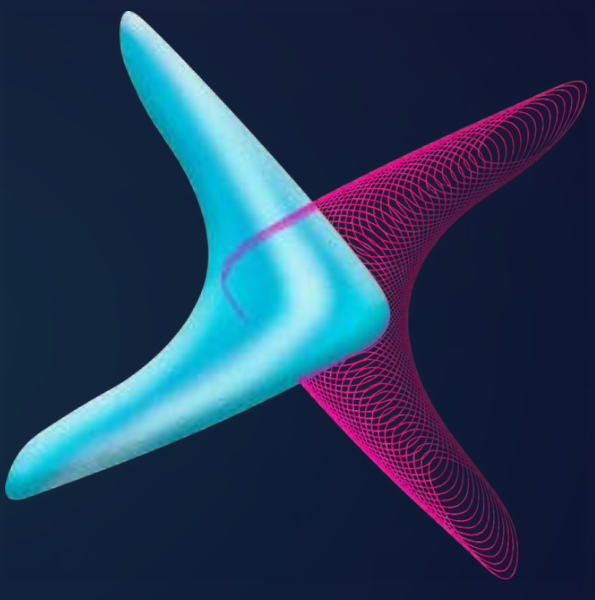
Innovation in Digital Media

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



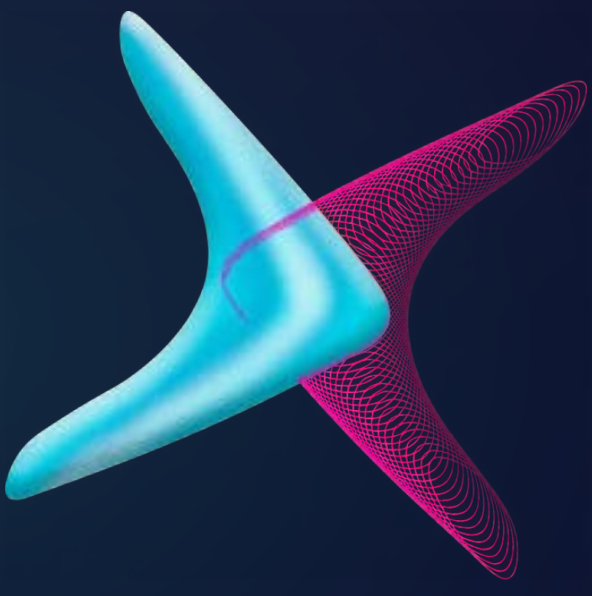
Innovation in Digital Media

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



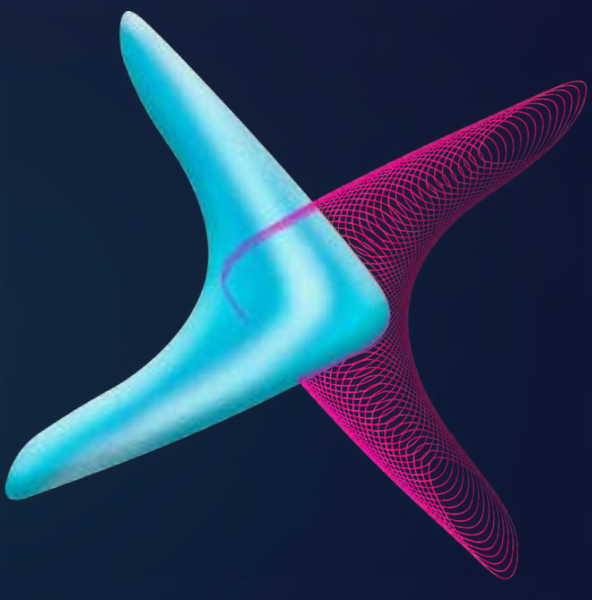
Innovation in Digital Media

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



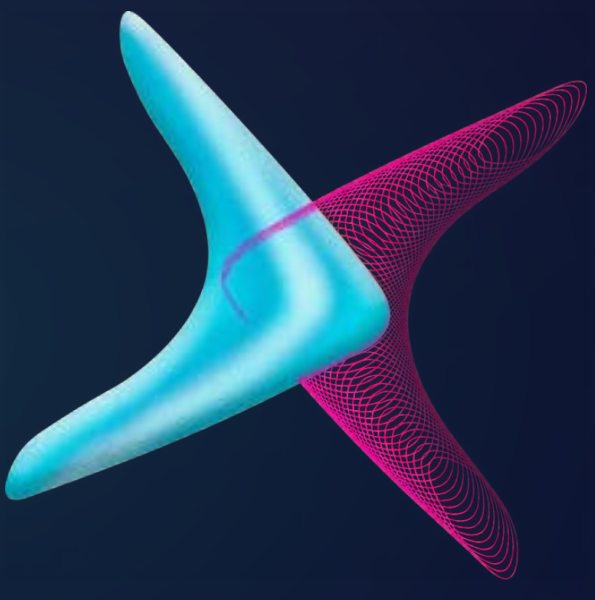
Innovation in Digital Media

Data & Analytics ◀

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



Innovation in Digital Media

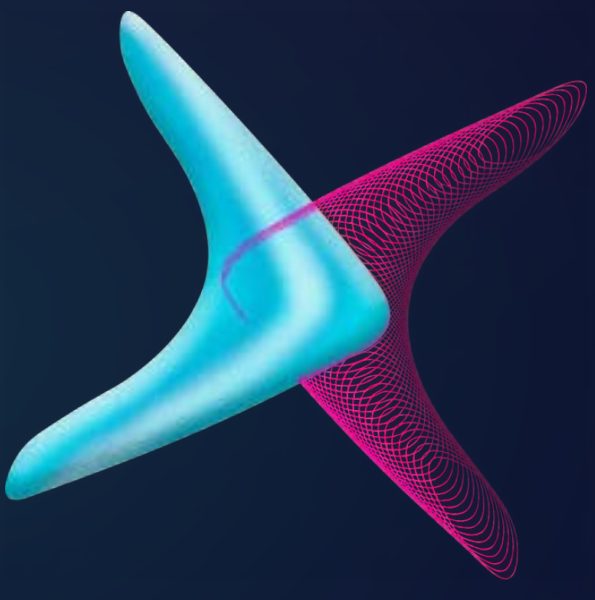
Emerging Channels and Experiences ◀

First-mover implementations of new platforms or tech that create novel audience interactions.

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:

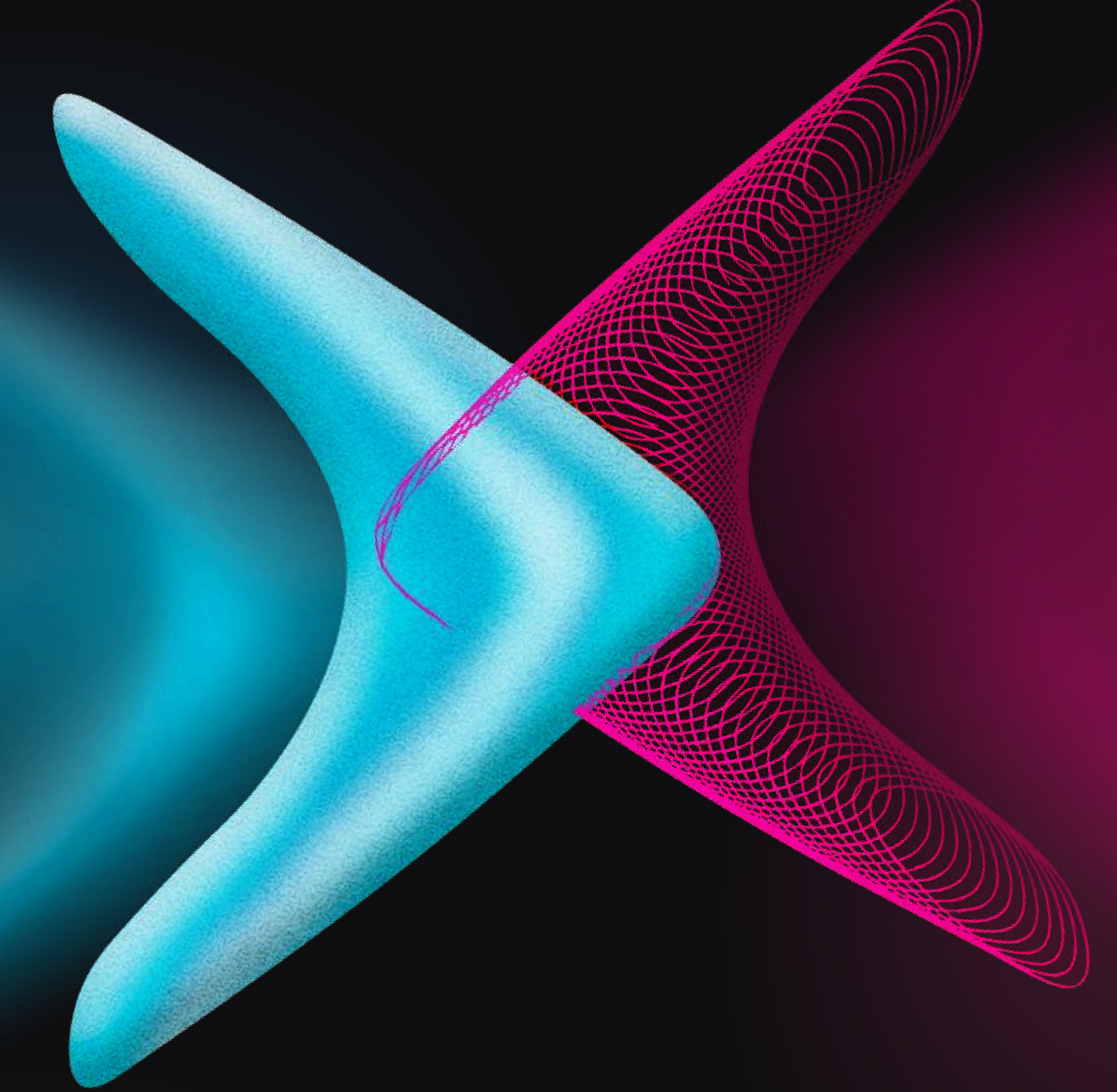
- **First-to-Market Innovations** – Campaigns that pioneer emerging digital channels and media that are not yet widely adopted in the Philippine industry.
- **Integration of Cutting-Edge Technologies** – Strategies that incorporate Web 5.0, AI, AR/VR, blockchain, the metaverse, or other breakthrough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



Innovation in Digital Media

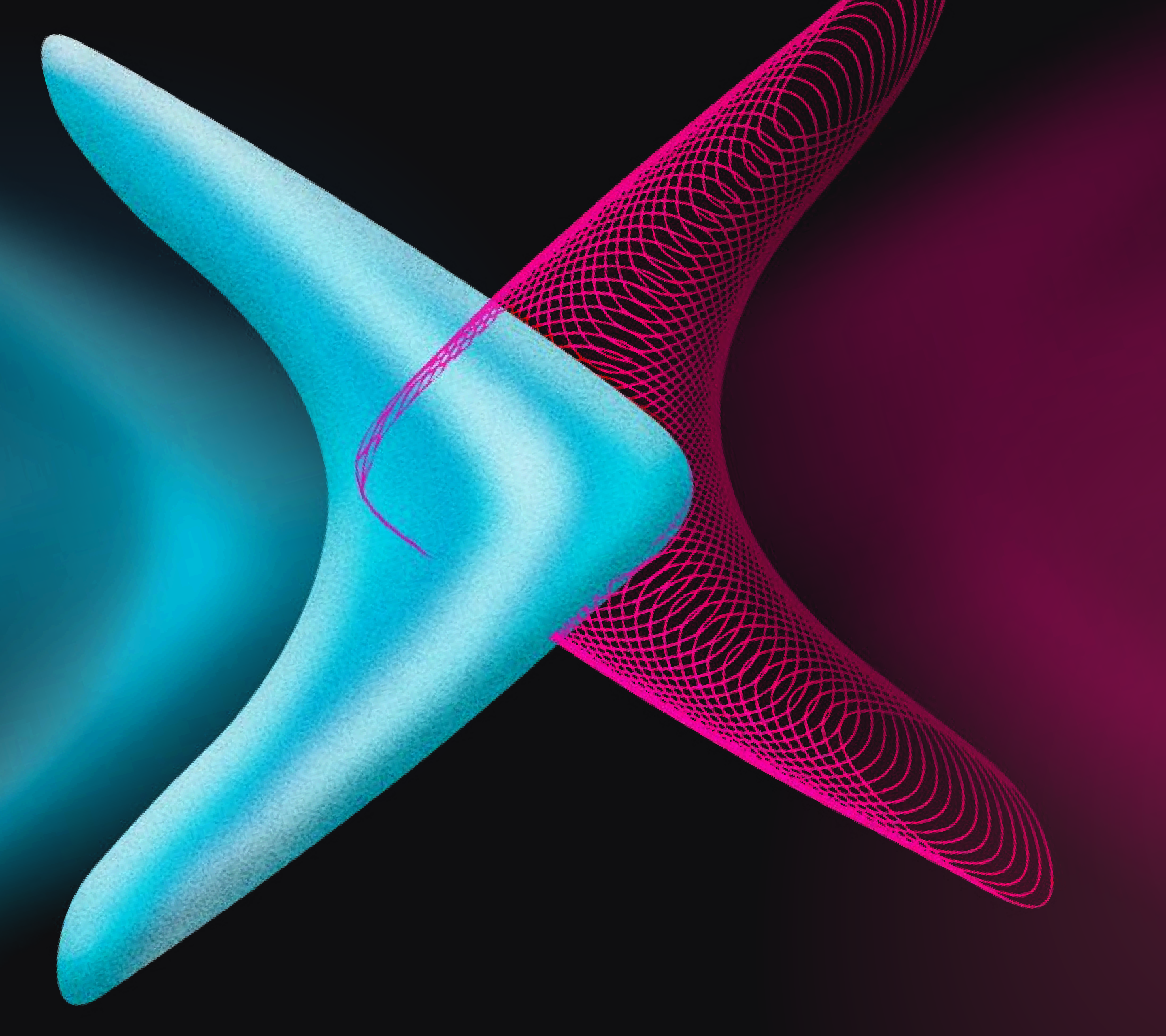
Applied AI ◀

Recognizes the strategic and effective use of artificial intelligence to optimize, enhance, or transform digital media planning, targeting, delivery, and performance. Celebrates AI-powered media solutions that unlock smarter audience engagement, adaptive content, predictive insights, automation, or measurable business impact across channels and platforms.



Innovation in Digital Entertainment

Recognizes brand work that enters or creates entertainment, earning attention by delivering value to audiences rather than interrupting them. Innovation is defined by the ability to create content that engages, and enhances the audience experience.



Innovation in Digital Entertainment

Sub-Categories

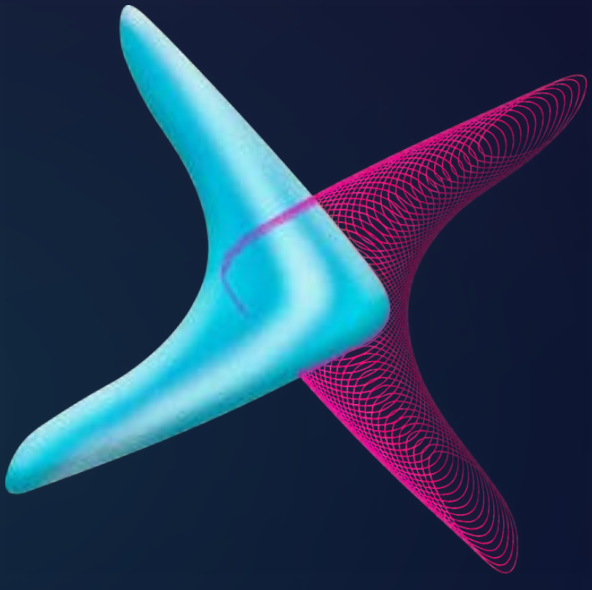
Entertainment-led Branded Experience

Streamed Content and Video

Music and Audio Experiences

Alternate Realities (AR / VR)

Sports and Esports



Innovation in Digital Entertainment

Entertainment-led Branded Experience ◀

Brand experiences built around entertainment formats (shows, concerts, productions) that deepen engagement.

Streamed Content & Video ◀

Long-form or episodic streaming and film/video content designed for digital distribution and audience retention.

Music & Audio Experiences ◀

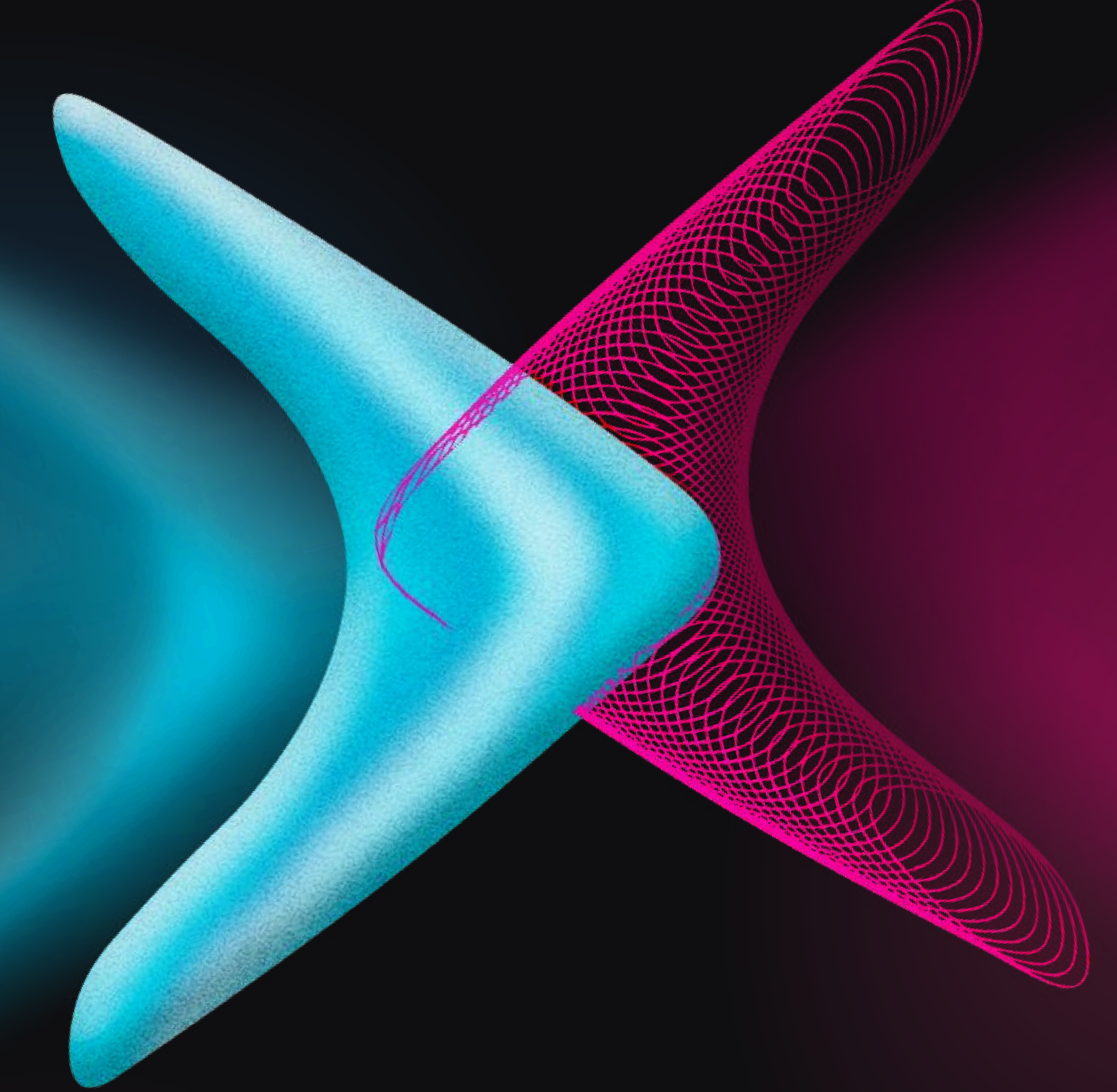
- Music partnerships, audio campaigns or sonic IP driving audience engagement and brand recall.
- Accepts entertainment-first podcast work (branded series, artist partnerships, narrative audio designed for audience growth).

Alternate Realities (AR / VR) ◀

Immersive AR/VR experiences that enable unique storytelling or product interaction.

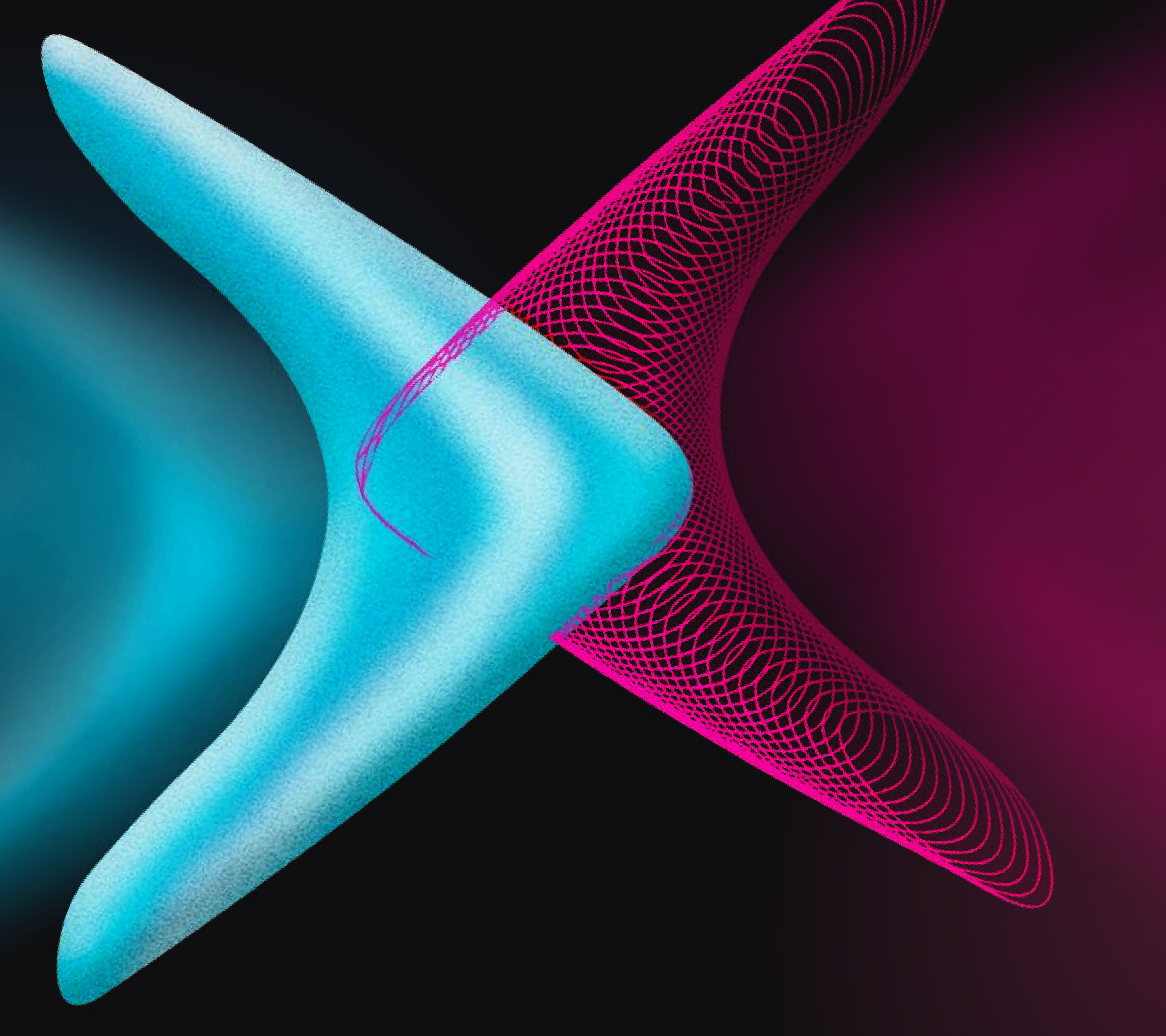
Sports & Esports ◀

Branded initiatives leveraging sports or esports to engage fandom, community or commerce.



Innovation in Digital Craft

Celebrates excellence in the execution and production of digital work, where technology, design, and creativity are brought together with precision and artistry, whether in platforms, interfaces, sound, or systems. Innovation lies in elevating standards of craft to create seamless, elegant, and impactful experiences.



Innovation in Digital Craft

Sub-Categories

Websites and Apps

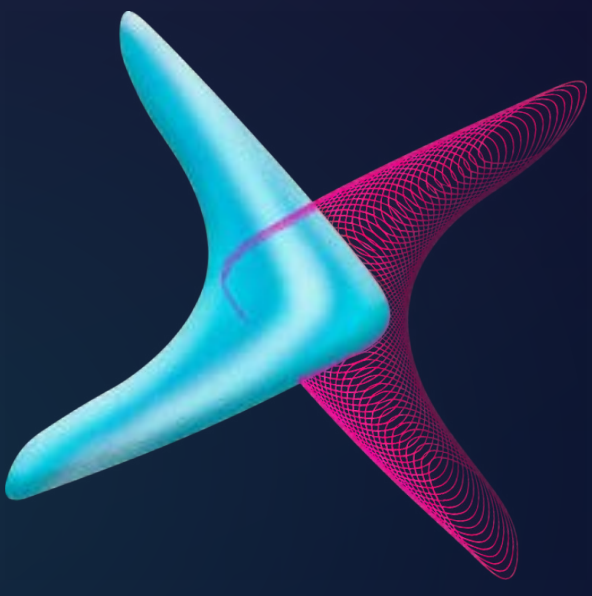
Software and Hardware

UX/UI

Digital Production

Audio, Voice, and Sonic Branding

Use of AI



Innovation in Digital Craft

Websites & Apps ◀

Front-end digital products (websites, mobile apps) that combine UX, design and business objectives.

Software & Hardware ◀

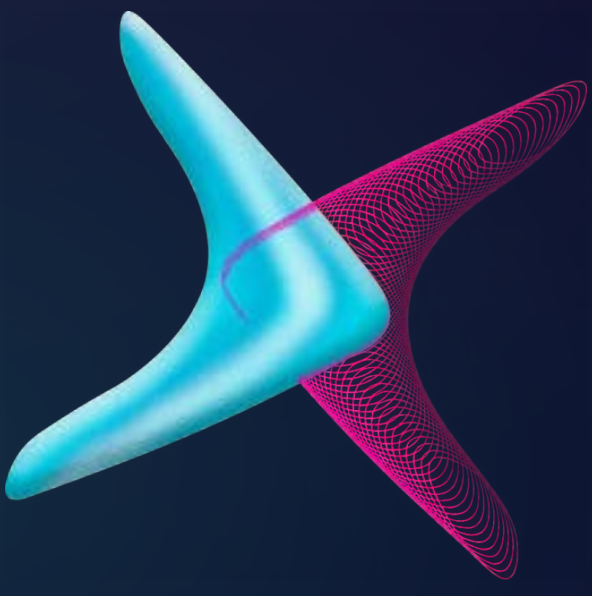
Technical platforms, SaaS solutions or devices/IoT that deliver operational or product innovation.

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



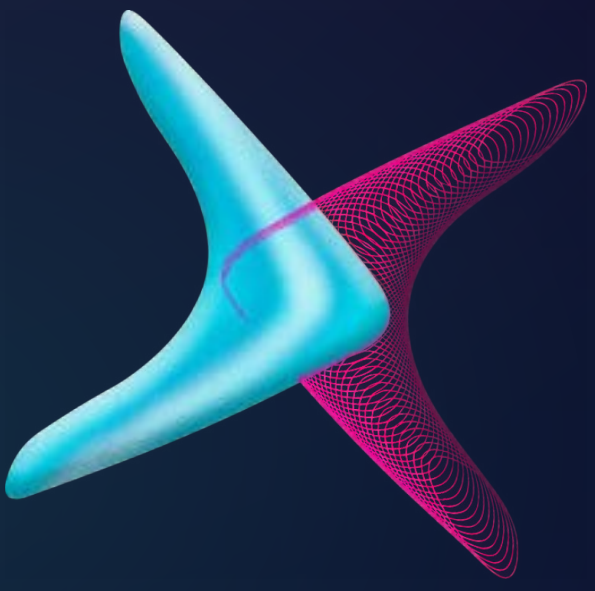
Innovation in Digital Craft

Digital Production ◀

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 visual, motion, interactive or real-time production demonstrating superior execution.
- 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



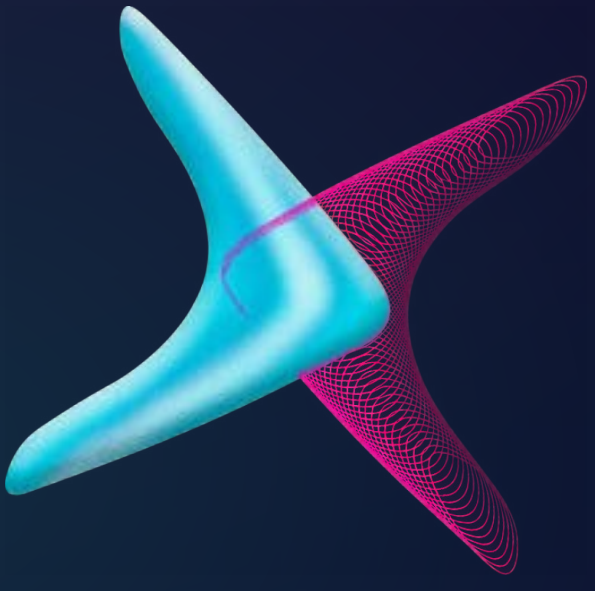
Innovation in Digital Craft

Audio, Voice & 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:

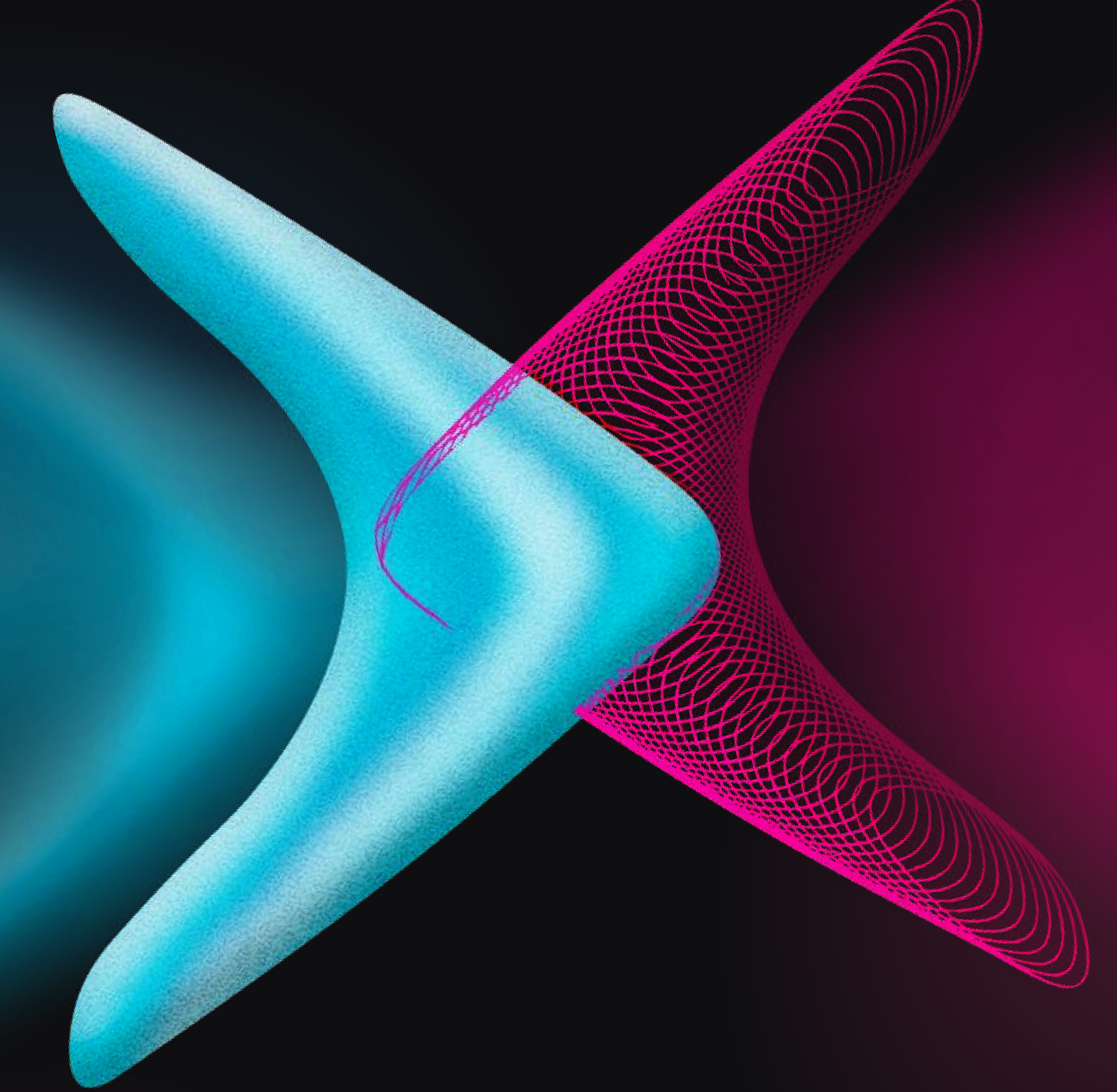
- Audio Logos & Sonic Branding – Signature sounds or jingles that define a brand's identity.
- Music Marketing – Campaigns that use music partnerships, custom soundtracks, or artist collaborations.
- Voice-Activated Experiences – Commands or ad tools designed for voice assistants like Alexa, Google Home, 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.



Innovation in Digital Craft

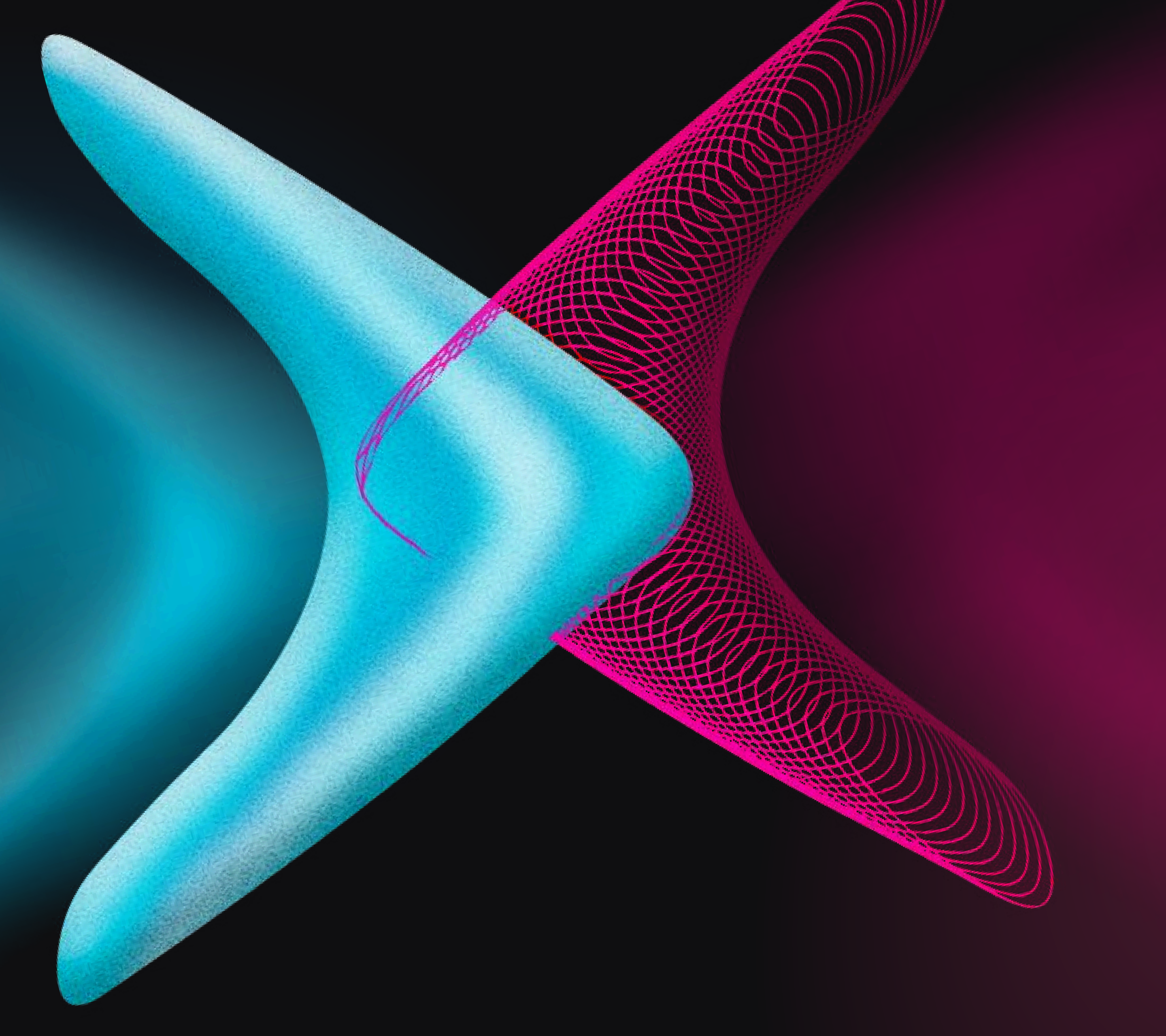
Use of AI ◀

Recognizes the creative and technical application of artificial intelligence in the execution and production of digital experiences. Celebrates AI as a craft enabler, powering new forms of design, storytelling, production, interfaces, systems, audio, visuals, or interactive experiences that push the boundaries of digital creativity and innovation.



Innovation in Specializations

Recognizes work that demonstrates excellence within a variety of specific, high-impact disciplines shaping the future of digital and marketing. Innovation is defined by depth, credibility, and the ability to create meaningful impact within the field the work is entered in.



Innovation in Specializations

Sub-Categories

DEI

Sustainability

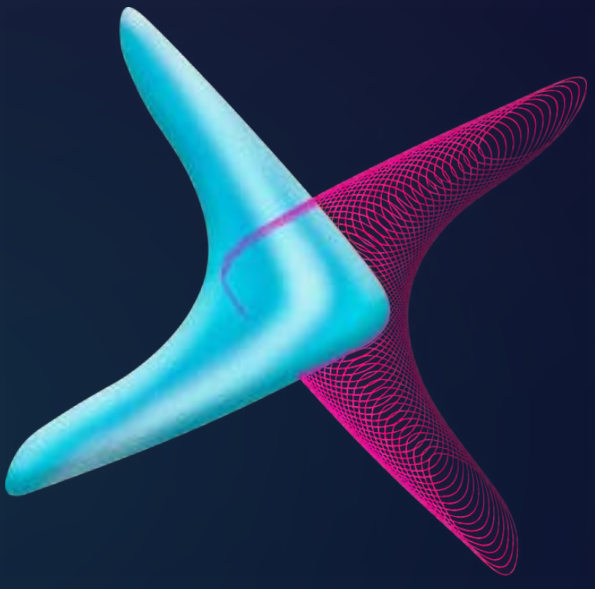
Creator Economy

Podcasts

Gaming

Emerging Technology

Business/Pivotal Transformation

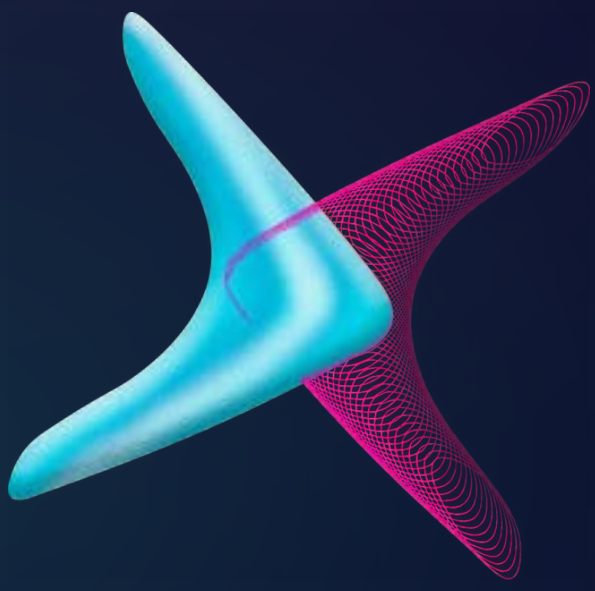


Innovation in Specializations

DEI

This category recognizes digital innovation that advances diversity, equity, gender equality, accessibility—including digital accessibility and inclusion—and other DEI-related challenges. It celebrates ideas, campaigns, experiences, products, or platforms that create positive social change, recognizing both brand-led and non-profit initiatives that demonstrate meaningful business, organizational, or societal impact.

- Launched in the Philippines or anywhere in Southeast Asia, in whole or in part, between May 1, 2024 and June 30, 2026.
- Demonstrates measurable campaign and/or business results through internal or third-party verification.
- Effectiveness must have been achieved by June 30, 2026.



Innovation in Specializations

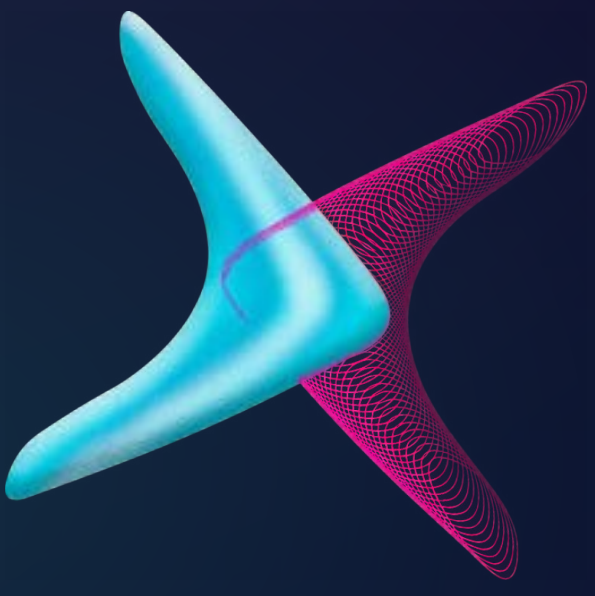
Sustainability

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 Nation



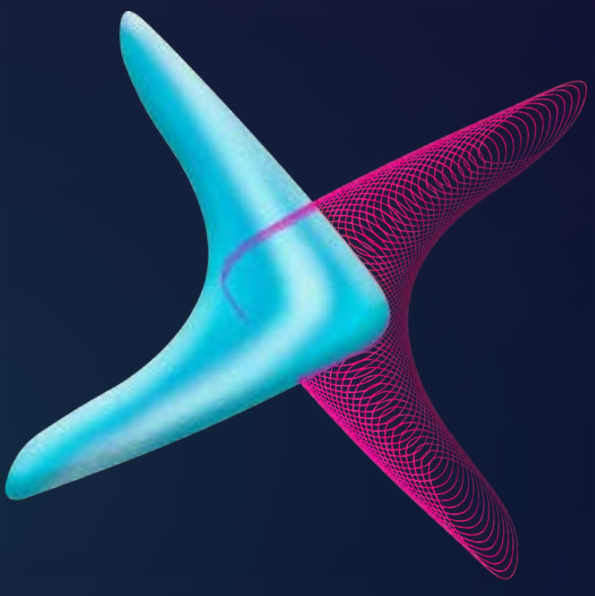
Innovation in Specializations

Podcasts ◀

Recognizes the creative and strategic use of podcasts as a specialized channel for brand storytelling and audience engagement. This includes branded series, episodic content, or creator-led formats that leverage the strengths of audio to build connection, community, and brand affinity.

Creator Economy ◀

Platform, business model or IP innovations that materially advance creator monetization or community growth.



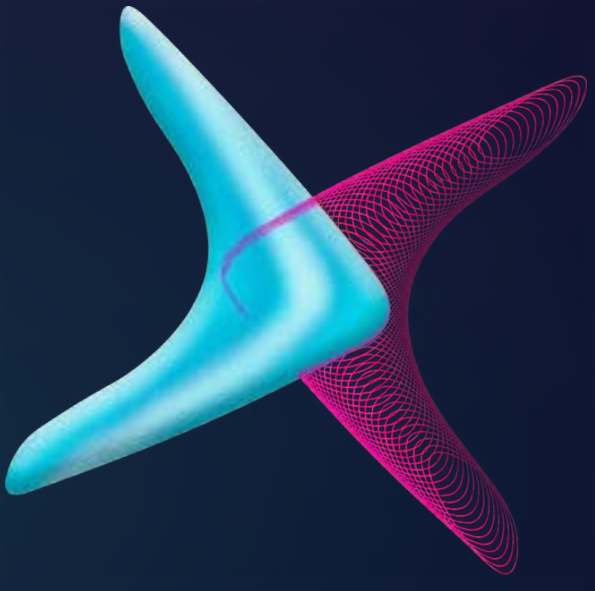
Innovation in Specializations

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:

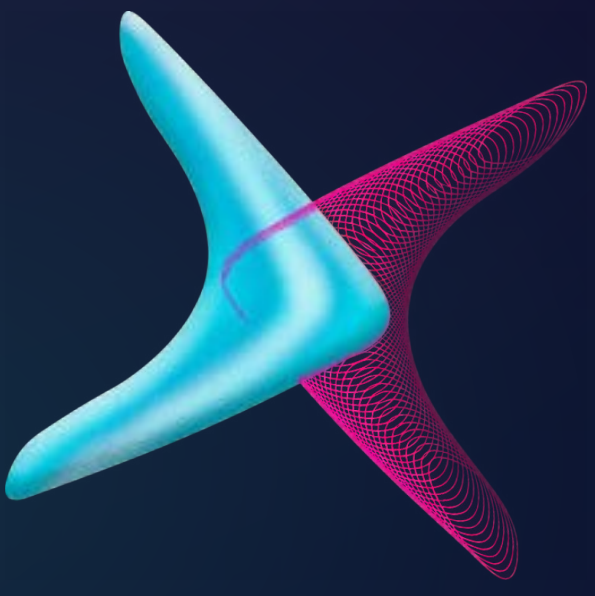
- Content for gaming communities
- Partnerships with gaming influencers and creators
- Brand-led executions on gaming platforms
- Brand-led creation of games / gamified experiences
- Innovative use of gaming platforms, influencers, creators, or communities
- Ideation, development, and execution of a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



Innovation in Specializations

Emerging Technology

Recognizes breakthrough work that leverages new and evolving technologies to create innovative, immersive, or transformative digital experiences. This category celebrates the innovative application of technologies such as AR/VR/MR, AI, spatial computing, robotics, holography, advanced sensors, wearables, and other emerging platforms that redefine participation, interaction, and engagement.



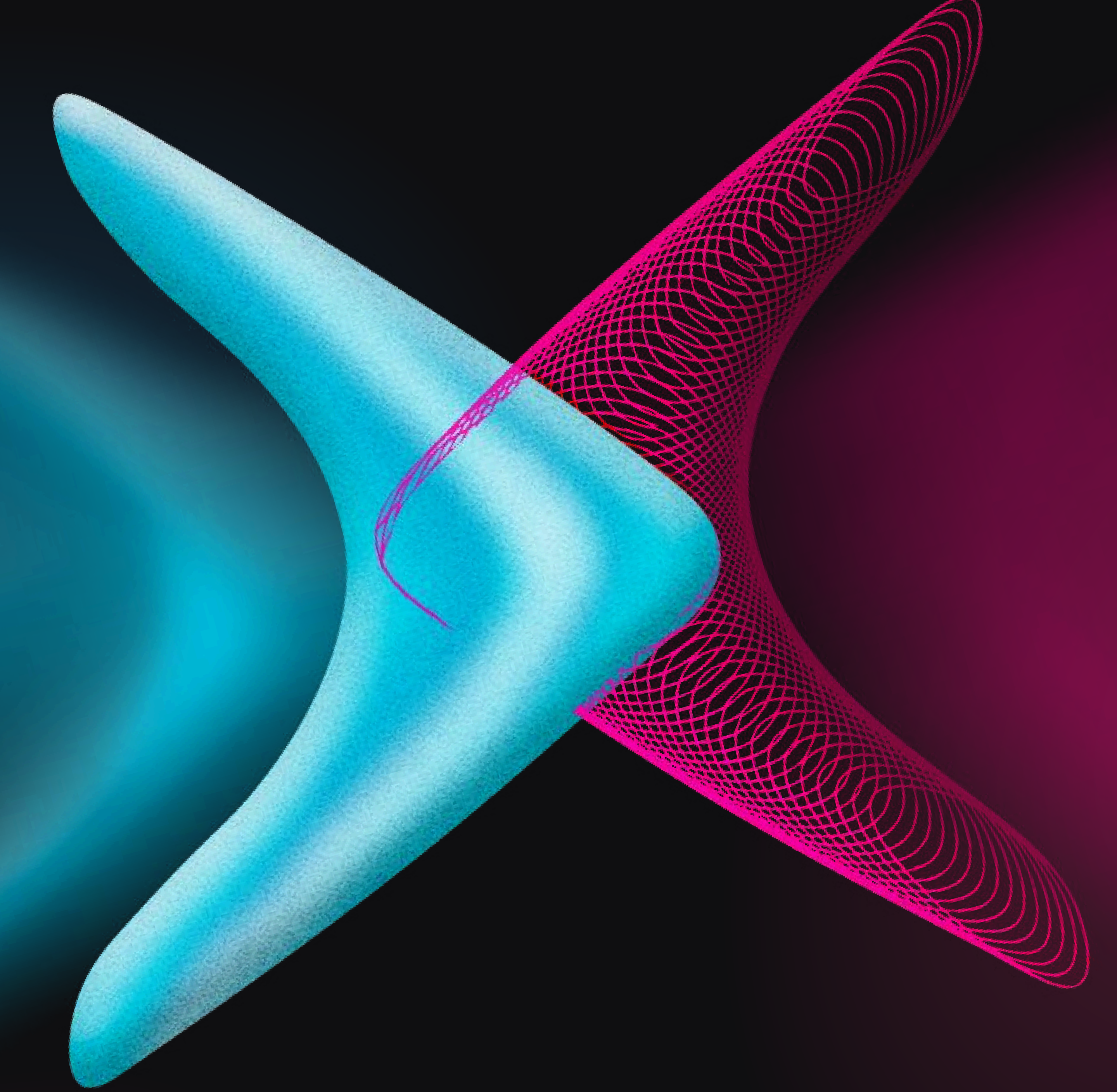
Innovation in Specializations

Business / Pivotal Transformation ◀

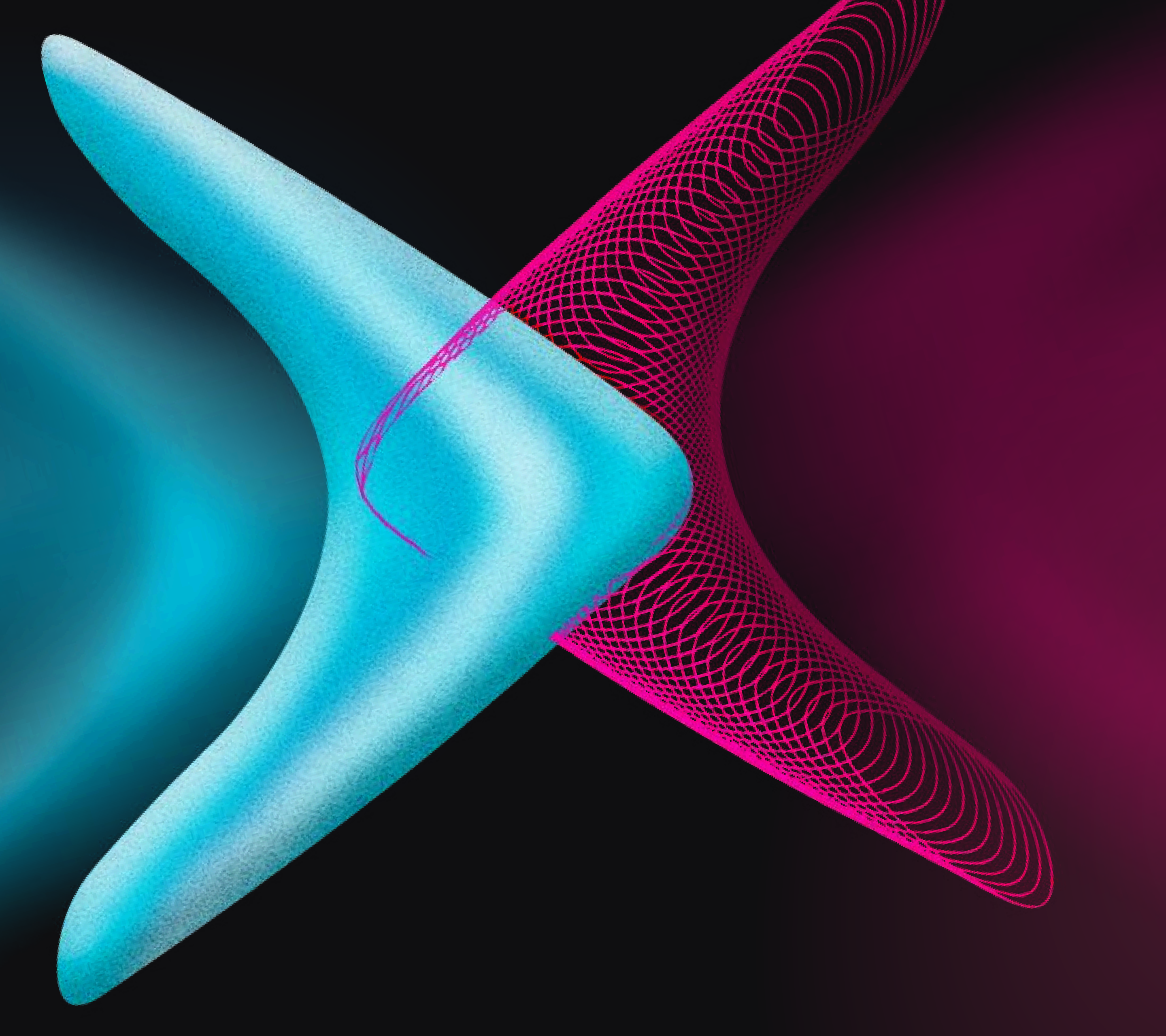
Sometimes, a business or a brand meets a challenge that can only be overcome by transforming its product or business model. This award recognizes the pivot to or within a digital ecosystem, that is possible only with innovation, creativity, and of course, impact.

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, 2026.
- It shows measurable campaign and/or business results through internal or 3rd party verification.
- The effectiveness must have been achieved by June 30, 2026.



Special Awards



Special Awards

- **Digital Innovators of the Year**
- **Production Partner of the Year**
- **Advertiser of the Year**
- **Agency of the Year**
- **Best of Show**

Digital Innovators of the Year

Awarded to the credited individual with the highest accumulated points from winning and shortlisted entries within each main category. Separate Innovator of the Year awards will be presented per main category.

- › **Digital Experience Innovator of the Year**
- › **Digital Media Innovator of the Year**
- › **Digital Entertainment Innovator of the Year**
- › **Digital Craft Innovator of the Year**
- › **Digital Specializations Innovator of the Year**



Special Awards

Agency of the Year

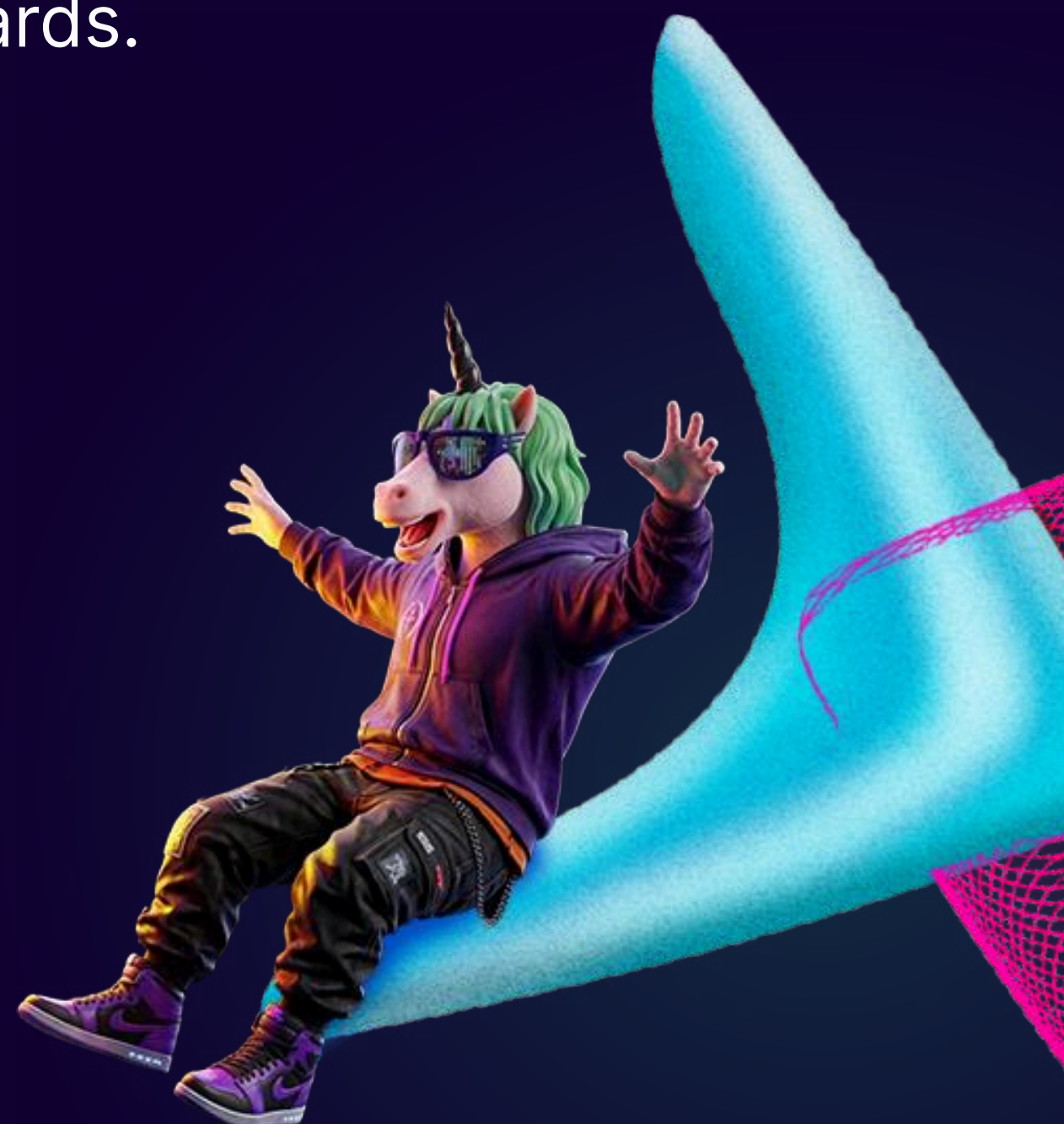
Awarded to the agency with the highest accumulated points from winning and shortlisted entries across all categories. Points will be based on credited agency contributions across the awards.

Advertiser of the Year

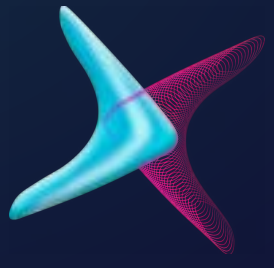
Awarded to the client partner with the highest accumulated points from winning and shortlisted entries across all categories. Points will be based on credited client contributions across the awards.

Production Partner of the Year

Awarded to the production partner with the highest accumulated points from winning and shortlisted entries across all categories. Points will be based on credited production partner contributions across the awards.



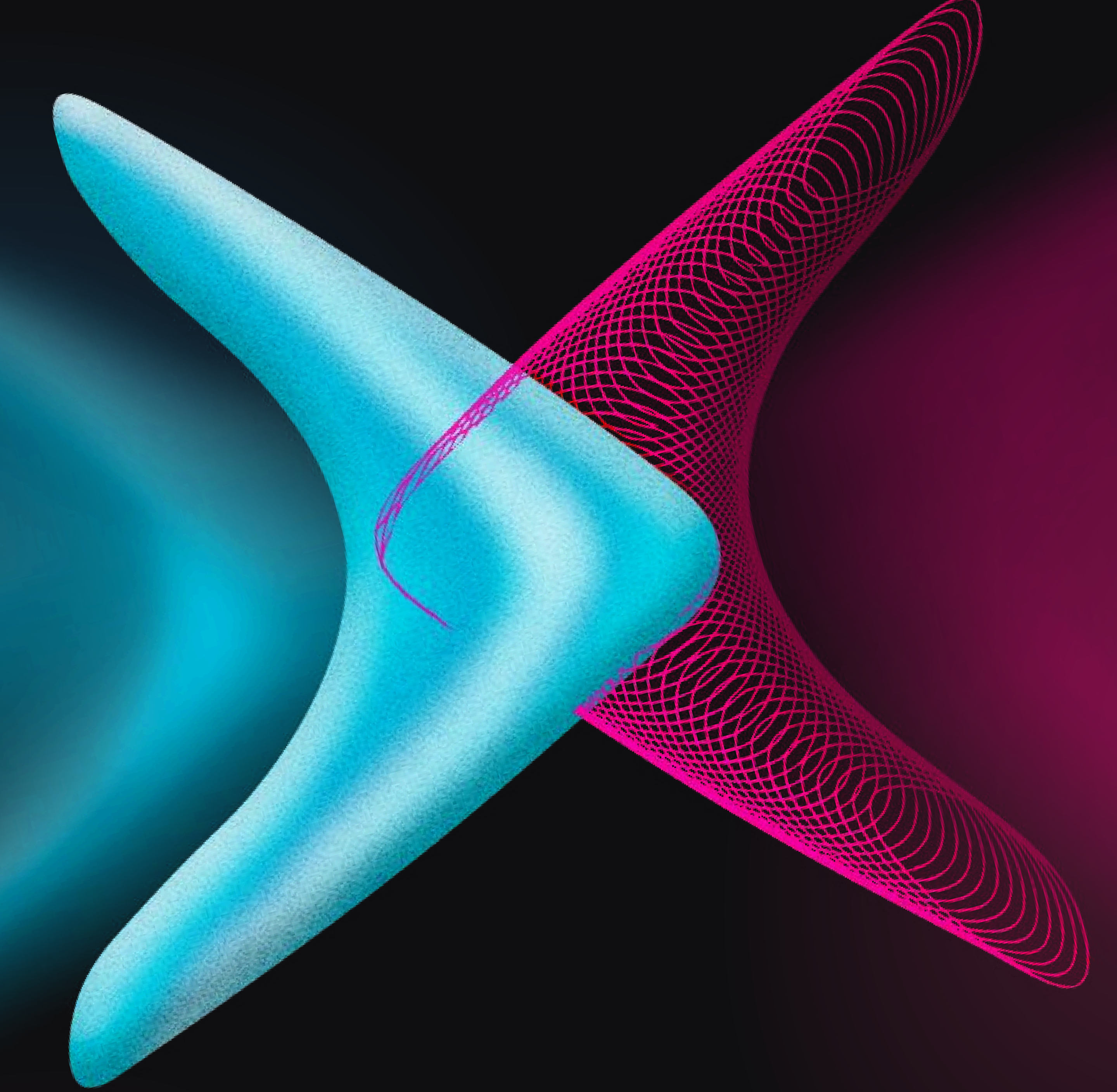
Special Awards



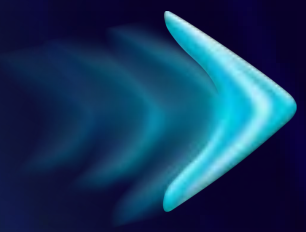
Best of Show

Awarded to the one Gold-winning entry, across all categories, chosen by the five Jury Presidents as the work that best represents the spirit of The Boomerang Awards theme: INTERPLAY. Only Gold-winning entries will be eligible for consideration.



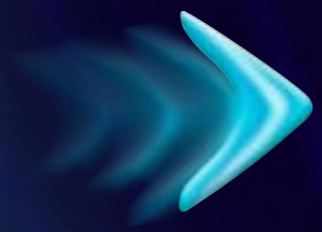


Entry Guidelines



BEFORE ENTERING, TAKE NOTE

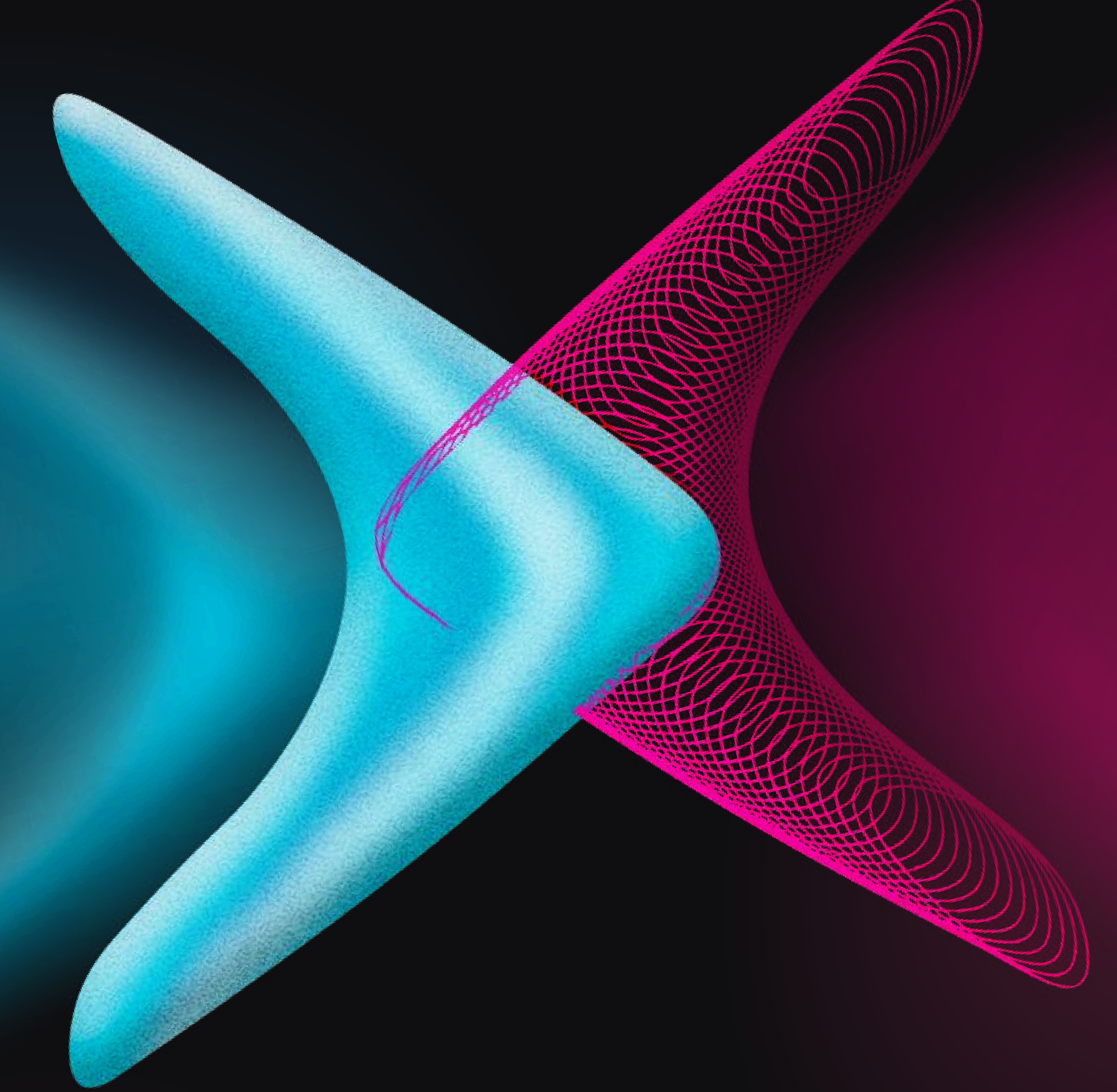
- The Boomerang Awards are open to both DMAP and non-DMAP member organizations.
- Entries from both Philippine-based and SEA-based (Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste, Vietnam, Hong Kong, Macau, Taiwan) are accepted.
- Campaigns created for the SEA audience are eligible for submission.
- Only campaigns that ran within the two-year eligibility period (May 1, 2024 to June 30, 2026) will be qualified.
- In cases where the same campaign is submitted by two different entrants under the same category: both entries will be accepted as separate and independent submissions, provided that the case boards, case videos, and write-ups are entirely different
- Changing of categories after submission will not be permitted.
- 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.
- The submitted entries may be used by the Boomerang Awards and/or DMAP for any purpose, including but not limited to: promotions, Awards database, and public communications and showcases
- Any entry that has won at least a bronze in the past 2 years is no longer eligible for entering in the current awards cycle.



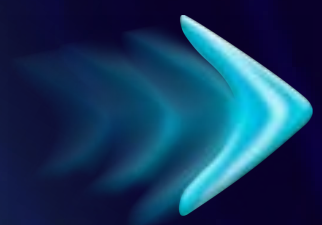
BEFORE ENTERING, TAKE NOTE

Digital Innovators of the Year Award

- There will be a separate Digital Innovator Award for each of the five (5) main categories.
- To ensure proper recognition, entrants are requested to carefully check the individual Credits in the entry portal.
- Only individuals named in the Credits section will be considered for the Digital Innovator Awards.
- The Boomerang Awards Committee reserves the right to verify the information provided and determine eligibility for the award.



Entry Submission



ENTRY SUBMISSION

1. INFORMATION

- a. Entrant Company / Client / Advertiser
- b. Contact Person and Designation of Entrant Company / Client / Advertiser
- c. Categories Entered

2. CASE STUDY WRITE-UP

- a. 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

- a. 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.

4. CASE VIDEO (Optional)

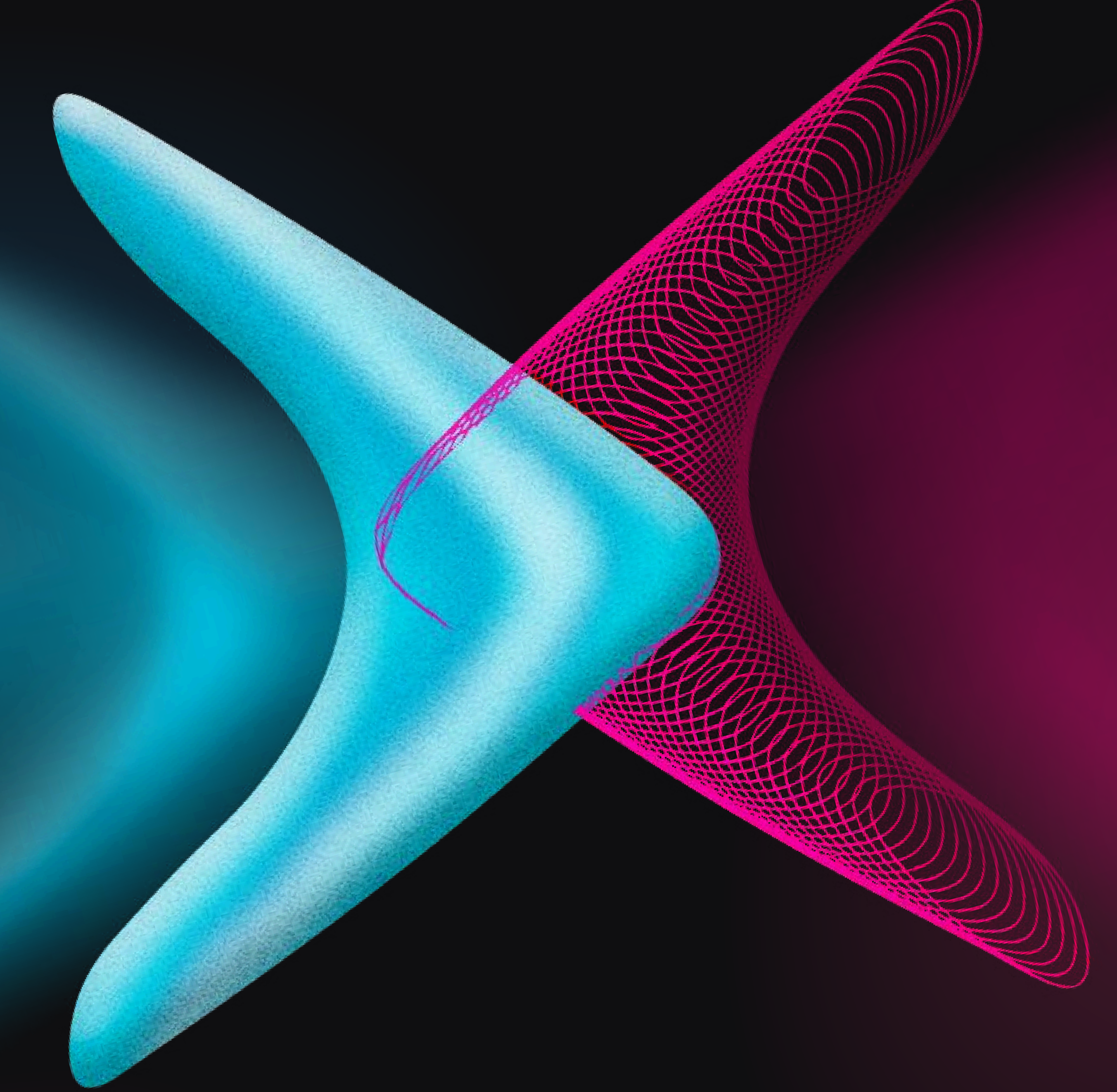
- a. Submission of a case video is optional. It can be up two (2) minutes long, submitted in MP4 format. Case videos may only mention the clients. They must not include the names of any agency, production house, or media partner. Case videos must use English subtitles for Filipino dialogue, in consideration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

5. CERTIFICATION LETTER

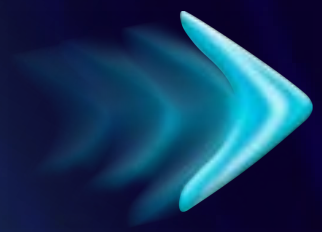
- a. Provide a letter in PDF format from the company for whom the campaign, product, or service was created. A letter is still needed if the entrant is the advertiser.
- b. As long as the letter states that the results indicated in the case presentation slide are accurate, there is no need to re-state 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](#)

Boomerang Awards 2026 Website:
<https://booms.dmap.com.ph/>

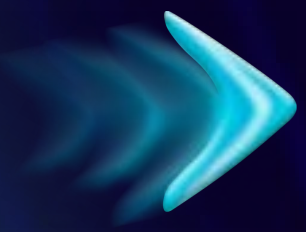


IMPORTANT REMINDERS



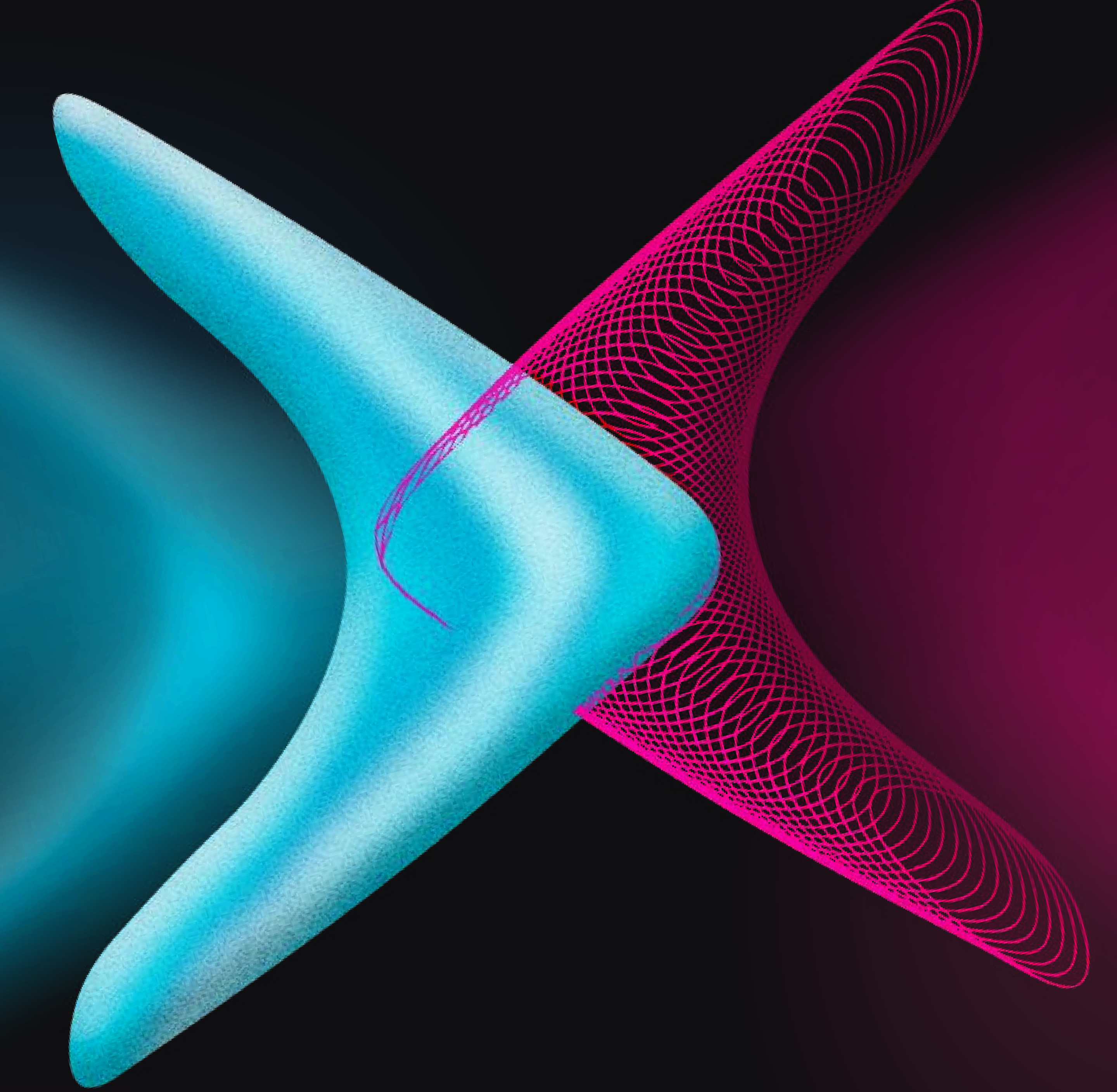
MAKE YOUR SUBMISSION HASSLE-FREE

- Entries will be submitted through the One Club for Creativity platform. Please make sure to carefully read the submission guidelines and relevant information provided on the platform to help you navigate the process smoothly.
- Please review the definition and requirements for the category before you submit your entry. Should you enter the wrong category, the organizers and the jury will not re-categorize your entry. Once it is submitted, you are not entitled to a refund.
- When submitting a case video, please do not include hashtags or any special characters in the case study video file name.
- Entering one case study across different categories? Kindly use ONE TITLE for the different categories so we can easily track for the overall awards and consolidate the points.

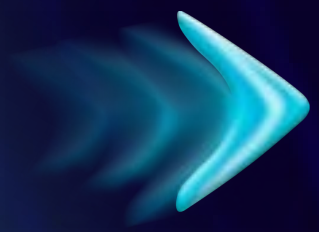


USAGE

- 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-sec edit that is safe for public consumption.
- 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.
- 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.
- Remember, the jury must experience how it was intended by the user.



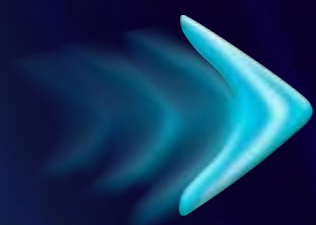
FEES & PAYMENTS



ENTRY SUBMISSION FEES

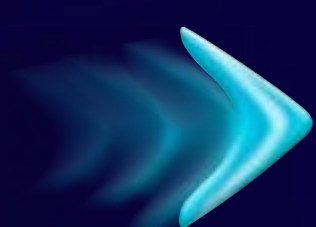
SUBMISSION TYPE	2026 RATES DMAP MEMBER (VAT EXCLUSIVE)	2026 RATES NON-DMAP MEMBER (VAT EXCLUSIVE)
Early Bird Single Entry	PHP 8,850	PHP 10,300
Regular Submission Single Entry	PHP 11,800	PHP 12,500
Regular Bulk (5+ entries) REGULAR SUBMISSION	PHP 10,300	PHP 11,000
Late Bulk (5+ entries) LATE SUBMISSION	PHP 11,800	PHP 12,500
Late Submission Single Entry	PHP 13,250	PHP 14,000

***A 4% surcharge applies to credit card payments**



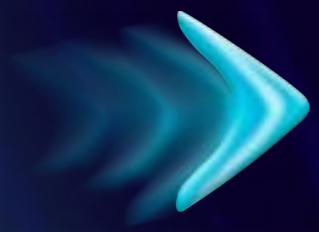
FEES & PAYMENTS

- Pay by Online Transfer or Over-the-Counter Bank Deposit
 - **Bank Name / Branch:** Union Bank of the Philippines
Vito Cruz 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@dmap.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@dmap.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

June 18, 2026

Early Bird Submission Deadline

July 15, 2026

Regular Submission Deadline

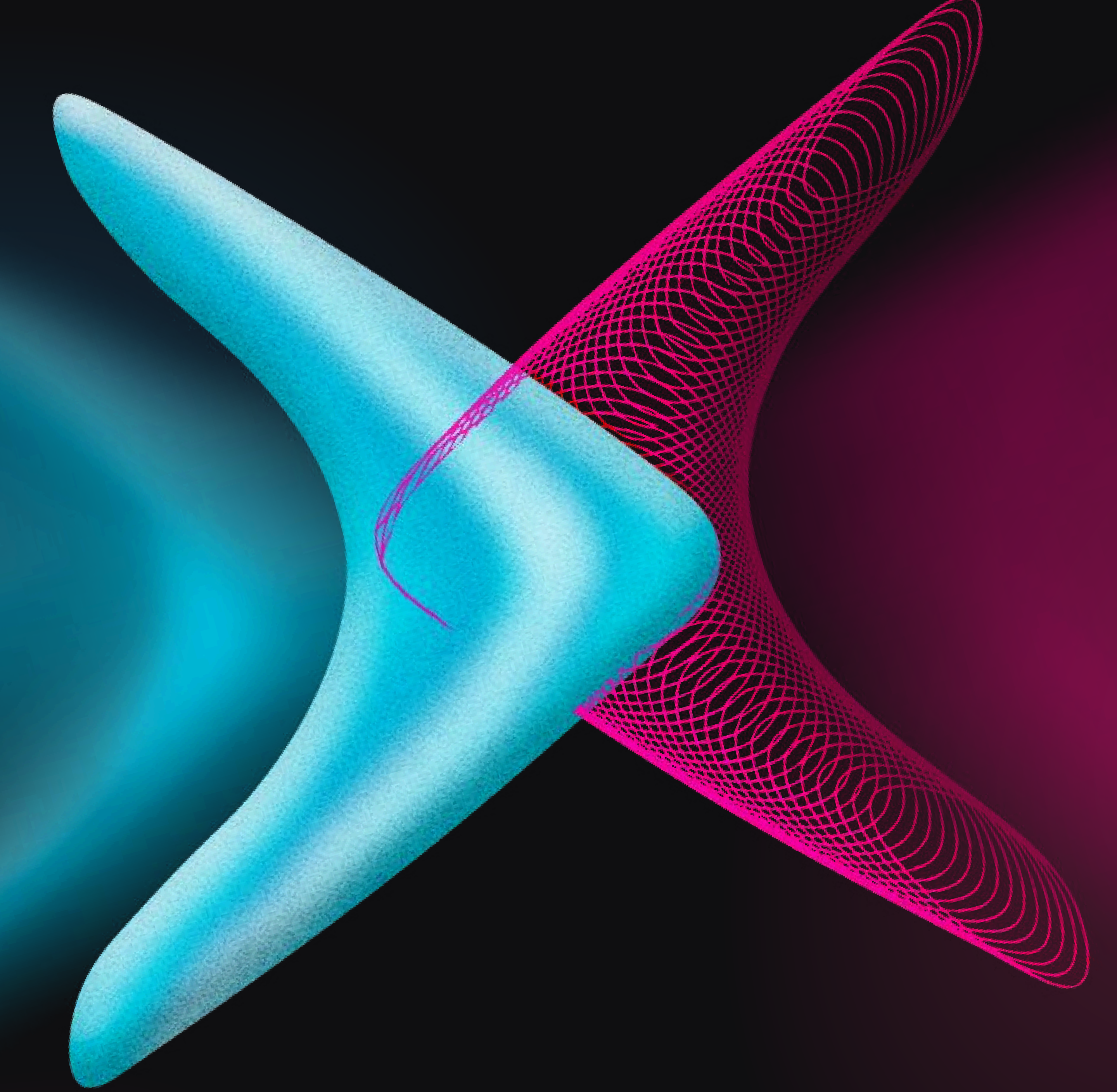
August 15, 2026

Late Submission Deadline

August 31, 2026

Awards Night

October 16, 2026



CONTACT US

For any questions, please email awards@dmap.com.ph

You can also reach out to us on:

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dmap
BOOMERANG AWARDS 2026

INTERPLAY

DIGITAL INNOVATION PLAYGROUND OF SEA

