

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

Eighteenth Congress
Third Regular Session

HOUSE RESOLUTION NO. 2030



Introduced by Hon. Lord Allan Jay Q. Velasco, Hon. Christopher V.P. de Venecia, Hon. Stella Luz A. Quimbo, Hon. Edward Vera Perez Maceda, Hon. John Marvin "Yul Servo" C. Nieto, Hon. Loren Legarda, Hon. Rose Marie "Baby" J. Arenas, Hon. Vilma Santos-Recto, Hon. Julienne "Jam" L. Baronda, Hon. Kristine Singson-Meehan, Hon. John Reynald M. Tiangco, Hon. Luisa Lloren Cuaresma, Hon. Sandra Y. Eriguel, M.D., Hon. Florida "Rida" P. Robes, Hon. Rosanna "Ria" V. Vergara, Hon. Evelina G. Escudero, Hon. Jose Christopher Y. Belmonte, Hon. Angelica Natasha Co, Hon. Jericho Jonas B. Nograles, Hon. Anthony Peter "Onyx" D. Crisologo, Hon. Juan Miguel Macapagal Arroyo, Hon. Francisco "Kiko" B. Benitez, Hon. Angelo Marcos Barba, Hon. Cristal L. Bagatsing, Hon. Marlyn "Len" B. Alonte, Hon. Rufus B. Rodriguez, Hon. Ann K. Hofer, Hon. Strike B. Revilla, Hon. Deogracias Victor "DV" B. Savellano, Hon. Joy Myra S. Tambunting, Hon. Mark O. Go, Hon. Vincent Franco 'Duke' D. Frasco, Hon. Camille A. Villar, Hon. Aloy Lim, Hon. Jesus "Bong" C. Suntay, Hon. Alfred C. Delos Santos, Hon. Precious Hipolito Castelo, Hon. Lianda B. Bolilia, Hon. Amihilda J. Sangcopan

**A RESOLUTION CONGRATULATING AND COMMENDING GIGIL FOR
WINNING BRONZE AT THE 2021 CANNES LIONS FESTIVAL OF
CREATIVITY**

WHEREAS, GIGIL, an independent advertising agency announced that they won the bronze spot in the Film category at the 2021 Cannes Lions International Festival of Creativity in France for the first time;

WHEREAS, since its first outing in 1954, the Cannes Lions International Festival of Creativity has been bringing the creative communications industry together every year at its one-of-a-kind event in Cannes to learn, network and celebrate. Every year, Cannes Lions explores the value of creativity in branded

communication: from product and service development to the creative strategy, execution and impact;¹

WHEREAS, the awarding ceremony, which took place on June 25, 2021, honored the agency for its “Family” campaign for one of its clients, RC Cola Philippines;

WHEREAS, the international festival took notice of RC Cola’s video advertisement which snagged the bronze award as the lone winner from the Philippines in the film category of the competition;

WHEREAS, last year, RC Cola Philippines became a local trending topic on social media after the soft drink brand’s latest advertisement titled “Family” went viral and left many Filipino netizens confused. It showed a boy confronting his mother as he wondered if he was adopted because he was always being teased at school. His mother told him to not listen to what other people say, but things started to go bizarre as the boy removed his clothes and asked why he had four glasses attached to his back. Bursting into tears, the mother felt the need to show her son the "truth" that they have long hidden from him, and proceeded to remove her head, revealing a soft drink bottle;

WHEREAS, the commercial’s fame reached the United States after being featured in the “What’s Going to Happen Next in This Crazy Commercial” segment of “The Ellen Show” early in 2021;

WHEREAS, “Family” as well as another video advertisement for the Filipino soda brand won in the 42nd Australasian Writers and Art Directors (AWARD) Awards, considered the most important regional recognition for creative work in New Zealand, Southeast Asia, and Australia;

WHEREAS, the viral video advertising maker, GIGIL’s founding partners Badong Abesamis and Herbert Hernandez, were named in Adweek’s Creative 100, the first from the Philippines to ever break into the list²;

WHEREAS, GIGIL is known for its "high-risk, high-reward" credo, having come out with innovative campaigns not only for RC Cola Philippines, but also for brands including Danes Cheese, Orocan, and, most recently, Netflix’s “Trese”;

WHEREAS, it is important to recognize and acknowledge GIGIL’s success to encourage our local and independent creative advertising agencies to push boundaries and elevate further the quality of creativity, no matter how weird, bizarre or out-of-this-world the ideas would be;

¹ <https://www.canneslions.com/about>

² <https://www.goodnewspilipinas.com/philippines-viral-rc-cola-ad-wins-prestigious-cannes-lions-award/>

NOW THEREFORE, BE IT RESOLVED, that taking into consideration the above mentioned premises, we, the undersigned members of the House of Representatives hereby RESOLVE to congratulate and commend GIGIL for its bizarre yet creative entry that bagged them the bronze spot in the Film category at the 2021 Cannes Lions International Festival of Creativity;

RESOLVED FINALLY, that an appropriate copy of this resolution be given to the independent advertising agency GIGIL and another copy be prepared for submission to the National Historical Commission of the Philippines for proper archiving.

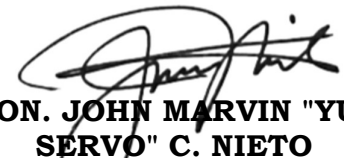
Adopted,


**HON. LORD ALLAN JAY Q.
VELASCO**


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


HON. STELLA LUZ A. QUIMBO


HON. EDWARD VERA PEREZ MACEDA


**HON. JOHN MARVIN "YUL
SERVO" C. NIETO**


HON. LOREN LEGARDA


**HON. ROSE MARIE "BABY" J.
ARENAS**


HON. VILMA SANTOS-RECTO


**HON. JULIENNE "JAM" L.
BARONDA**


**HON. KRISTINE SINGSON-
MEEHAN**

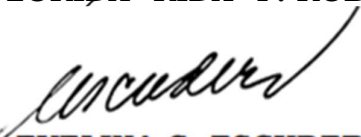

HON. JOHN REYNALD M. TIANGCO



HON. LUISA LLOREN CUARESMA


HON. SANDRA Y. ERIGUEL, M.D.

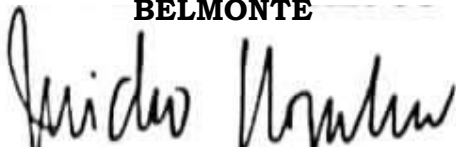

HON. FLORIDA "RIDA" P. ROBES


HON. ROSANNA "RIA" V. VERGARA


HON. EVELINA G. ESCUDERO


HON. JOSE CHRISTOPHER Y.
BELMONTE


HON. ANGELICA NATASHA CO


HON. JERICO JONAS B.
NOGRALES


HON. ANTHONY PETER "ONYX" D.
CRISOLOGO


HON. JUAN MIGUEL MACAPAGAL
ARROYO



HON. FRANCISCO "KIKO" B.
BENITEZ


HON. ANGELO MARCOS BARBA


HON. CRISTALL. BAGATSING

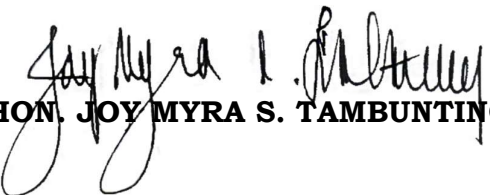

HON. MARLYN "LEN" B. ALONTE


HON. RUFUS B. RODRIGUEZ


HON. ANN K. HOFER


HON. STRIKE B. REVILLA


HON. DEOGRACIAS VICTOR "DV"
B. SAVELLANO


HON. JOY MYRA S. TAMBUNTING



HON. MARK O. GO



HON. VINCENT FRANCO 'DUKE'
D. FRASCO



HON. CAMILLE A. VILLAR



HON. ALOY LIM




HON. JESUS "BONG" C. SUNTAY



HON. ALFRED C. DELOS SANTOS



HON. PRECIOUS HIPOLITO
CASTELO



HON. LIANDA B. BOLILIA



HON. AMIHILDA J. SANGCOPAN