

Republic of the Philippines  
**House of Representatives**  
Quezon City, Metro Manila  
**EIGHTEENTH CONGRESS**  
Third Regular Session

House Resolution No. 2176



**INTRODUCED BY**  
**REP. ALFRED VARGAS**

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**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 it first launched 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<sup>1</sup>;

**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 its 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;

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<sup>1</sup> <https://www.canneslions.com/about>

**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 list<sup>2</sup>;

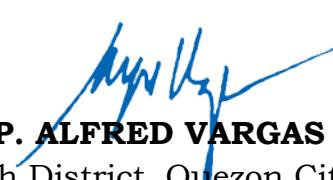
**WHEREAS**, GIGIL is known for its “high-risk, high-reward” credo, having come out with innovative campaigns not only for RC Cola Philippines, but also for brands including Danes Cheese, Orocan, and, most recently, Netflix’s “Trese”;

**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 eccentric, bizarre or out-of-this-world the ideas would be;

**NOW THEREFORE, BE IT RESOLVED AS IT IS HEREBY RESOLVED BY THE HOUSE OF REPRESENTATIVES**, to congratulate and commend GIGIL for winning Bronze at the 2021 Cannes Lions 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,***



**REP. ALFRED VARGAS**  
Fifth District, Quezon City

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