



Okada Manila Corporate Marketing and Communications win 2 inaugural awards at 18th IABC Philippine Quill



Manila, Philippines - Asia's largest Forbes five-star ultra-luxury integrated resort's Office for Corporate Marketing Communications (CMC) won two honors at the International Business Communications Association's (IABC) 18th Philippine Quill Awards. Among over 800 entries from various industries in the public and private sectors, two of Okada Manila's communications campaigns were selected by the IABC's esteemed panel of judges.

This year's IABC Quill Awards is themed "ARISE: Communications that uplift." Both winning entries from Okada Manila CMC are for Division 1, Communication Management, which covers projects, programs, and campaigns that are guided by a communication strategy. The winning entries are for Category 8, Customer Relations, COVID Communications: 3T (True Clean. True. Safe. True Heart.) Campaign and Category 14, Corporate Social Responsibility, COVID Communications: Play Your Part.

Okada Manila's 3T (True clean. True safe. True heart.) Campaign communicates how Manila's iconic integrated resort keeps its premises safe for its guests and team members during the pandemic. Gleaned from the brand's core values of "omotenashi" (true service) and "magokoro" (true heart), 3T aims to educate and inform guests and team members



about all the measures Okada Manila is painstakingly taking to keep the resort virus-free while maintaining its five-star brand of service.

The integrated resort's first communications campaign for CSR, "Play Your Part," also highlights the brand's core values through helping and empowering others during these trying times. With stories focused on providing aid for those in the forefront of battling COVID-19 (healthcare sector) and indigent communities, it also is a call to action for everyone to play their part. From carrying out and communicating CSR activities to sharing Okada Manila team members' stories of volunteerism, "Play Your Part" underscores the importance of being a driving force for doing good.

The Okada Manila Philippine Quill CMC core team members are Joebert Lazarate, 3T concept lead; Diana Francis Vallada; Play Your Part concept lead; Regel Ymalay creative lead; Jeanne Barata, digital lead; and Donna Patricia Manio, PR & ESG and Quill Awards project lead.

The Philippine Quill is the country's most prestigious awards program in the field of business communication. Marketing communications and public relations professionals participate in this annual recognition program. It has been bestowing the seal of approval to the most reputable organizations and corporations in the nation for almost two decades, emphasizing the use of excellent communication to achieve business goals, and to make a difference in society.

The Philippine Quill honor exemplary communication research, programs, skills, and creative work. Each entry is evaluated using IABC's highest global standard that measures and determines the finest, the sharpest and the brightest in the business communication industry among professionals.

Okada Manila's inaugural Quill Awards come after the integrated resort's recent verification from digital health leader Sharecare and Forbes Travel Guide's second five star rating for Manila's grand icon.

About Okada Manila:

Touted as Manila's grand icon, the 44-hectare Okada Manila is known for its top tier facilities and services. Quickly gaining its popularity as a premier destination for hospitality and entertainment, the integrated resort is expected to have 993 exceptional accommodations ranging from 55-sqm deluxe rooms to 1,400-sqm villas complimented by extraordinary amenities such as the Retail Boulevard with its more than 50 shops, the one-of-a-kind Cove Manila nightclub and indoor beach club, The Gardens by Manila Bay, more than 21 dining options, a 3,000-sqm spa, and the world's largest multi-color dancing and musical fountain.

Located just 10 minutes away from the Ninoy Aquino International Airport, Okada Manila is just a few hours of air travel from neighboring China, South Korea, Japan, Singapore, and Hong Kong. It sets the new gold standard for five-star luxury with its many distinct innovations that combine advanced technology, top-class amenities, environment-friendly architectural planning, and world-class entertainment options, all delivered with the kind of exemplary service that personifies the unique blend of Japanese hospitality and Filipino warmth.



PRESS CONTACTS:

Manila, Philippines
Okada Manila

Donna Patricia Manio - donna.manio@okadamanila.com, 0916-238-6022
Patricia Mae Esclabanan- patricia.esclabanan@okadamanila.com, 0917-319-1432

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