



**Tambuli award.** Philam Life was recently recognized at the 2018 Asia-Pacific Tambuli Awards for its #LiveBetter campaign. Launched in 2017, the #LiveBetter campaign marked Philam Life's strategic shift into the wellness space. The said campaign bested entries from across the Asia-Pacific region, and won Silver in the Health and Wellness category under the Humanity and Culture cluster. The Philam Life Marketing Team representatives, joined by its Agency on Record, seven AD, receive the Tambuli Award. From left, Argem Vinuya, seven AD creative director; Ping Castillo Philam Life senior marketing communications manager; Bernadette Chincuanco, Philam Life head of Branding and Communications; Rina Custodio, Philam Life marketing communications manager; Joanna Callanta, seven AD associate business group director; Ronn Guingguing, Philam Life Vitality business partner for Agency and; Randy Mutuc, seven AD copywriter.