



# BEST MARKETING CAMPAIGN

NOMINATION



**Bloomberry Resorts Corp.**  
First Immersive Entertainment Platform

Bloomberry Resorts Corp. introduced megaFUNalo on May 15, 2025 as its first immersive entertainment platform. Mega FUNalo derives its name from “FUN” and the Filipino word “panalo”; the latter meaning “win”, or “winner”.



## OBJECTIVES

### BUSINESS OBJECTIVE

Diversify portfolio beyond luxury resorts and casinos into digital mass-market entertainment.

### MARKETING OBJECTIVE

Achieve 1 million sign-ups/downloads within the first year.

### COMMUNICATIONS OBJECTIVE

Establish megaFUNalo as the most exciting entertainment app where games meet live excitement.



## MARKET INSIGHT

Target users are primarily urban Filipinos aged 25-40 from the C & D income classes employees, gig workers, delivery riders, service staff, call center agents, small entrepreneurs, and other everyday earners seeking affordable escapism during breaks or commute downtime.

They represent a highly social, mobile-first audience that values affordable entertainment, humor, and the chance to win prizes that could change their daily lives.

Entertainment fits naturally into their daily routines whether during breaks, commutes, or moments of downtime—making them highly receptive to an always-on, easily accessible platform like megaFUNalo.

## STRATEGY

**Brand Proposition:**  
**GAMES! SHOWS! PRIZES!**

The campaign adopted a strategic app pre-launch phase, balancing marketing momentum, regulatory approval, and product readiness before the official rollout. The goal is to gather a critical mass of early users before the app goes live. This “sign-up first” approach creates pent-up demand and validates market interest before full operations. By delaying the app launch while aggressively marketing, Bloomberry aimed to generate massive sign-ups and stock price impact — indicating demand.



## CREATIVE CONCEPT

“Let the Lion Out” — symbolizing unleashing fun and energy. The “Let the Lion Out” campaign positioned megaFUNalo as the key to unlocking every Filipino’s inner fun-loving spirit. Ads depicted bored, cat-like individuals transforming into playful lions after using the app—symbolizing energy, laughter, and winning.



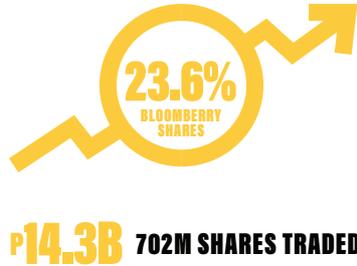
# RESULTS

megaFUNalo marks a strategic diversification play for Bloomberry Resorts, extending its brand equity beyond casinos into mass digital entertainment. Its early success in sign-ups and market reception—despite the app not yet being operational—highlights the power of a culturally resonant proposition and large-scale integrated marketing.



**High Market Take-up (Sign-ups)**  
Even before app operations began, megaFUNalo achieved impressive website sign-up volumes on its dedicated website totalling hundreds of thousands to date. Registrations became the primary success metric during pre-launch.

This contributed to the overall i-gaming market segment's performance which boosted overall Philippine gambling revenue by 37.5% in Q3, in 2025.



**Investor Confidence**  
Bloomberry Resorts' stock price surged following megaFUNalo's launch announcement, fueled by strong retail excitement and market belief in successful pivot toward mass-market entertainment.

Bloomberry shares saw a 23.6% rise—from Php5.00 to Php6.18 per share—as trading volume spiked to 702 million shares worth Php4.13 billion following the launch of megaFUNalo.



**Brand Visibility**  
Social media engagement and OOH activations generated widespread curiosity, buzz, and user-generated content (mass-market engagement)—particularly through TikTok challenges and filters (#FunNaAll).

By offering immersion, accessibility, and prizes, Bloomberry Resorts Corp. megaFUNalo has indeed redefined digital mass-market entertainment in the Philippines, positioning Bloomberry as a serious contender in the i-gaming and live-entertainment app space.

