



MA. YOLANDA VILLANUEVA-ONG
Group Chairperson, CAMPAIGNS GROUP

Yoly Villanueva-Ong, the founder of Campaigns & Grey, is currently Group Chairperson for the Campaigns Group of Companies [Campaigns & Grey, CAPRI, Camp Cebu, Camp Apple, Neuron, CSR & Bacon Brand Activation].

Her numerous achievements in the advertising industry include serving as Chairman of the Association of Accredited Advertising Agencies-Phils (4As-P) in 1989 to 1990 and in 2006 to 2007. She also chaired the extremely successful 20th Advertising Congress in Subic. She is the Founding President of the Creative Guild of the Philippines which conferred on her its Lifetime Achievement Award in 2002. That same year she received the Industry Maverick Award at the 4As-P Advertising Summit. She was also the first Filipino to judge in the prestigious CLIO Awards in New York, in 1994.

Professionally she has been recognized by the International Association of Business Communicators (IABC) as a CEO Excel Awardee in 2006. She was a finalist for Socially Responsible Entrepreneur in the 1st Entrepreneur of the Year Awards in 2004, an AGORA Awardee for Outstanding Achievement in Marketing Management in 1999 and a TOWNS Awardee for Communications: Social Marketing in 1995.

In 2002 Yoly Ong earned her Master of Public Administration degree at the Harvard Kennedy School of Government in Cambridge, Massachusetts where she garnered two prestigious awards – the Lucius Littauer Award and the Mason Fellows Award. She graduated with a Bachelor of Arts, Major in Journalism, from the University of the Philippines. The UP MassCom Alumni Association, of which she was President from 1995 to 1997, honored her with the Professional Achievement Award in 1990, and the UP Alumni Association in turn gave her the Outstanding Professional Award in Mass Communications in 2002.