

Philippines International Campaign

February, 2022

The image shows three screenshots of Facebook advertisements for 'Know The Glow'. Each ad features a close-up of a child's face and text in Filipino. The first ad shows a baby with the text 'KADA 60 SEGUNDO, MAYROONG NABUBULAG NA BATA.' The second ad shows a young girl with the text 'MAKITA ISANG BESES, MAGING ALERTO. MAKITA NG PANGALAWANG BESES, MAGING AKTIBO.' The third ad shows a young girl with the text 'ANG 'GLOW' AY MAARING MAGPAHIWATIG NG MAHIGIT SA 20 IBA'T IBANG URI NG SAKIT AT KUNDISYON NG MATA.' Each ad includes a 'Learn more' button and a URL.

“There is no better way to thank God for your sight than by giving a helping hand to someone in the dark.”
Helen Keller

Impressions	10,996,195
Reach	4,341,518
Clicks	89,091

The above were the most successful ads during the period.