

PSN Mother's Day Campaign 2025

**SIMAMA NAMAN  
NGAYON!**

#PSNSiMamaNamanNgayon

Pilipino Star  
**NGAYON**



**MOTHERS** ARE THE HEART OF  
EVERY FILIPINO HOME.

**SELFLESSLY** PUTTING THEIR FAMILIES FIRST

WORKING **TIRELESSLY** & MAKING **COUNTLESS**  
SACRIFICES TO ENSURE  
A BETTER LIFE



**THEY SET ASIDE THEIR OWN  
DREAMS, NEEDS, AND EVEN  
REST, JUST TO MAKE SURE  
EVERYONE ELSE IS CARED FOR.**

**THIS MOTHER'S DAY, WE'RE  
FLIPPING THE SCRIPT.**







# GAME PLAN:

give moms the spotlight they truly deserve this Mother's Day, because this time, **SI MAMA NAMAN**



PRE-EVENT:



# ONLINE CAMPAIGN PROMOTION IDEAS



# ENGAGEMENT POST IDEA

## PHOTO CAROUSEL

"ANG MGA RANDOM  
THOUGHTS NI MAMA"





# ENGAGEMENT POST IDEA

A 3-4 EPISODE SERIES OF 1-MINUTE  
MAX REELS WHERE WE  
CHALLENGE RANDOM  
INDIVIDUALS TO CALL THEIR MOMS  
AND SAY, "I LOVE YOU AND  
THANK YOU."

AMBUSH INTERVIEW

"I love you,  
Ma!"



# **“SI MAMA NAMAN” PHOTO DIARY VIDEO**

**3 MINUTE VIDEO ABOUT A SON OR  
DAUGHTER FEATURING THEIR MOM**

**PHOTOS RELATING TO THEIR MOM  
AND THEY WILL TELL A STORY  
ABOUT THOSE PHOTOS, WHILE  
ALSO ANSWERING QUESTIONS**

**ALTERNATIVE  
IDEA**



IN-EVENT:

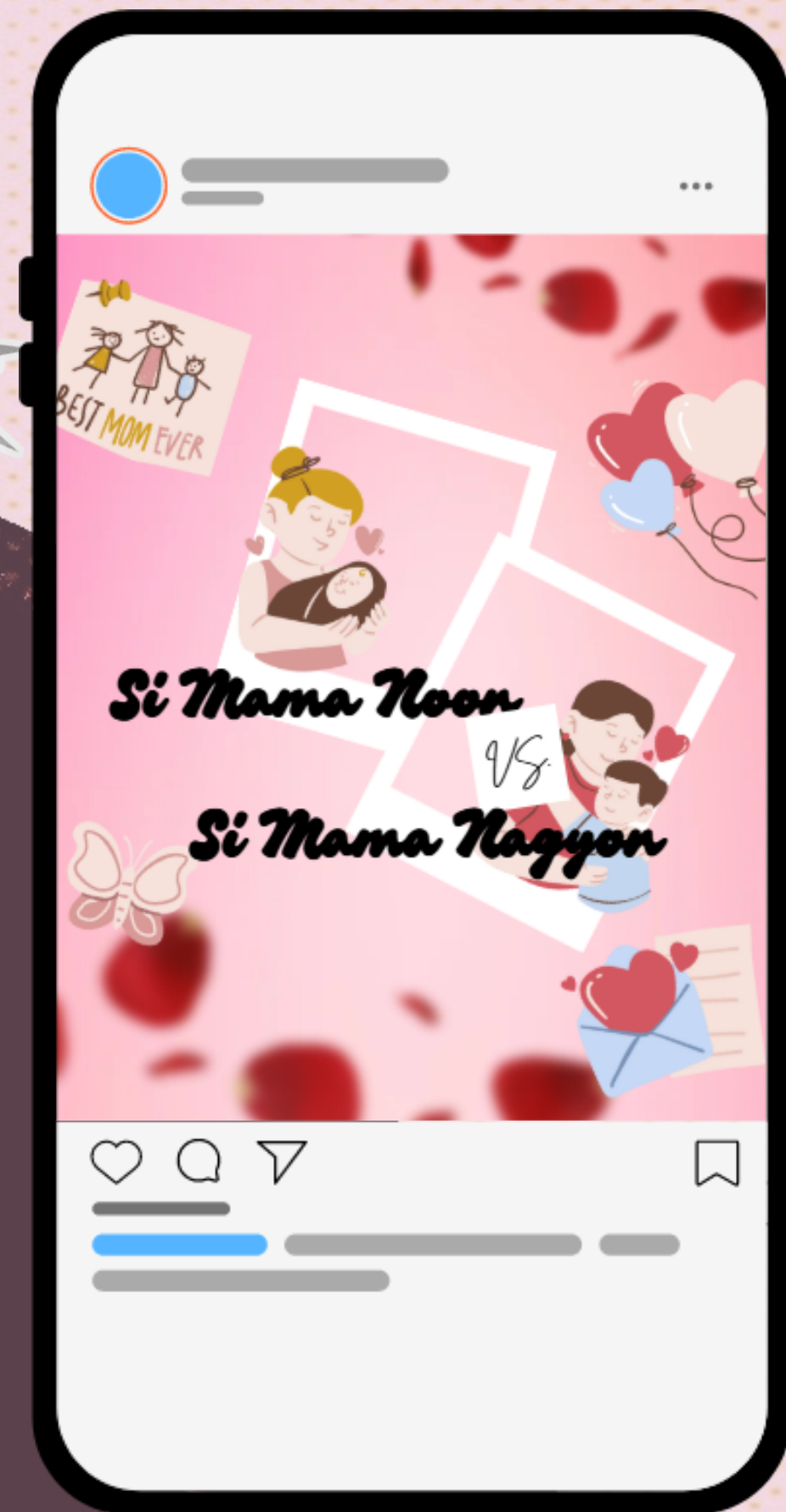


# ONLINE CAMPAIGN PROMOTION IDEAS



# MOTHER'S DAY SPONSORED GIVEAWAY

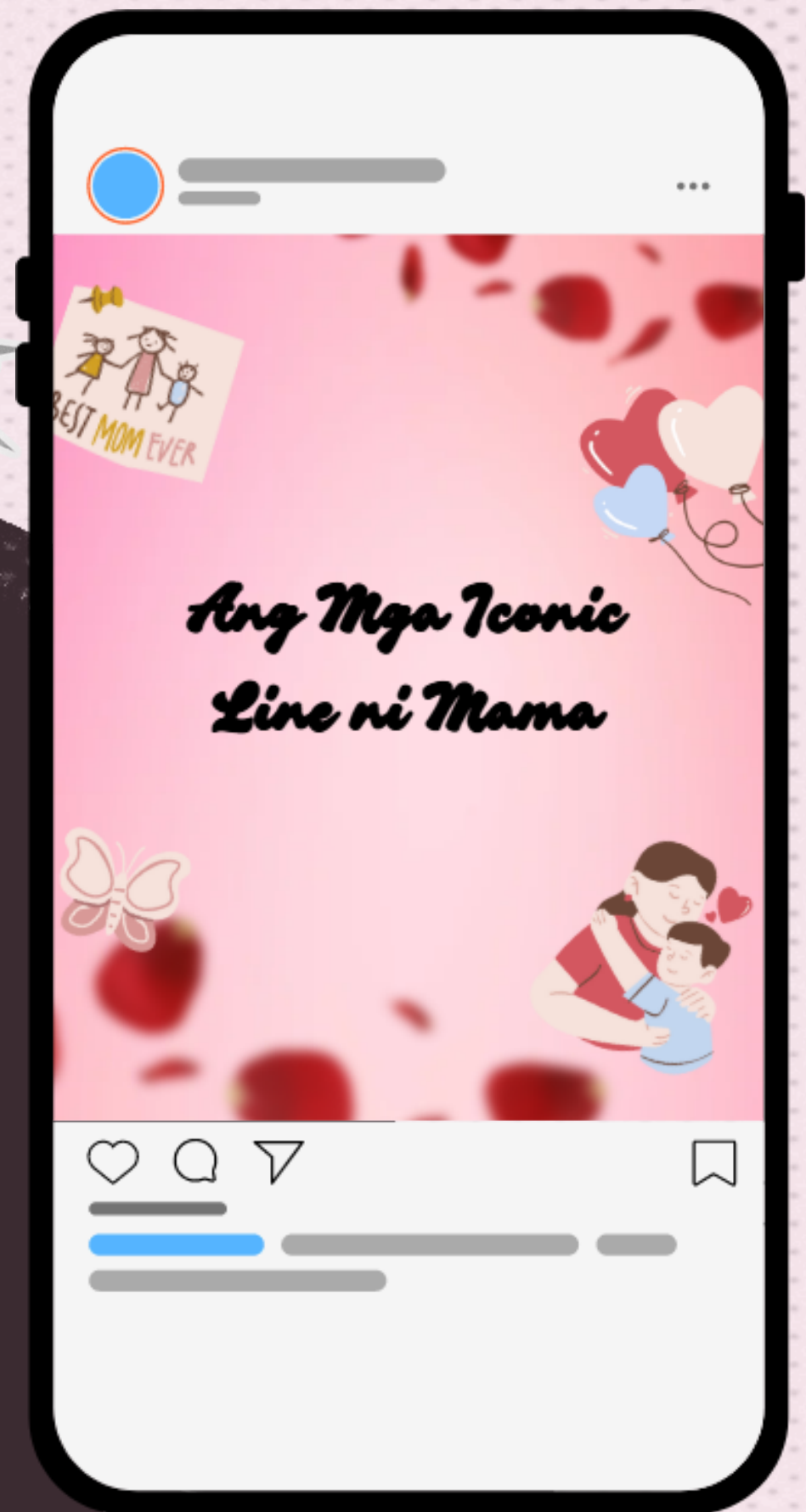
a social media art card which asks PSN viewers to share side-by-side photos of their mom—one from the past and one from today.





# MOTHER'S DAY SPONSORED GIVEAWAY

We'll be posting a fill-in-the-blank template or an open comment thread where people can share their most memorable "Mama lines."







# MOTHER'S DAY ART CARD



feature a warm and heartfelt "Happy Mother's Day" greeting, designed with soft, sentimental visuals that reflect love and appreciation for all moms.



POST-EVENT:



# ONLINE CAMPAIGN PROMOTION IDEAS





feature images of the lucky moms with their prizes as it highlight the significance of the event and the joy of giving back to the moms who deserve it most.

# WINNERS PHOTO CAROUSEL

# “THANK YOU SPONSOR” ART CARD

An art card recognizing the sponsors who partnered with us in this campaign.

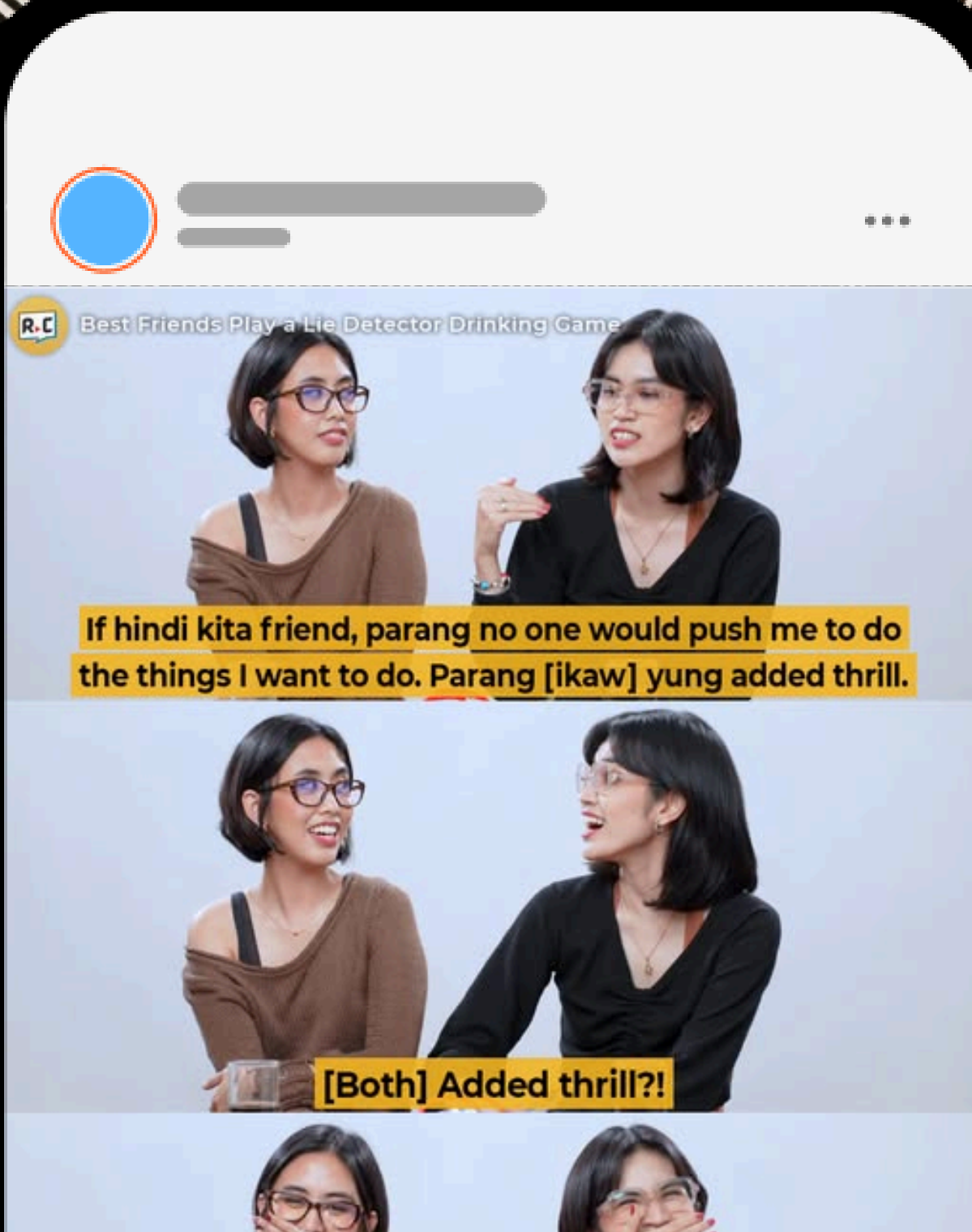


# POST EVENT VIDEO SNIPPET

An art card featuring a snippet from the video content, capturing a key moment that leads viewers to the full video.

Short reels featuring a snippet from the video content, capturing a key moment that leads viewers to the full video.

**ALTERNATIVE  
IDEA**





A silhouette of a person performing a handstand on a beach at sunset. The person is on the right side of the frame, with their legs raised high. The background shows a calm sea and a bright sun low on the horizon, creating a warm, golden glow. The sky is a mix of light blue and orange. The overall mood is peaceful and celebratory.

**THANK YOU!**



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