



Salamat, Pa

A Pilipino STAR Ngayon Father's Day Special 2025

ONLINE CAMPAIGN PROMOTIONS

Salamat, Pa

#PSNSalamatPa

*Agyamanak,
Tatang*

#PSNSalamatPa

*Dakal a
salamat,
Tatang*

#PSNSalamatPa

*Salamat,
Itay*

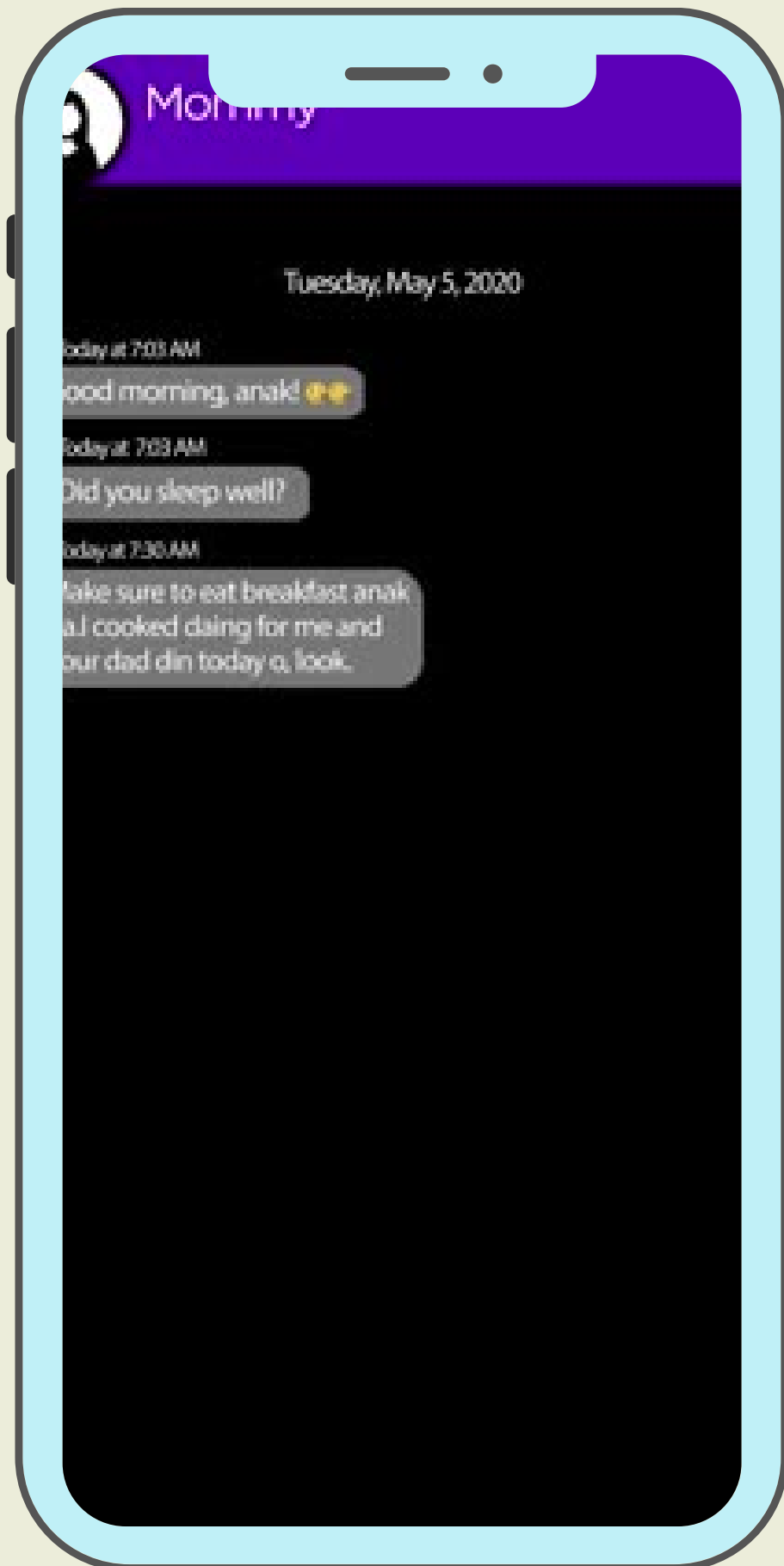
#PSNSalamatPa

**These are sample only.*

"SALAMAT, PA" IN DIFFERENT DIALECTS

Showcase **art cards** expressing "Thank you, Dad" in various Filipino dialects, celebrating cultural diversity.

- **Ilocano:** "Agyamanak, Tatang."
- **Cebuano:** "Salamat, Pa."
- **Kapampangan:** "Dakal a salamat, Tatang."



"SALAMAT, PA" SHORT REEL

A 1-2 minute animation that will showcase a screen recording of a **messaging app conversation** between a **father and child**. The father sends short, **caring messages** like reminders to eat or stay safe, but the child often overlooks or forgets to reply. The screen displays the **unanswered messages** over time, highlighting the ***father's silent sacrifices***. The focus remains solely on the text exchange, with no additional characters or backgrounds, underscoring the emotional distance. As the conversation goes silent, the child *realizes their father's constant efforts* and finally sends a ***heartfelt "Salamat, Pa!"***

**This is the peg.*



Salamat, Pa

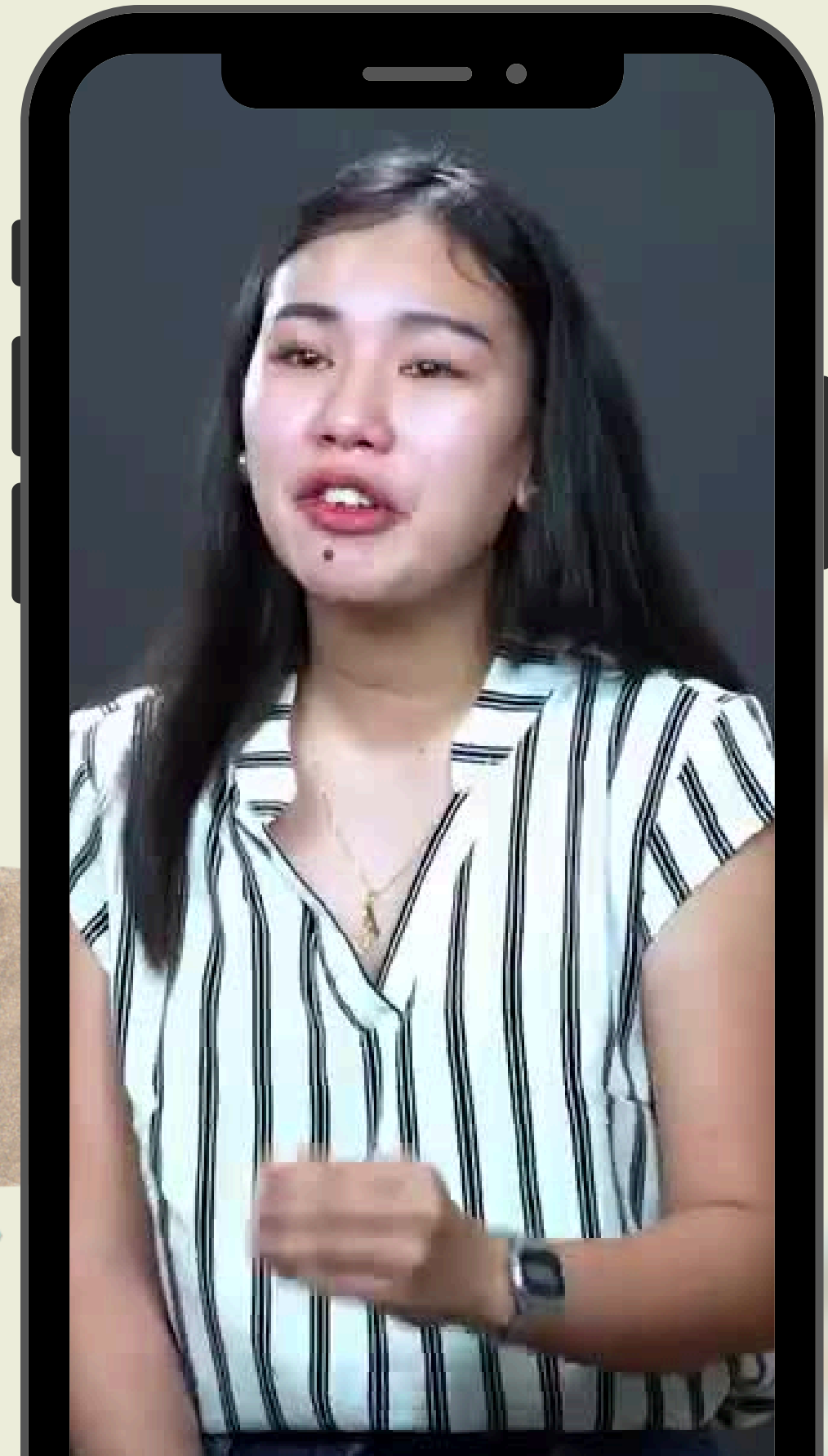
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IN-EVENT CAMPAIGN IDEAS

"SALAMAT, PA" VIDEO TRIBUTE

- A raw, heartfelt 2-3 minute talking-head video montage featuring **different people** from **all walks of life** answering the question: "**Salamat, Pa, dahil...**"
- The responses will be **organic** and **unrehearsed** to keep the *emotions genuine*. In between these clips, we'll feature **different types of fathers**—*tricycle drivers, market vendors, security guards, OFWs, construction workers, teachers, farmers, barbers, delivery riders*—showing them in action, capturing their **daily sacrifices**.

**This is the peg.*



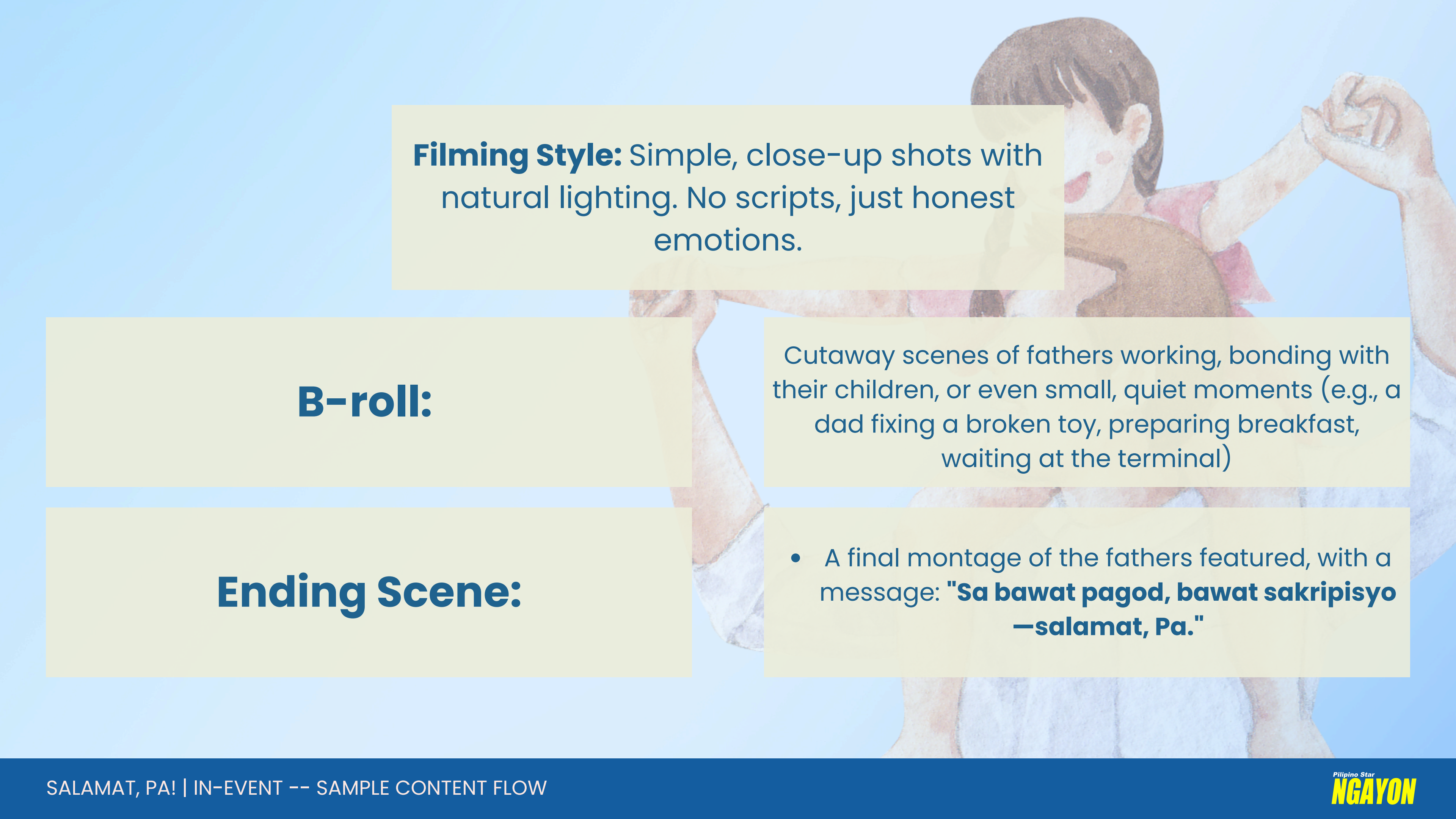


“SALAMAT, PA” VIDEO TRIBUTE

Casting: Everyday Filipinos with different backgrounds, ages, and dialects.

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A watercolor-style illustration of a woman with brown hair and a red top, holding a young child with brown hair. They are both smiling and looking towards the right. The background is a light blue sky with soft, wispy clouds.

Filming Style: Simple, close-up shots with natural lighting. No scripts, just honest emotions.

B-roll:

Cutaway scenes of fathers working, bonding with their children, or even small, quiet moments (e.g., a dad fixing a broken toy, preparing breakfast, waiting at the terminal)

Ending Scene:

- A final montage of the fathers featured, with a message: "**Sa bawat pagod, bawat sakripisyo —salamat, Pa.**"

HAPPY FATHER'S DAY ART CARD

The art card will feature a *warm and heartfelt* "Happy Father's Day" greeting, designed with *soft, sentimental visuals* that **reflect love and appreciation** for all dads. It will align with the *#PSNSalamatPa* campaign, serving as a *simple yet meaningful tribute* to the *selfless love and sacrifices* of fathers.

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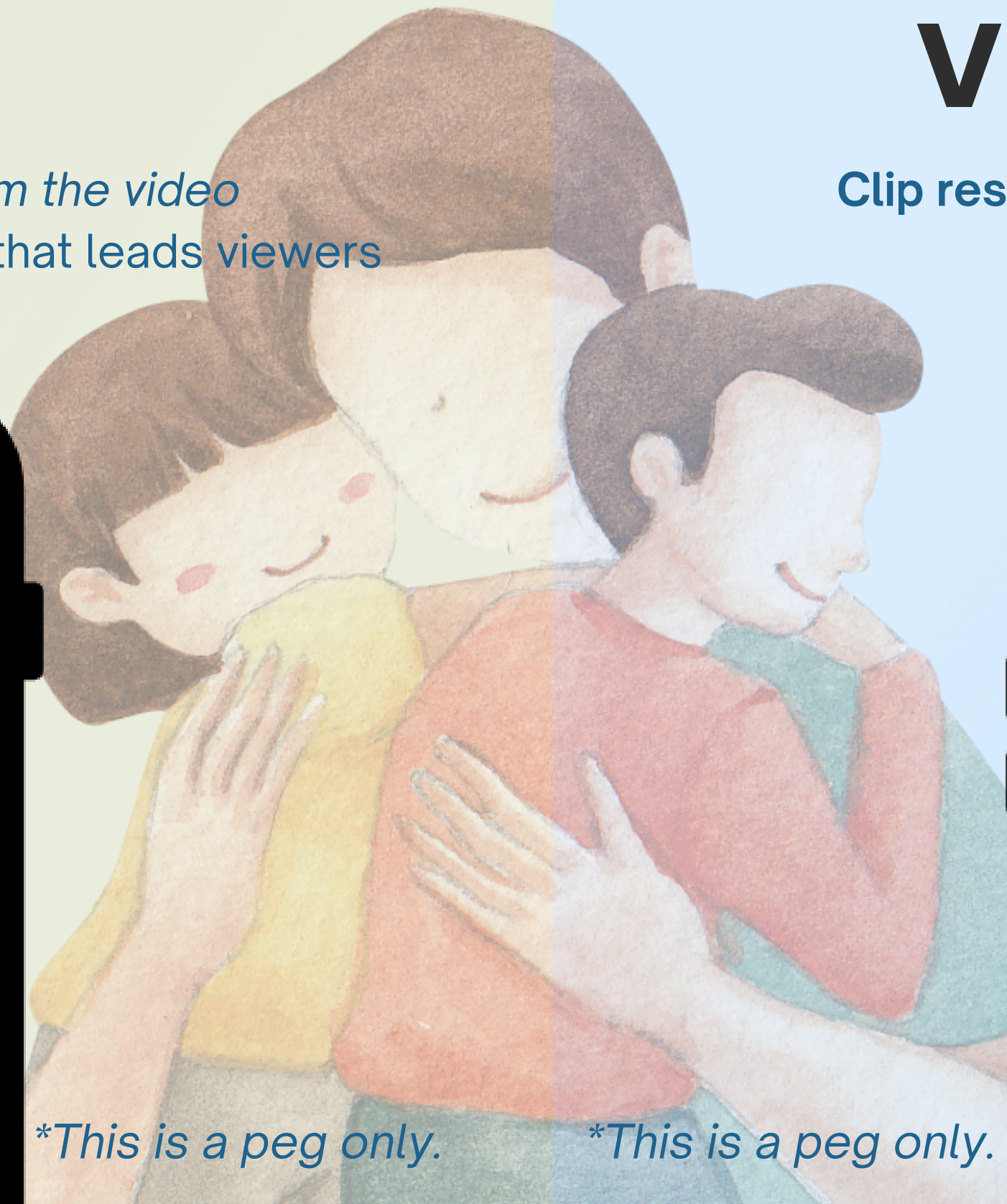
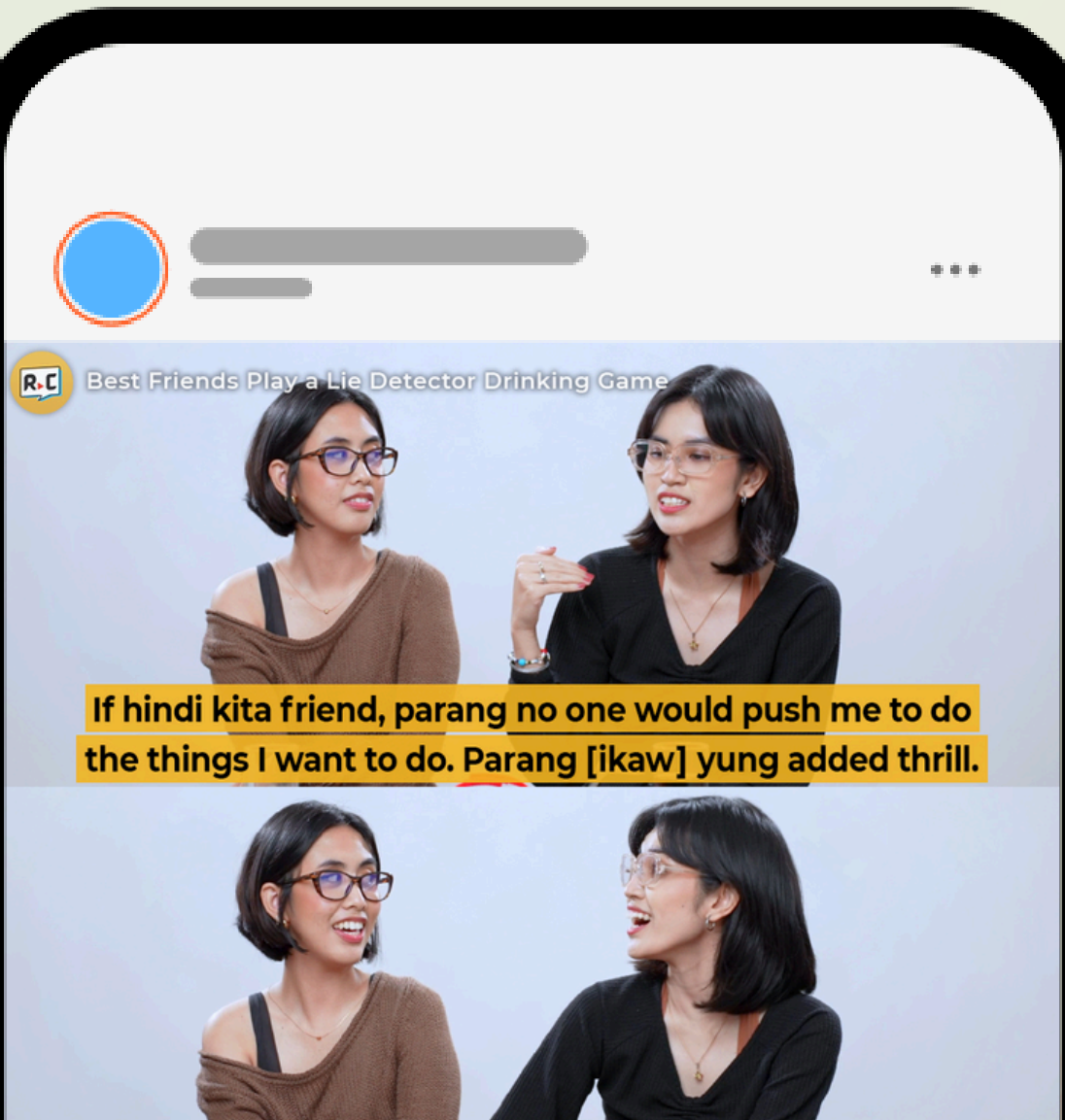
POST-EVENT CAMPAIGN IDEAS

POST-EVENT PHOTO SNIPPET

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

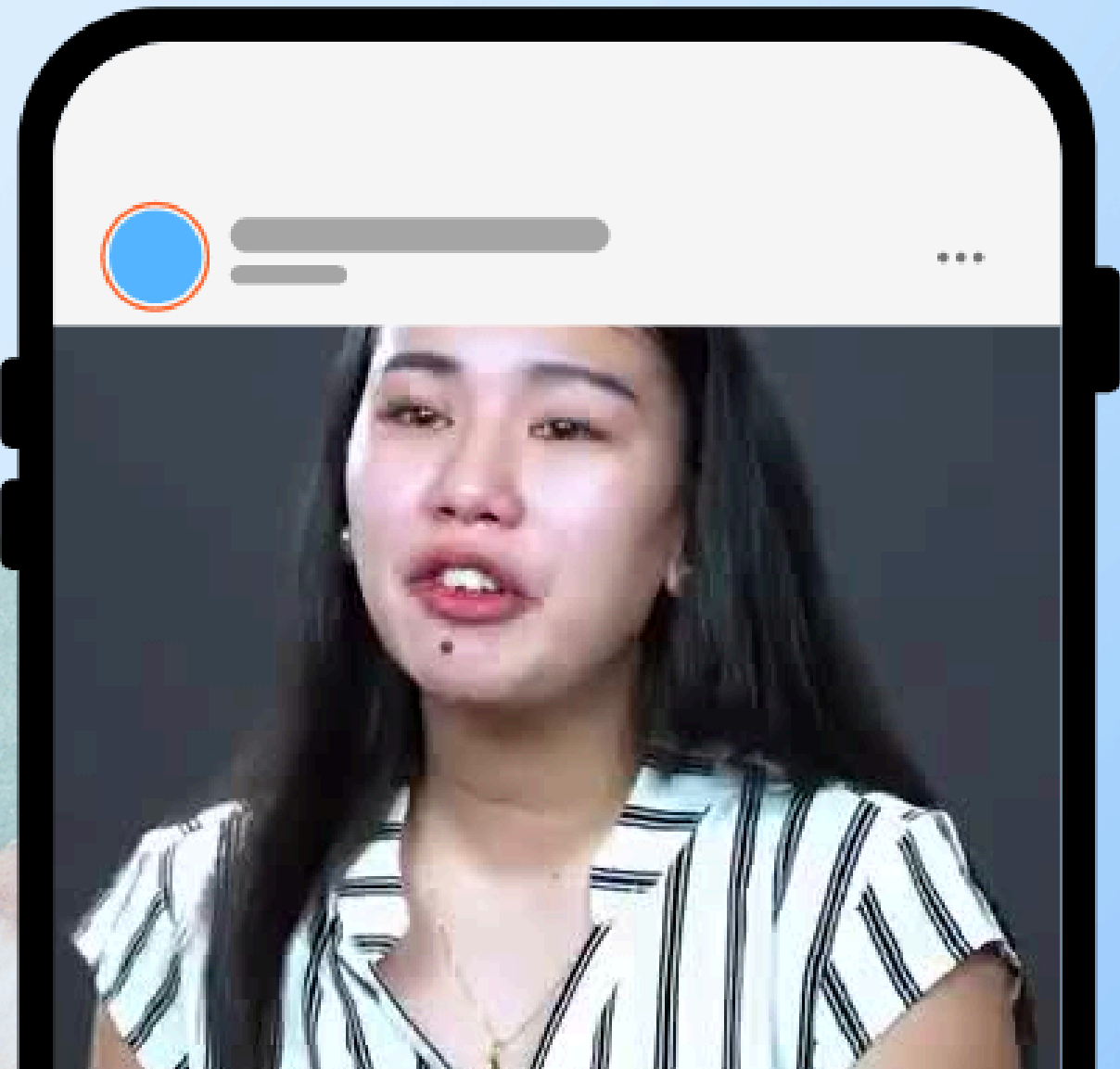
SNIPPET FROM THE VIDEO CONTENT

Clip responses from the *Main Video Material* to drive engagement.



**This is a peg only.*

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"THANK YOU SPONSORS" ART CARD

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

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