

UP VSB Students Win National Finals of Unilever Future Leaders League: Off to London for Global Finals



L-R: Kenneth Enrico Hungchiuming, Jr., Nicole Regina Chiong and Richmoune Lavinne Sy.
Photo credit: Unilever Future Leaders League Programme Facebook page

U.P. Cesar E.A. Virata School of Business students Nicole Regina Chiong (BSBAA-4), Kenneth Enrico Hungchiuming, Jr. (BSBA-4) and Richmoune Lavinne Sy (BSBA-4) won first place in the Unilever Future Leaders' League National Finals on 26 January 2018 at 7th Floor Bonifacio Stopover Corporate Center, 31st St. corner 2nd Ave, BGC. Another UP-VSB team composed of Andrew Escay, Ina Badiola and Ava Lee placed 2nd. Chung, Hungchiuming and Sy are now Team Philippines in the Global Finals to be held in London in April 2018.

The competition was joined by nine other teams from U.P. Virata School of Business, Ateneo de Manila University, University of Santo Tomas and the University of Asia and the Pacific. All competing teams presented their integrated marketing communication (IMC) campaigns for the brand Cornetto to a panel of esteemed judges.