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'HappySlip' campaign reaps dividends for RP
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 website tallied 50,000 visits."
 One day last year, a record was achieved when 1,742 visits to the DOT's website was recorded during a 24-hour period.
 Because of this innovative approach, the DOT received this year's Grand Bronze Anvil Award and the Anvil Award of Excellence for its online marketing program for the most outstanding public relations tool—the second straight time the department has been recognized by Anvil for innovative marketing.
 The HappySlip Blogs campaign leveraged the power of Internet videos and the popularity of Gambito to capture the interest of second- and third-generation Americans and Canadians.
 This eventually enticed "thousands" of North Americans to explore the Philippines and its destinations, book travel packages and return to the country with their families and friends, DOT said.
 According to Jorda-Apo, the DOT website received "thousands of feedback" through happy

slip.com subscribers.
 Last year, tourist arrivals from the US were reported at 578,246 or 18.42 percent of the total tourist arrivals for that year. Tourists from Canada reached 102,381 for a 3.26-percent share. All told, the North American market produced 680,627 tourists for the Philippines in 2008.
 According to DOT estimates, total tourists from the US generate for the country on the average \$48.57 million per day in tourists receipts.
 To gain these benefits, the DOT's HappySlip campaign spent around P2.5 million—a fraction of the estimated media exposure value that the department and the country gained. During the campaign, 18 news and feature articles were published in the local print media equivalent to P1.6 million in advertising value, and P13.3 million in "media value." The campaign was also featured on TV shows and news programs, generating publicity worth P8.1 million in advertising value and P81.1 million in media value. ■

Pacquiao in Time's 100 most influential list

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 "In fact, he already ran for Congress in the Philippines but lost, in part because voters thought he could do more for the country as an inspirational champion boxer," Lewis said in the article.
 Pacquiao, a native of General Santos City, ran and lost to South Cotabato Representative Darlene Antonino-Custodio (first district) in the 2007 elections. Pacquiao, in a recent CNN interview, had

announced that he would run for public office next year.
 Pacquiao's representatives have since petitioned the Commission on Election to accredit his new political movement, "The People's Champ Movement."
 News commentaries and features on the run up to the May 2 (May 3 in Manila) Las Vegas fight often referred to Lewis' comment about Pacquiao's presidential future without crediting the magazine.
 Both the CNN and BBC net-

works commented in several May 1 reports that Pacquiao had united the Philippines. The British news program also cited the fact that the fight "had emptied parliament (Congress)."
 Several Philippine representatives admitted scheduling trips to Las Vegas to watch the fight.
 "Pound for pound, Manny Pacquiao is the best boxer in the world. But even more important than holding that distinction, Manny had connected with the people of his home country, the Philippines, to the point where he's almost like a god," Lewis said.
 Pacquiao is featured on a spread, which features Winfrey and losing United States vice presidential candidate, Sarah Palin.
 He is among 11 most influential Asians who include Indonesian President Susilo Bambang Yudhoyono, Chinese Vice Premier Wang Qishan, Chinese Vice President Xi Jinping, Chinese Internet wiz Jack Ma, Chinese musician Lang Lang, Japanese physicist and Nobel prize winner Yoichiro Nambu, Pakistani Army chief of Staff Ashfaq Kayani, Indian CEO Nandan Nilekani, Indian composer A.R. Rahman and Cambodian activist Somaly Mam.
 The Time 100 list included the world's top political leaders and revolutionaries; builders and titans; artists and entertainers; and scientists and thinkers. ■

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