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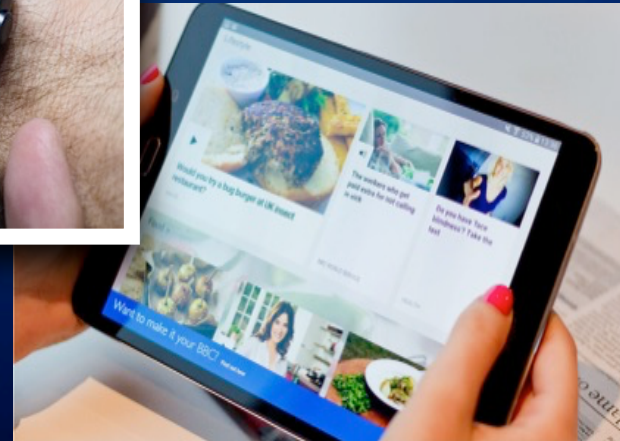


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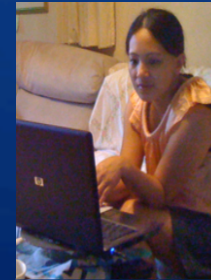
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2 TEMPOS IN CONSUMPTION OF NEWS & INFORMATION

Lean Forward
“Alerts”
“Breaking”

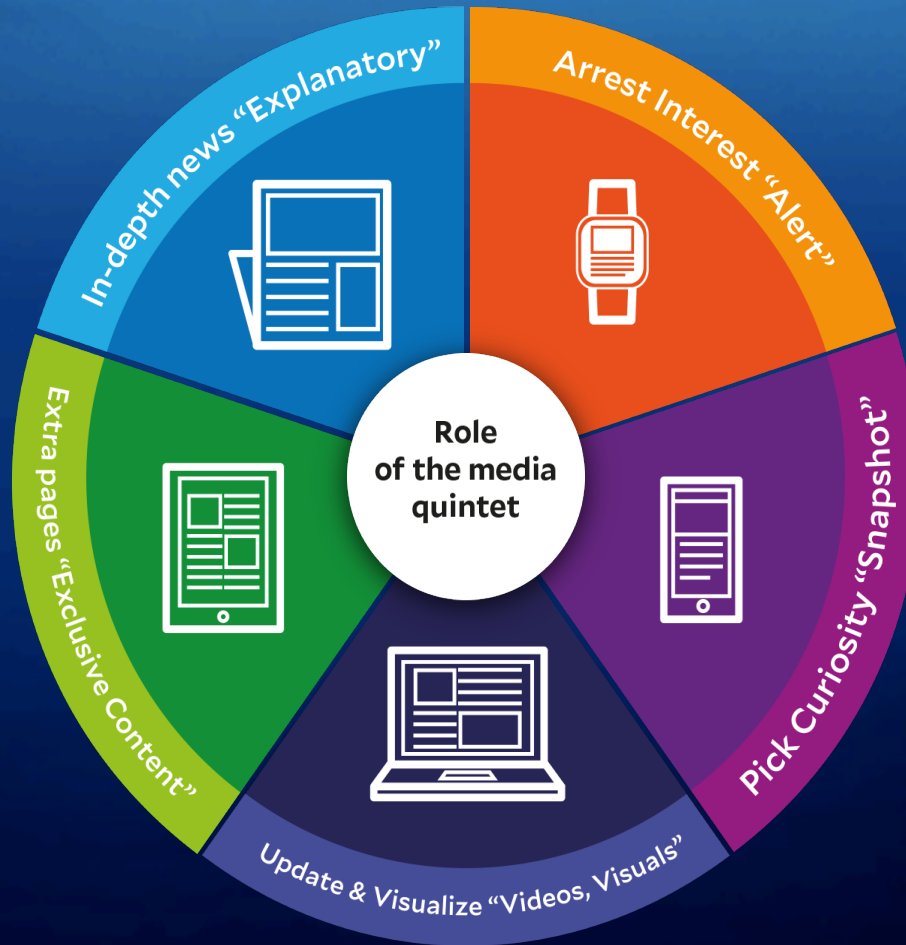


Lean Back
“Leisure reading”
“Narratives”



ROLES OF EACH PLATFORM

in the Media Quintet



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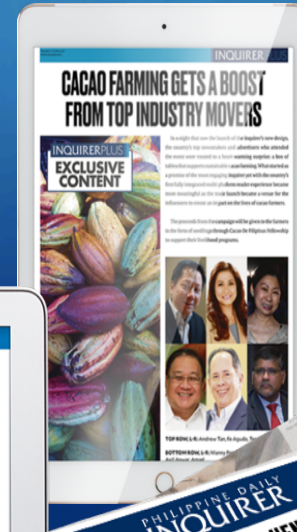
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PHILIPPINE DAILY
INQUIRER

How did we do it?

- ☑ Protect core readers
- ☑ Regain lapsed readers
- ☑ Acquire new readers

Before

After

It's final: SC says Poe can run



High court throws out DQ pleas

By Terra Quinsno

BAGUIO CITY—It's final: Sen. Grace Poe can run for President.

Removing the legal impediment to Poe's candidacy, the Supreme Court yesterday decided with finality to allow the senator to seek the land's highest office. The court rejected her disqualification pleas that the Commission on Elections (Comelec) had issued to push for her disqualification. During the first session on her session here this year, the high court said all three motions for reconsideration against the high court's March 8 ruling that had upheld Poe's qualification as a presidential candidate, a court source told the Inquirer. The separate pleas, filed by the Comelec, a joint appeal by former Government Service Insurance System chief legal counsel Farrela Bangarao, former University of the East law dean Arnado Valdez, former Sen. Francisco "Bib" Tada, Dr. La Salle University professor Amelito Cozonica, and third one filed solely by Valdez, were all thrown out.

Manny cries 'one more' as 'last fight' looms

By Francis T.J. Ochoa

Assistant Sports Editor

HOLLYWOOD—One more. It's been a familiar refrain, an appeal borne out of weariness that is going to be the last time Manny Pacquiao goes to a fight. One more round of sparring. One more go at the speed bag. One more session with the heavy bag. Pacquiao, a workout junkie, asks for one more of whatever at the end of each training session that it has been.

PHILIPPINE DAILY INQUIRER
BALANCED NEWS. FEARLESS VIEWS

Conflicting testimonies noted

By Lela B. Salaverria

and Christine O. Arendalo

BUSINESSMAN Kim Wong, former Rural Commercial Banking Corp. (RCBC) branch manager, Maesa Sison-Bonifacio, and Philrem Services Corp. officials yesterday offered conflicting testimonies on how the stolen \$81 million was laundered.

At the resumption of the Senate blue ribbon committee hearing, Philrem officials were taken to task for purported inconsistencies and omissions in their statements on the delivery to a casino junkie operator of the money stolen from the US account of Bangladeshi Bank that ended up in Degoras's RCBC branch.

Senators said Philrem executives led by president Salad Baraita and her husband, treasurer Michael Baraita, had failed to mention at the outset that Kim Wong was present during the delivery of portions of the P600 million and \$18 million that they said went to junkie operator Weiking Xu.

The Baraita testimonies also clashed with those of other key personalities in the controversy.

CONFLICTING AA Kim Wong's wife is being rejected by her, says his lawyer /A4

Prince Albert in Manila, on his way to Tubataha

By Eric S. Carancho

MANILA

HUMBLE, down-to-earth and a passionate environmentalist. That is how His Serene Highness, Albert II, Sovereign Prince of Monaco, is described by Fortune Alca Ladena, Monaco's special general to the Philippines. "His humility is something



ONE STOLEN MONEY BACK Bangladesh Ambassador to the Philippines John Gurnea (left) with Sen. Teresita Guisano III of the government's (right) for the immediate return of part of the \$81 million stolen from Bangladesh Bank that casino junkie operator Kim Wong has turned over to the Anti-Money Laundering Council.

Top Sino executives in Panama papers

By Lela B. Salaverria

and Christine O. Arendalo

BEIJING—At least eight current or former members of China's Politburo Standing Committee, the ruling party's most powerful body, have been linked to offshore companies, according to the International Consortium of Investigative Journalists (ICIJ).

Offshore companies are not illegal and can be used for legitimate business needs, but they

commonly feature in corruption cases, when they are used to secretly move ill-gotten gains in law, who was previously abroad.

George Chinese officials have moved more than \$120 billion overseas, according to a 2011 report by the Transparency International (TI).

Offshore companies are not illegal and can be used for legitimate business needs, but they

Senate to probe Kidapawan incident

By Lela B. Salaverria, Joyce T. Gamil, Gil Cabacungan, Di Yap and Nikole Dizon

DROUGHT FIGHT farmers who had implored the government for aid would have a chance to speak before the Senate on Thursday as it looks into the violent dispersal of their protest action that led to three deaths. The Senate committee on justice and human rights will hold the hearing at the University of Southeastern Philippines in Davao City.

Sen. Aquilino Pimentel III, the committee chair, said the venue was chosen as it was relatively new Kidapawan City, the site of the farmers' protest and dispersal. The venue would make it easier for the farmers to show up at the probe, he said.

Some 500 farmers took to the streets in Kidapawan, north Cotabato province, on April 1 to protest what they said was the government's failure to provide relief to those suffering from the devastating effects of El Niño, which has destroyed their crops and starved their families.

Reports say police opened fire on the protesters during the mass action. Police said though that

Purisima, Napeñas found criminally liable

By Dona T. Puzos

On Wednesday, the Sandiganbayan found two former officials of the Philippine National Police criminally liable for the beached aircraft

crash in January 2013, that has become known as the Mactan-Panapa massacre.

COBRA-PAL PDBF OVERALL #3 IN ASIAN CHAMPIONSHIPS

STANDARD BOAT MIXED	100m	0:33.445
STANDARD BOAT OPEN	500m	1:48.222
STANDARD BOAT MIXED	100m	2:02.493

COBRA PDBF Medall Haul to date:

Venue	Gold	Silver	Bronze	Total	RANK
2014 CHINA	2	1	1	4	2nd

IDBF WORLD CHAMPIONSHIPS

Venue	Gold	Silver	Bronze	Total	RANK
2013 CZECHOSLOVAKIA	2	1	0	3	-
2011 USA	2	0	0	2	-
2010 HAWAII	0	0	0	0	-
2011 CANADA	4	0	0	4	-

LEADS TO THREE 24

NEWS
Duterte ties Poe in new survey /A2

OPINION
Editorial: May 9 coronations /A14

WHAT'S INSIDE
Business
Biz Buzz: What top players have to say about RCBC /B3

NATION
Profit follows farmers who went home to plant 'camote' /A21



DUTERTE'S FIRST

ECONOMY
INFLOWS SLOWEST IN YEARS

Weak global growth will slow remittances to developing countries like the Philippines this year, with inflows from Filipinos abroad expected to increase at the slowest pace in 10 years. In a report, the World Bank said that across low- and middle-income countries, remittance flows were expected to total \$246 billion in 2016, a mere 0.8 percent higher than last year's \$243.6 billion.

PAGE B1

DIPLOMACY
"IF YOU'RE NOT WITH US..."

President Duterte's foreign policy in his first 100 days in office could generally be characterized as being, "If you're not with us, you're against us," at least in his war against illegal drugs. His most obsession with ridding the country of some 3 million drug addicts has led him calling against the Philippine "closest allies," the United States and the European Union, and even the United Nations.

PAGE A11

TRAFFIC
There's a bit of difficulty (in addressing the traffic problem) over the last 100 days. We have to get more traffic enforcers and train them

PAGE A11

CRIME
1,234

Mayors, lawyers, celebrities hooked on drugs go binging and sit buffer in a private rehab center. There's no violence there. You restore their wings so they can fly.

PAGE A1D

TRANSPORTATION
Arthur Tugade Transportation secretary

PAGE A11

GOVERNANCE
Mr. Duterte came to power with the promise to quickly relieve the nation of its urgent problems. His preferred methods ignore the complexity of these pains

PAGE A11

EMERGENCY
NO EMERGENCY POWERS YET

Congress has yet to grant President Duterte the emergency powers that he believes will help him ease the crippling traffic crisis in Metro Manila. While lawmakers are still deliberating on the parameters of such powers, the President is turning to the Interagency Council on Traffic (ICTACT) to coordinate the efforts of the different agencies as they face a long-time challenge. To make life better for motorists and commuters.

PAGE A11

GOVERNANCE
GOVERNANCE SOAKED IN BLOOD

The gruesome Lueta hostage-taking incident defined Aquino's first 100 days. It became an emblem of incompetence and indifference. To recall this unfortunate tragedy is to grasp the full measure of President Duterte's first 100 days. In an unimpressive way, it is also soaked in blood. But the blood belongs to suspected drug users and traffickers. There is no doubt Mr. Duterte would have killed the Lueta hostage-taker himself.

PAGE A8

INQUIRER.NET SPECIAL SITE DU-THIRTY
Keeping track of 30 special sites

SPORTS
Jason Day out with back injury

NEWS
Lorenzana: We can forgo US aid

PETRON XCS COMPLETE COMBUSTION SYSTEM BETTER ENGINE PROTECTION

Before

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PHILIPPINE DAILY INQUIRER

LIFESTYLE Food

Editor: Theresa Brown-Sun-Juan

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The devil's 'adobo'—with chicken heart, blood and giblets, beef liver, pork kidney

Chef Gene Gonzales shares this 'lethal' recipe from his hometown of Saligan, Apalit

Adobo Center

Back to the source to give their adobo a special twist, Chef Gene Gonzales has created a small hangout in the heart of Apalit, Pampanga. Here, you can enjoy the traditional adobo with a modern twist. The menu includes chicken heart, beef liver, and pork kidney. It's a true taste of the province's rich culinary heritage.

MOTHER'S DAY

Special menu for Mother's Day featuring a variety of dishes including a roasted chicken, a beef tenderloin, and a pork kidney. Perfect for celebrating the special day.

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After

PHILIPPINE DAILY INQUIRER

LIFESTYLE

Editor: Theresa Brown-Sun-Juan

CAT WOMEN (AND MEN) /C4

How I climbed to the Tiger's Nest

Model-celeb experiences spiritual highs amid nature—in the only carbon-negative country in the world

By Kim Jones
Contributor

A palpable peace is felt upon setting foot on Bhutanese grounds. We're fresh off the plane after a day in transit, and Paro Airport is silent. The only sound is the baggage carousel as it clicks into action and delivers the luggage. Photos of Bhutan's King Jigme and Queen Jetsun are displayed on the airport walls and on the badges that the airport staff wear on their traditional kira gho.

Immediately you get a glimpse of the respect the Bhutanese people reserve not just for the monarchy, but also for the limited number of visitors who are granted visas as part of their 'high value, low impact' tourism policy.

It's a country with much to offer for hiking and trekking, boasting an endless number of trails and paths in mountainous hidden in the mountains.

Friends back home would see our photos on social media and leave comments, telling us to 'just breathe' and to 'soak it all in.' And I could see why.

The air is clean and crisp. The breeze ruffles under our feet on the hiking trails, as we stop intermittently to savor the surrounding views, watching the clouds streak deep in the far-

Mining has been hidden with the traditional Bhutanese 'kira'.

Monks lined up in the happiest place on all of Bhutan.

KIM JONES TRAVEL ESSENTIALS
All kept in her handcarry

- Laptop: "I always say I'm going to edit on the plane, but I just end up watching 'Modern Family.'"
- Book/Pad/Kindle: "Right now I'm reading 'Girl on the Train.'"
- The Economist/TIME/Harvard Business Review: "My traveling trio, for when I want to escape fashion for a bit."
- This World Deep Cans: "Kilow Spray." A lavender-scented spray that gives your legs a run for its money."
- Sony A7R II: "My favorite toy to bring along wherever I'm going."

est. There is an element of openness and secrecy to the trails. We're walking for harlan-holden's Camino Challenge. Bhutan fiercely protects its Himalayan terrain. The high-carved wooden trekking poles and harlan-holden provided, we mount our harness and embark on the first leg of the trek.

Each step is a meditation. The discipline and dedication to Buddhism that allows a spiritual awakening is even the most religiously impartial.

Traveling with purpose

This was the reason harlan-holden decided to launch his new Camino route in Bhutan. It's all about a more profound sense of travel—with intention and purpose. Traveling to find more than you seek.

The trip allowed seven of us to take part in experiential travel—that is, to experience natural and spiritual highs in the context of nature—in the only carbon-negative country in the world.

You truly begin to get a sense of the journey that the devout Bhutanese take part in

Tiger's Nest, a perfect contrast to the greenery of the mountains.

at the start of the four-hour trek to Tiger's Nest Monastery (Petro Taktsang), or take the first step of a three-hour climb to the hidden Doderokha Monastery. Armed with a professional carver's wooden trekking poles and harlan-holden provided, we mount our harness and embark on the first leg of the trek.

Each step is a meditation. The discipline and dedication to Buddhism that allows a spiritual awakening is even the most religiously impartial.

We each have a young man leading our horse, and mine is the slightly fussy, six-year-old boy who had already trodden this path for years.

Upon arriving at Tiger's Nest, our incredible guide, Jigme, whips us to us to remove our shoes before stepping into the temple. We are greeted by cold wooden floors and the scent of burning incense.

The temple rooms are intimate and small, the monks facing the chakras, colorful decor

Before



NEW YEAR OUTING Young boys enjoy the slides at a children's playground at Luneta Park in Manila on the second day of the new year. Many Filipino families still flock to the park on holidays to enjoy the biggest public open space in the metropolis. (DAN SARA/AGENCE FRANCE PRES

'Time to end indifference'

'Cracker' Pope calls for reconciliation, support for refugees

injuries up in latest PNP reports

By Tina G. Santos, Jaymie T. Guina and Erka Sauler

TWO DAYS into the new year, holiday injuries continue to rise as the health department and the police receive reports of firecracker- and stray bullet-related incidents.

As of 6 a.m. yesterday, injuries caused by firecracker use stood at 455, the Department of Health's (DOH) epidemiology bureau said in its "Akayon: Papanak" injury reduction 2015" report.

Another four injuries were caused by stray bullets, from people shooting guns into the air to celebrate the festive season, it said.

The figures from the Philippine National Police were slightly different from those of the health department, however. The PNP reported a total of 395 injuries during the New Year celebrations, 351 firecracker-related and 44 from cracker-related and 44 from cracker-related and 44 from cracker-related.



RECONCILIATION Pope Francis, speaking during a Mass at St. Mary Major Basilica in Rome on Friday, stresses mercy as the path toward reconciliation. (AP/WIDE WORLD)

Bicol town nurses mothers, babies

By Jocelyn R. Uy

IN THE SMALL town of Tiramac in Camarines Sur province, the health of every mother and child is everybody's affair.

While public health workers are the primary providers of care, ordinary towns-

folk—from the midwives going around the villages to the herbal drivers giving the town's steep roads its presents holding Sunday Masses in the barbers—share in the arduous task of keeping every mother and baby alive and well.

Cultivating this novel synergy in the last two years, the municipality was able to reverse setbacks in its health programs, which worsened in 2011 when nine mothers died in childbirth and 11 infants perished even before they were a month old.

VATICAN CITY—Wishing for a year better than 2015, Pope Francis on Friday called for an end to the "arrogance of the powerful" that relegates the weak to the outskirts of society, and to the "false neutrality" toward conflicts, hunger and persecution that triggers exoduses of refugees.

"Today we celebrate the World Day of Peace, whose theme is 'Overcome indifference and win peace,'" the Pope told thousands of faithful gathered at St. Peter's Square in an August message.

In his New Year's message, Francis emphasized the need to "for ourselves be reborn, so that we overcome the indifference that blocks solidarity and to leave behind the false neutrality that prevents sharing."

"At the start of the year, it's better to exchange wishes, let's renew, so one another, the desire that which exists in us is the better than what last year brought," Francis said. "It is, after all, a sign of the hope that overcomes the indifference that

blocks solidarity and to leave behind the false neutrality that prevents sharing."

Francis should still be himself but he should moderate his statements, according to Sen. Aquilino Pimentel III, president of the

DOH 44

By Lela B. Salaverria and Inquirer Research

WATCHING his language may help Davao City Mayor Rodrigo "Digong" Duterte in the presidential race.

Does Digong need an image make-over?

DOH 44

DOH 44

DOH 44

After



SPORTS / A3-2 ENTER THE DRAGON: PINOYS SIZZLE IN ICY MOSCOW



SUNDAY BIZ / B4 KNITTING, EARNING EXPEDITION IN THE HIGHLANDS

INQUIRE WITHIN

WHEN you question the war vs illegal drugs frame / **A32**
HOW phenom gymnast Charlie was discovered **SPORTS / A31**
WHO makes the most money in the PBA? **SPORTS / A33**



ALARM RAISED VS DESTRUCTIVE TYPHOON 'KAREN'

Typhoon 'Karen,' packing sustained winds of up to 130 kilometers per hour and gusts of up to 180 kph, left at least five people dead and forced hundreds to evacuate as the potentially most destructive storm to hit the country so far this year roared toward Luzon late Saturday, disaster officials said.

WHILE YOU SLEEP

100 YEARS OF THE SENATE
Every Sunday, Manila, Quezon will come up with an explainer to provide factual, historical and thematic context for readers on important issues, institutions or events. **A16**

LOOKING FOR DAD
This is a nice story, it's a sad one, but one that my dad's neurologist said must be told. It's about how Alzheimer's disease has become an inescapable part of our family. **A12**

MEET ENZO, OUR 'CHOCOLATE'
Since we adopted Enzo in December 2014, after 7 years of children marriage, our lives have been turned upside down — happily. **A21**

THE TRUCK BUILT FOR BOTH WORLDS
NISSAN NAVARA

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LJM, woman of steel, had such soft hands

By Emme G. Valarde

Every one in this community who had taken to social media by NTV, even those who never met Leta Jimenez-Magno know that she was many different things to many different people, even many different things to a single group of people, her industry colleagues—subordinates and peers alike.

reparable error. I was her "divorced" report" for over a decade and she was my boss. That was about it.

She was an instinctive manager and a sharp, shrewd, professional, confident, or moral compass.

Similar mistakes poor in to this day more than a week later, and I am on the brink of it.

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WHAT'S INSIDE

LIFESTYLE • Thelma Sison San Juan: Dear Leta • Tessa Prieto-Valdes: How LJM made me famous • **Chet Espino**: You can never really leave us • **Chit Reyes Santos**: The Leta of our youth • **An early** colleague remembers Leta • **Margaux Salcedo**: Remembering LJM: Connoisseur and gourmet • **NATION** • **LJM**: Call me Your Imperial Highness

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Before

After

A32 Galang, Arellano aces in Superliga draft today
LA SALL open center Ara Galang and Andron middle blocker CJ Rosario...

PHILIPPINE DAILY INQUIRER

FRIDAY, MAY 27, 2016

June Mar down with puffy knee
New injury sets back Gilas quintet



June Mar Fajardo has been ordered to skip practice.

By Musong R. Castillo
June Mar Fajardo joined the ranks of injured Gilas Philippines star yesterday, complaining of...

Princess, Pauline bow out in semis

THE SPLENDID run of the Philippines' Princess Superal and Pauline de Rosa in the US Women's Amateur Four-Ball Championship...



Members of the Meralco cycling community who participated in the Cordillera Challenge donate solar-powered lamps to students of off-grid schools in the area.

Meralco employees join bike race, give solar lamps to off-grid schools

Members of the Meralco cycling community represented the company and One Meralco Foundation in the CCT Cordillera Challenge held on May 14, in Benguet.

Ferrer, Tolomia save Gilas from Thai upset

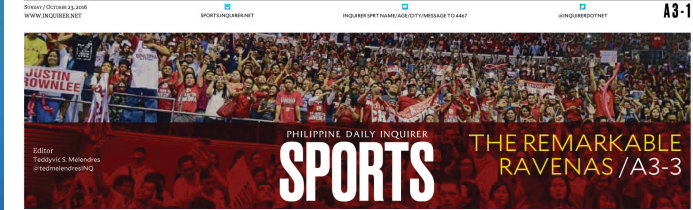
THAILAND nearly pulled off the unthinkable in the SEA Games Stanulock Cup last night, as June Mar Fajardo and Kevin Ferrer...



The PCBL Medical Staff—Kiefer Romera of Mighty Spors, Cedric Abalos of Jumbo, Jeff Viveros of Jumbo Pils and Brian Abante of Mighty Spors, Real Spors of SCTE, (starting second from left)...

Jumbo pips Mighty, forces title 'rubber'

As defined a triple and Gab Beral capped the men's run with a charity 80-76, with 14 rebounds left.



REINVENT NEVER-SAY-DIE

Ginebra Gin Kings' latest resurgence an intoxicating salute to the faith of the Barangay legions

By Musong R. Castillo @musongm2

They waved electronic garlands that flickered like a thousand fireflies...

action on the floor that depicted the way the Big T's boys played three decades ago.

Say "die" world of the Gin Kings, where movie actors, entertainers, politicians, the young, the old, the privileged, the poor and even a tough-looking yet at...

never giving up rubbed off on the members of today's team. "Jaw" shaped Ginebra's fighting attitude in the 1980s Open Conference when he won the team's first title with Billy Ray Bana...

SPIKERS' SPECTACLE
Philippine women's volleyball basks in the limelight for a solid week, thanks to the sport's international stars
By Marc Antoniano Reyes gmarces@inq2

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Before



HEAVY security and long queue outside Roland Garros

Lifestyle sees action—and some style—at the French Open



LACOSTE Roland Garros shirt



ROLAND GARROS Museum artifacts

By **Cheche V. Moral**

PARIS—NORMAN Djokovic breezed through round 1 of the French Open on chilly day 3 at Roland Garros, easily routing the seeded Ho-Hsun Li of Taiwan in straight sets (6-4, 6-1, 6-1).

The Serb's win Tuesday has fans once again feeling hopeful that this will be the year he finally hugs the olive clay-court championship—the missing piece in the world no. 1's haul of grand slams.

Given the recent terror attacks in the French capital, security is heavy going into the stadium, the queue stretching around the block.

But this doesn't seem to dampen the spirits of tennis fans who wait patiently in the frigid weather.

Earlier, also at Philippe Chatrier Court, Andy Murray sent Bobek Spenek of Czech Republic packing after five sets (3-6, 3-6, 6-0, 6-3, 7-5), a match that had the Brit struggling to stay in the game against his older opponent.

Murray's win, 3, 46-year-old Kerber of Germany, was the day's first big casualty on center court when she lost to the unseeded Ki-ki Berens of the Netherlands, 2-6, 6-3, 3-6.

Tennis legend Boris Becker and actor Tim Roth were seen watching the center court matches.

Program Lifestyle's Day 3 coverage of French Open 2016 is sponsored by Lacoste, a brand exclusively distributed by Stone Specialists Inc. The lifestyle sporting brand was founded by René Lacoste, a French tennis star in the 1920s.



SIGNED Stan Smith sweater at the Roland-Garros Museum



ANGELINE Kerber loses to Kiki Berens



LACOSTE LIFE IS A BEAUTIFUL SPORT



FRENCH Open 2016 tennis balls

Diagono Magnesium: Why it's like the finest Italian sports car

BULGARI'S Diagono Magnesium is a high-impact chronograph, graphically contemporary sports watch that combines high-tech materials for performance, power and agility.

It took its special place but rose on the sports watch scene, with its much-lauded horological complexity in the shape of a self-winding chronograph movement.

This watch is developed, assembled and assembled in a way comparable to that of the finest modern Italian sports cars.

Diagono Magnesium—which combines magnesium, ceramic, Monoco and PEEK—is water resistant to 100 meters, with a vulcanized rubber strap suited to the style and the contemporary strength of the 42mm magnesium and PEEK watch.

It comes in black, red, blue and gray. The dial is engraved in the corresponding color. The 18,100 caliber powering this model is a mechanical self-winding chronograph movement with a 42-hour power reserve. It is just 6.1mm thick.

The design is bold but the watch is very light.

The watch draws from ancient history. Diagono comes from the ancient Greek word *diagono*—denoting competition and efficiency in compliance with the rules of sportmanship, with inherent elegance.

And why Sting would never perform without it on his wrist



BULGARI Diagono Magnesium Chronograph



WATCH combines high-tech materials.

power, strength, power and agility—the attributes in Diagono Magnesium, a product of Swiss watchmaking precision and Italian creative design.

Bulgari Diagono was one of the first watches to use materials such as aluminum, back in 1998. That paved a way for the international watchmaking scene and in the design world.

Celebrities took to it. Pop star Sting would never perform on stage without his Diagono on his wrist. An artist regularly crossed the globe living the Boland colors and bearing the effigy of the Diagono watch.

Then came the age of titanium, bringing fresh horizons, a new vigor and further success. The rubber strap was also an original touch.

In 2015, Diagono introduced its new technological dimension with the use of suspension and the combination of three technical materials.

Well known for organic and chemical properties, magnesium is a metal with a silvery white sheen. It is very light, with exceptional mechanical characteristics. It boasts maximum durability for a minimum weight, so that it is used in cutting-edge technologies such as aviation, space research and Formula 1 racing.

PEEK (Polyetheretherketone) is an ultra-strong and light polymer used instead of metals in the design of aircraft and space shuttles. PEEK is distinguished by its exceptional solidity which enables it to withstand high-temperature, hostile environments.

Monoco is an extremely high-quality polymeric fiber used in motor sports. It both clothes and protects the competition-ready race helmet of the F1 driver's car. It is capable of withstanding extreme temperatures or variations in the expansion of materials.

After



Feeling the rush Make a statement in this elegant, towing-inspired by Pablo Picasso which will surely turn heads.

DRIVEN BY STYLE

Filipino designers meet Nissan's latest car models in a celebration of world-class design

Youthful energy Twenty "Miss Universe" wins the gothic. Philippine Grand International 2016, Nicole Cordova (below) wears a fashion by Asero's unique take on casual dressing, and Ellen Model Look Philippines' Aliza Malinas (right) poses on an in-Vietnam body-hugging metallic print long dress, next to one of Nissan's youthful models, the Juke.



Power dressing The stylish and sophisticated Nissan Patrol Jukee marries this eye-catching blue gown adorned with tassels by designer Joel Facabon.



Tough chic Brighten up the evening with this metallic long dress with front appliques by Joel Facabon—it's modern silhouette complemented by the Nissan Navara pick-up truck.

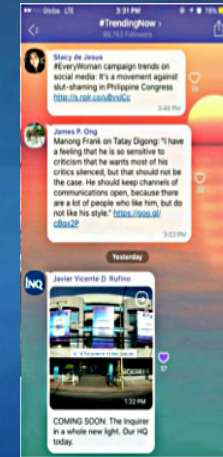


1 Photograph: Odele Gabriel Styling: Jan Carlo Lacabon Makeup: Camille Torres Hair: The Hair Styling: Angela Mendieta Models: Aliza Malinas and Nicole Cordova Show as featured by Nissan Philippines, Inc. Manila, Philippines

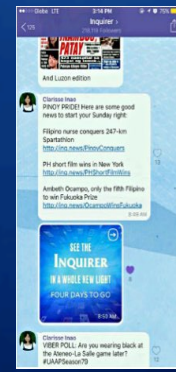
The Launch



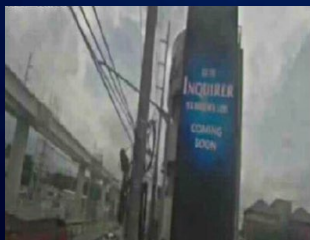
OOH Teaser



BU Social Media



INQUIRER (Mobile, Chat Apps, inquirer.net and Print)



OOH LED Billboards

- Marikina
- Camp Aguinaldo
- EDSA Viron



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BU Placement Reveal October 6 2016



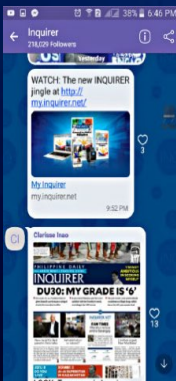
OOH Launch



Libre and Bandera Fullpage



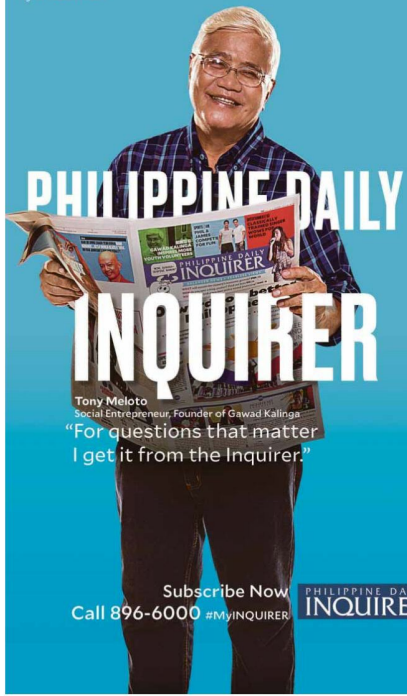
PDI Gatefold



Inquirer (Mobile, Chat Apps and inquirer.net)

Libre, CDN, Bandera, Inquirer Academy and Social Media

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Tony Mielato
Social Entrepreneur, Founder of Gawad Kalinga
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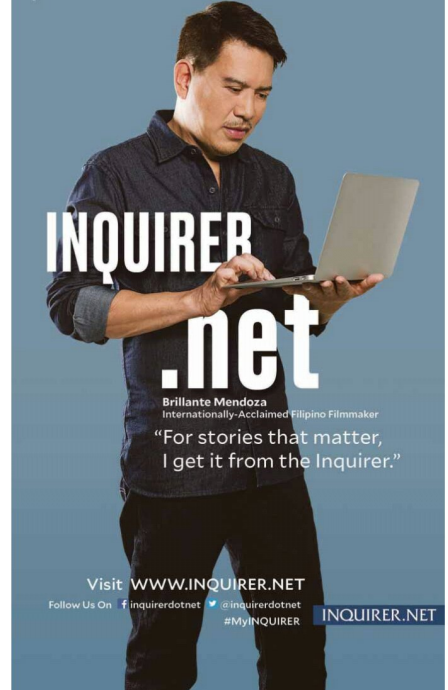
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Advocate of Philippine Cacao
Cebu's Chocolate Queen

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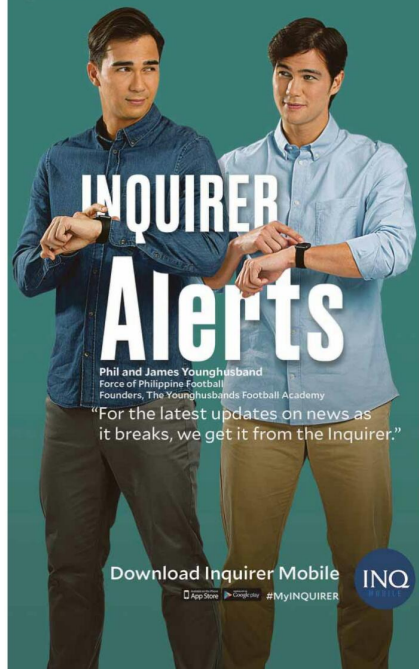
Brillante Mendoza
Internationally-Acclaimed Filipino Filmmaker

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Showcase of Creative Execution

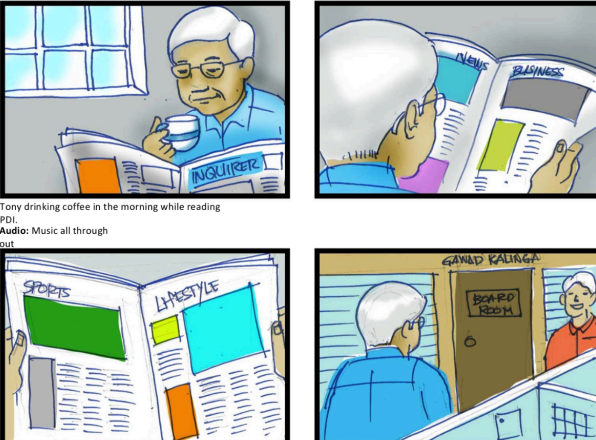
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Panel 1: Tony is sitting at a table, drinking coffee and reading the newspaper. The newspaper is titled 'INQUIRER'.

Panel 2: Tony is looking at the 'NEWS' and 'BUSINESS' sections of the newspaper.

Panel 3: Tony is looking at the 'SPORTS' and 'LIFESTYLE' sections of the newspaper.

Panel 4: Tony is talking to a man in a red shirt in a 'BOARD ROOM'.

Tony drinking coffee in the morning while reading PDI.
Audio: Music all through out

Focuses on the different new features of PDI.

Shifts to Tony working on new plans for Gawad Kalinga in his office with his staff.



The Results

Social Media Posts

Teddy Casiño @teddycasino 3h
I like the new look of @inquirerdotnet. Light on the eyes, easier to read, but still with that good old punch. #MyInquirer

Manuel L. Quezon III @mlq3 3h
Gorgeous modern new look for #MyInquirer



Mark Sablan 6 hrs · 11
OMG I just saw the Inquirer.net redesign and I am so happy! Can't wait to get a copy of the print version.


You, Mark Christian Parladé and 19 others

ralen marie @addapinchoflove 22h
Oh! Malaki Ginastos! #MyInquirer

CharmaineBau @CharmaineBau 22h
Oozing Me Ganda #MyInquirer

Vincent Robb @vincentrobb
I grew up reading PDI. It was my paper of choice when I was in Journ school. I love its look now. The colors added vibrance! #MyINQUIRER

Inquirer @inquirerdotnet
And here it is. The new Inquirer front page. How do you find it? Explore the issue inq.ph/ingplus #MyINQUIRER



Enid Abracia and 40 others

3 shares

Jaileen Jimeno Congratulations! 1 hour ago · Unlike · 1 · Reply

Marivic Robles nice layout ,malinis sa mata 1 hour ago · Unlike · 2 · Reply

Carlos Hidalgo Congratulations! 57 minutes ago · Unlike · 1 · Reply

Marichu Villanueva Heil to the new PDI look! Just now · Unlike · 1 · Reply

Karl Ocampo @kariocampo
Still the best and the stalwart. #MyInquirer

Inquirer @inquirerdotnet
And here it is. The new Inquirer front page. How do you find it? Explore the issue inq.ph/ingplus #MyINQUIRER



Franz Decloedt @Franzd75
Breaking forward with a different perspective served on a golden platter. Congratulations Inquirer Philippines #MyInquirer



Ezra Ferraz and 5 others follow
Eric Agoncillo Ambata @Aericangelo - Oct 6
Lovely preview pages. Awesome layout, graphics, typography! The new redesigned @inquirerdotnet newspaper comes out Thursday. #MyInquirer

Inquirer liked

Teddy Casiño @teddycasino - Oct 6
Yung bagong Inquirer layout ay parang Apple Pen Pen Pineapple - swak na swak uugh! #MyInquirer @inquirerdotnet @TaraInQ

Luchi Cruz-Valdes and 16 others follow
Kathryn Raymundo @katray - Oct 6
"It is not just the design that has changed, but also the approach to storytelling across the media quintet." #MyInquirer

macy gonzales @mheysee
magkano kaya ang color surcharge ngayon? 🤔 love this new look.. #MyInquirer



Kevin C. Casamayor @KevinCasamayor
PDI's new look. 📰
The same balanced news and fearless views, but in a whole new light.
Congratulations, @inquirerdotnet! #MyINQUIRER



PERFORMANCE:

- Increase in call inquiries for subscription
- Increase in advertising sales revenue for the group
- 3 Major clients invested in Integrated Media Spending with the Inquirer a month after launch
- 8/10 readers explored other Inquirer platforms
- Interest from younger audience
- Words like “cool”, “innovative” – new descriptors
- Internal morale booster

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THANK YOU