



The First 30 Days

The Philippine Presidential Race
Campaign Period at a Glance

Report Coverage



CANDIDATES COVERAGE

1. Francisco "Isko Moreno" Domagoso
2. Panfilo "Ping" Lacson Sr
3. Ferdinand "Bongbong" Marcos Jr.
4. Emmanuel "Manny" Pacquiao
5. Maria Leonor "Leni" Robredo

NOTE: Candidates tracked for this report were the top 5 based on volume in both mainstream and social media

DATA SOURCES

Mainstream (MM)

- Print (Newspapers, Magazines)
- Broadcast (TV, Radio)
- Online News Sites

Social (SM)

- Social Networking Site (Facebook)
- Microblogs (Twitter)
- YouTube
- Blogs
- Q&A sites
- Review sites
- Other channels with user-generated content

Methodology

Peeping Through The Keyhole

This study aims to understand the prevailing themes and sentiment of the media and digital public discussions on the identified presidential candidates during the first 30 days since the official campaign period started (Feb 8 - Mar 9, 2022). This will be done by looking into the volume and favorability metrics of each candidate.

Data Gathering and Assessment

The data was acquired from Isentia's proprietary tools wherein mentions were captured based on a specific set of keywords per aspirant.

Given the massive volume generated, the study employed a stratified random sampling methodology with a 99% confidence level and +/-3% margin of error. From the sample, layers of assessment were done for social media buzz and mainstream media materials to verify:

1. Data relevancy and accuracy
2. Sentiment
3. Topics

Sentiment was determined using Isentia's six-point tone scale to weigh how positive or negative a traction is. At the same time, topics were categorized according to a predetermined list.

This Isentia initiative has undergone quality checks by Isentia's insights counterparts from *Indonesia* and *Vietnam* to ensure an unbiased analysis.

Methodology

Peeping Through The Keyhole

Topic / Theme	Definition
Accomplishments	Candidates' accomplishments/recognitions
Candidate Issues	Prevalent issues on the candidates (i.e. Marcos ill-gotten wealth/ BIR tax evasion issue/Isko extra campaign fund/campaign rally hakot)
General Mentions	Straightforward mentions of candidates that do not fall under other attributes (i.e. Leni Lugaw)
Platforms	Candidates' platforms that they are pushing for; netizens mentioning/reacting to the platforms of the candidates
Ratings and Mock Votes	Traction revolving around survey ratings/polls
Stance on Issues	Candidates' statements on different issues, netizens mentioning/reacting to the candidates' view on certain issues, this would also include those they tackle during Presidential debates
Support and Vote Pledges	Expression of support/opposition from different sectors/groups/personalities

Methodology

Peeping Through The Keyhole

HOW IS TONE RATING ASSESSED?

Whose perspective is it? The source cited or seen to be dominant in the material.



Generally, this is the public. Public, in this context, refers to the person identified to be the dominant source of the discussion which can be any of the ff:

- > General public - generally from social media items.
- > General media - generally for news items, commentaries
- > Politicians, industry leaders, and the like - news reports or social media items from these types of personalities

Why theirs? We want to know how various publics assess the campaigns and topics tracked.

The perspective of the various publics (collectively called as Voices) is the primary subject of the analysis because:

- > The pulse of the campaigns and topics are measured by the perspective of such voices, and
- > Any possible shift in the mindset is reflected by the improvement or general change of the subject's perspective.



How do the tone levels play out?

The tone level: -5 to +5 are marked based on the reaction of the perspective we are talking about. Generally speaking, an average net tone for a topic or campaign falling within +1.1 to +3.0 is reflective of an overall good reception from the 'public', and a -1.1 to -3.0 is reflective of an overall poor reception from the 'public'.



Methodology

Peeping Through The Keyhole



HIGHLY POSITIVE

Materials void of any negative or tentative statements. Includes extensive and exclusive coverage on awards received, expressions of unequivocal delight, support or love for the brand from the media or cited publics.

An average net tone from +3.1 to +5.0 would be a rare occasion unless volume is relatively small.

POSITIVE

An average net tone from +1.1 to +3.0 is reflective of an overall positive perception.

SLIGHTLY POSITIVE, SLIGHTLY NEGATIVE

A slightly negative or positive tone level normally applies to materials which contain either mildly stated praise or criticism (i.e. sarcasm), or passing references to the brand.

An average net tone between -1.0 and +1.0 typically entails that the brand is either dominated by passing mentions, or is showing signs of crisis or issue handling.

NEGATIVE

An average net tone from -1.1 to -3.0 is reflective of an overall unpleasant or poor perception.

HIGHLY NEGATIVE

Materials void of any positive or helpful statements. Includes criticisms without any sign of redemption; extensive coverage on negligence or protests; irate sentiments or cussing from the media or cited publics.

An average net tone from -3.1 to -5.0 would be a rare occasion unless volume is relatively small.

Methodology

Peeping Through The Keyhole

Candidate	Keywords
Francisco "Isko Moreno" Domagoso	isko moreno AND president isko moreno AND elections mayor isko AND halalan etc.
Panfilo "Ping" Lacson Sr	ping lacson AND president ping lacson AND elections lacson AND halalan etc.
Ferdinand "Bongbong" Marcos Jr.	bongbong marcos AND president bongbong marcos AND elections bbm AND halalan etc.
Emmanuel "Manny" Pacquiao	pacquiao AND president pacquiao AND elections pacquiao AND halalan etc.
Maria Leonor "Leni" Robredo	leni robredo AND president leni robredo AND elections vp leni AND halalan etc.

For the full list of keywords, contact us at:

ph.sales@isentia.com

NUMBERS GAME:

The Results

The First 30 Days of the Campaign

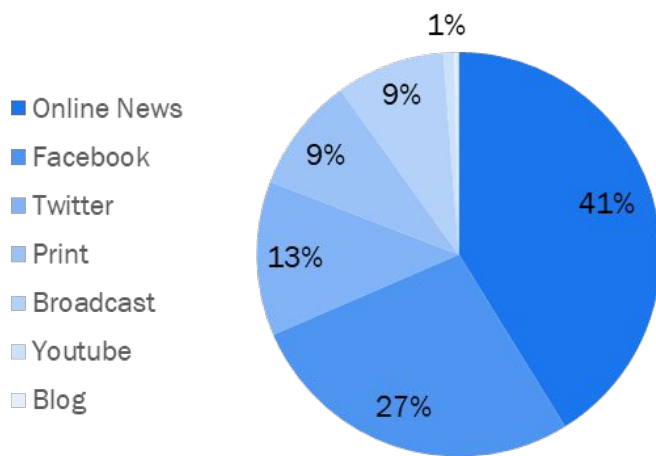
16,712

News Materials

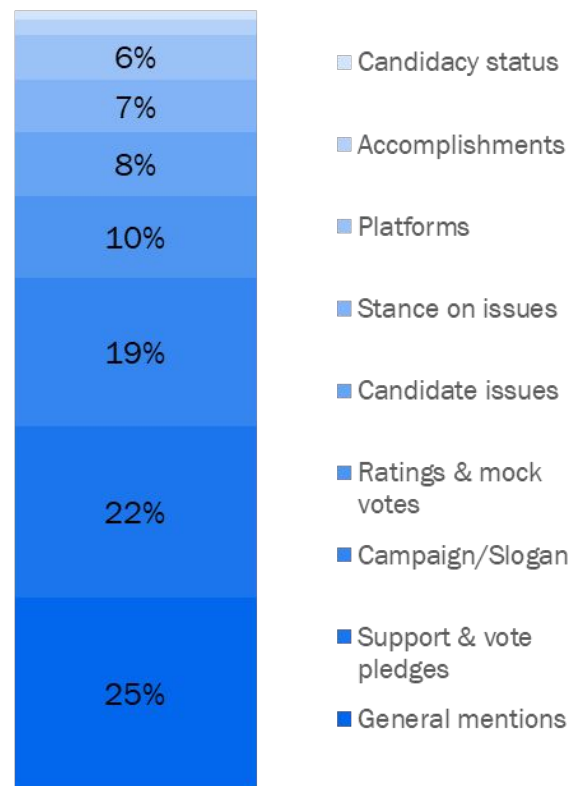
2,549,796

Posts and Comments

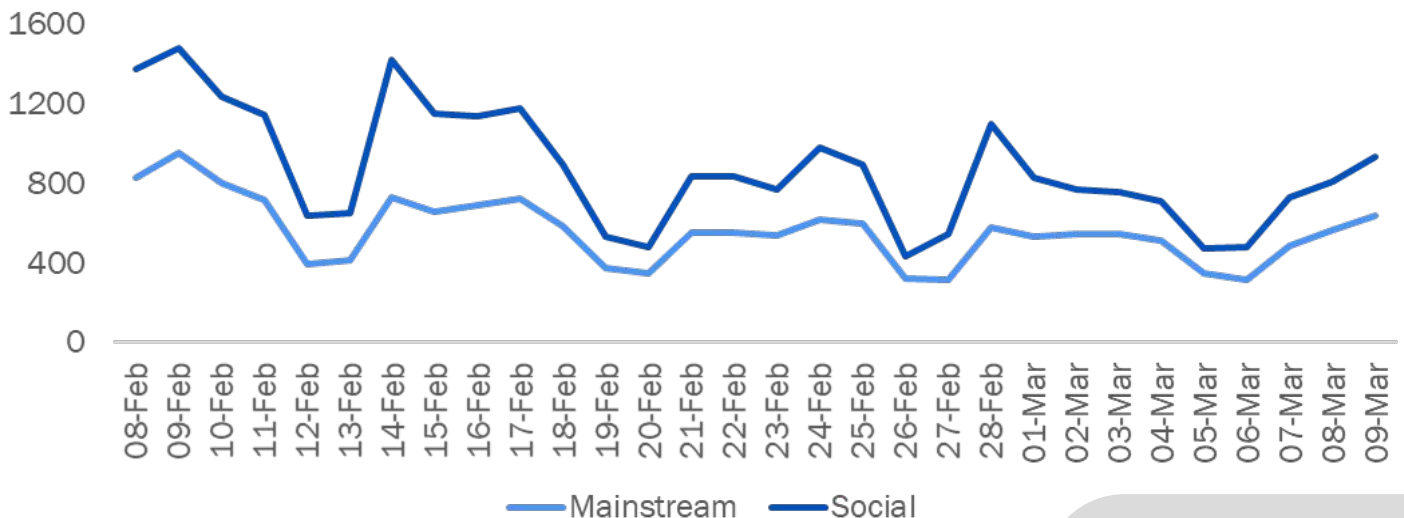
Where were discussions happening?



What were the topics of discussions?



What was the daily trend of discussions?

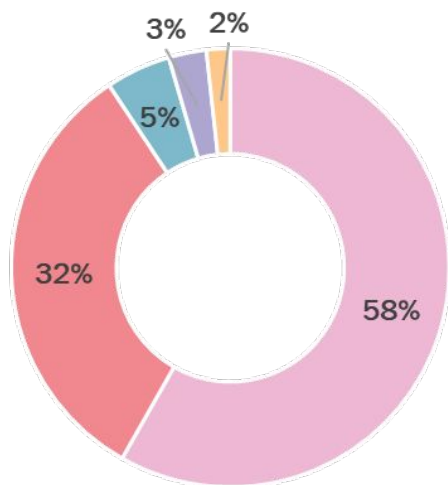


*all charts are based on sampled data

The First 30 Days of the Campaign

The presidential candidates generated quite a stir during the first 30 days of the campaign. Among the pack, **Robredo emerged as the volume driver**, dominating the mentions across mainstream and social space. **In terms of favorability, however, Moreno took the lead** with a slightly positive score of +1.63. Accomplishments were a potent talking point in this period, alongside discussions on the presidentiables' respective campaigns and slogans.

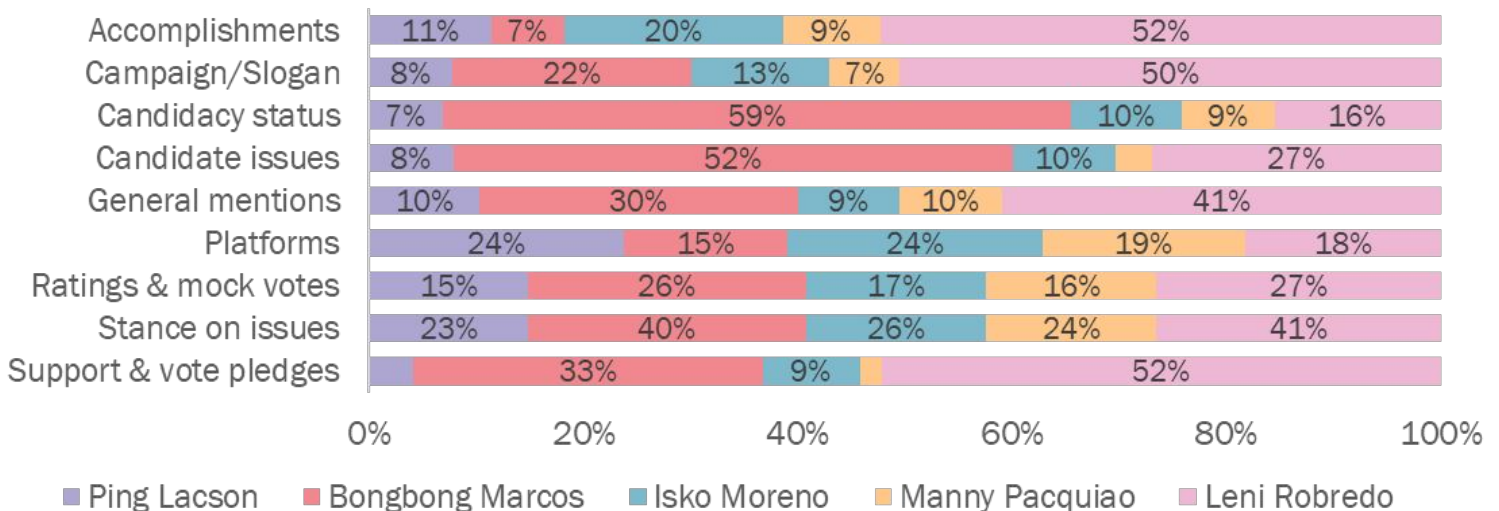
Who led in overall references?



+1.40
Overall Sentiment

Candidate	Sentiment
Isko Moreno	+1.63
Ping Lacson	+1.55
Bongbong Marcos	+1.14
Manny Pacquiao	+1.35
Leni Robredo	+1.49

Who led in each topic?



*all charts are based on sampled data



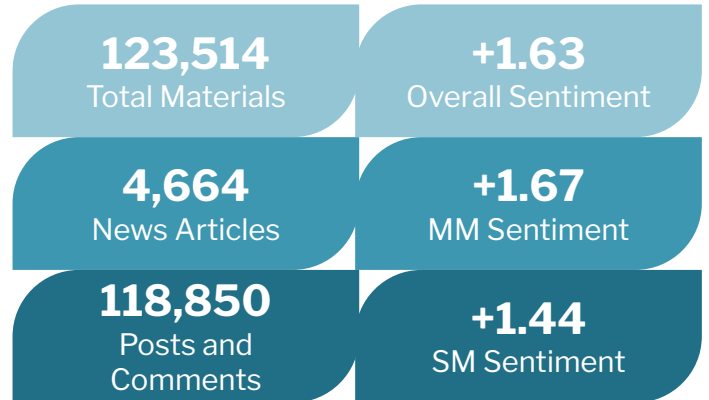
THE WARM UP:

**What transpired during
the first 30 days?**



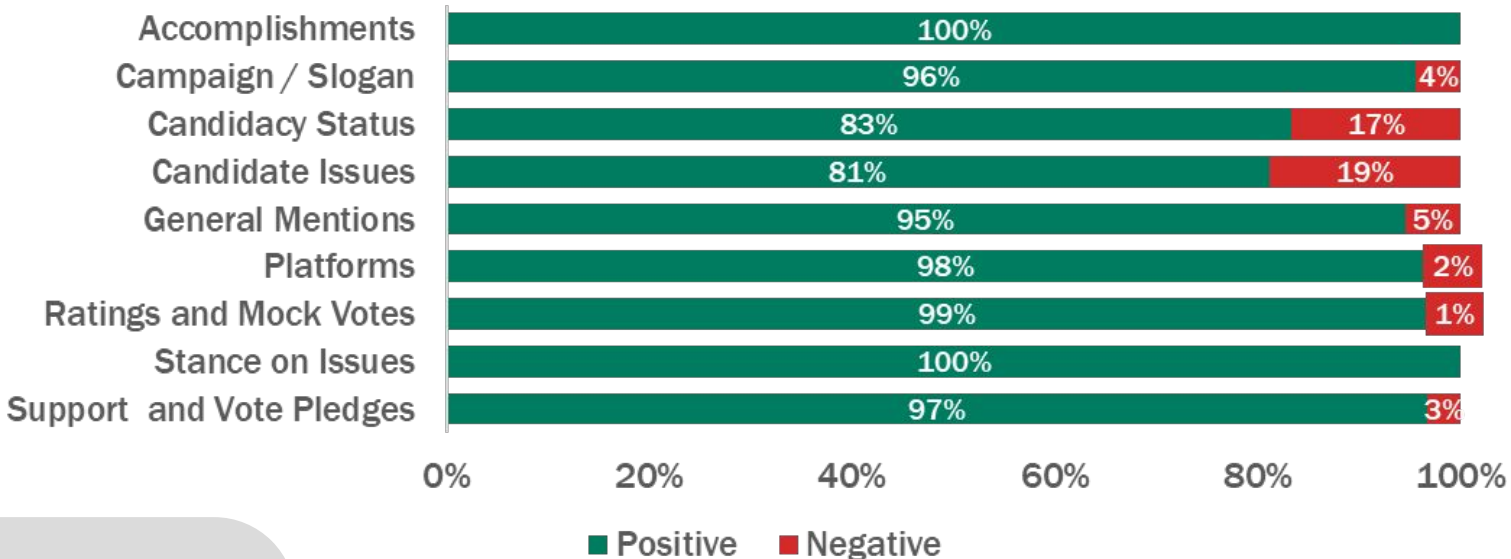
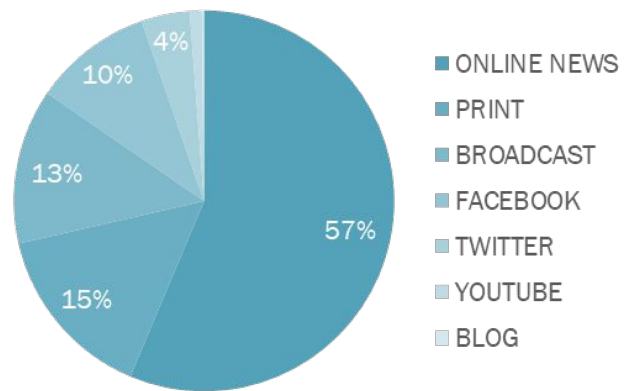
The Alternative Narrative: Francisco “Isko Moreno” Domagoso

Domagoso kicked off his first 30 days with both controversies and success stories. Branded as another populist candidate, Domagoso did not shy from pushing his image as a **“Laki sa hirap”** candidate. This commendable effort effectively mirrored his achievement in booking higher favorability scores in comparison to other presidential candidates.



In line with this, while behind in the presidential race to candidates such as Robredo and Marcos, Domagoso booked the highest second voters’ preference among all aspirants garnering 24% of second choice voters. This was indicative of Domagoso’s achievement in grabbing the highest overall favorability amongst all candidates with a tone rating of +1.63.

Where was Domagoso most visible?

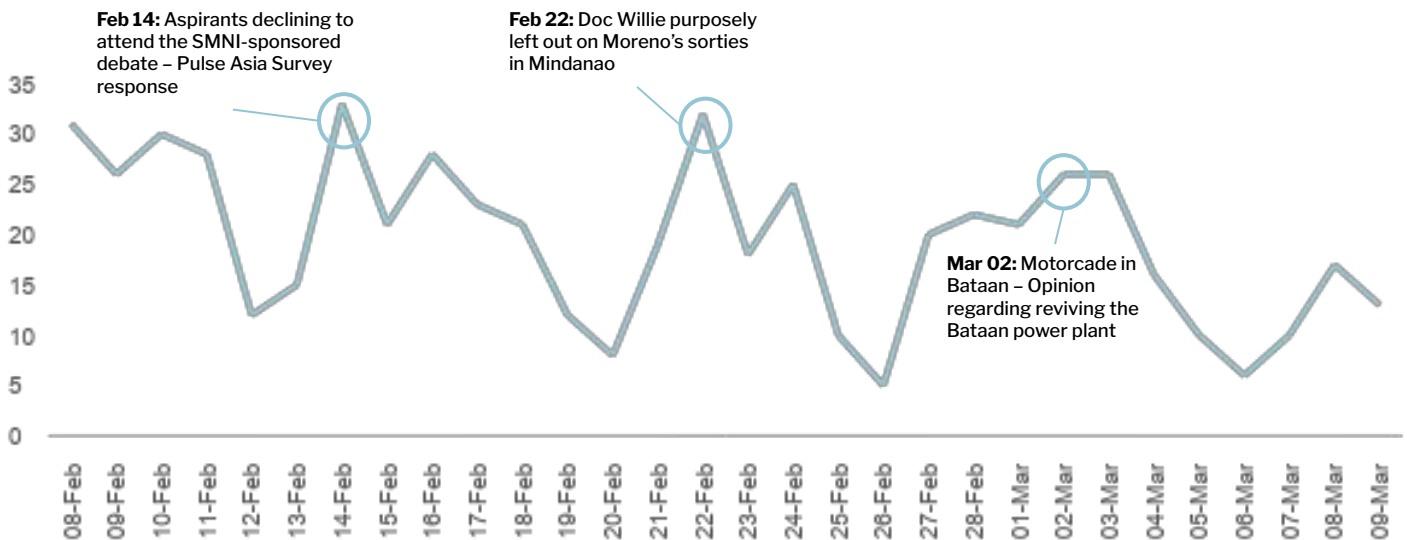


Portrait Photo by JL JAVIER for CNN Philippines Life



The Alternative Narrative: Francisco “Isko Moreno” Domagoso

Daily Volume Trend of Isko Moreno Domagoso (Feb 8 – Mar 9). The numbers are based on sampled data.



Domagoso’s peaks during the early days of the campaign period were telling. Days when pickups and buzz on him peaked were all related to **controversies** such as declining to attend the SMNI debate, his running mate Doc Willie Ong’s absence in his campaigns, and his discouragement to revive the Bataan power plant. While unfavorable, no traction-heavy stories were negatively directed towards Moreno - all were trivial relative to candidates like Marcos Jr. Similar to other presidential candidates, a streak of rallies and sorties offset the unfavorable stories. In addition, Domagoso would often headline in several news articles that would dispense his stance on issues and platforms for the public to read.

Willie Ong sits out Isko’s Maguindanao events where ‘ISSA’ gains ground

Isko Moreno ‘did not back out’ of SMNI debates, says campaign adviser: ‘We declined the invite’

‘Hurt’ Willie Ong says no grudge vs those pairing Isko with other VP bets

Isko nixes revival of Bataan nuclear power plant



The Alternative Narrative: Francisco “Isko Moreno” Domagoso

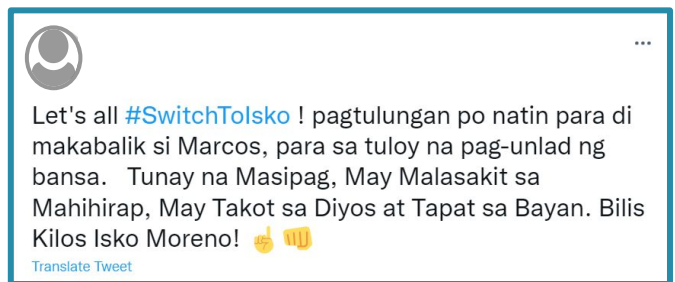
#SwitchTolsko

Support & Vote Pledges was one of Domagoso’s highest-scoring attributes at a +2.75 tone rating. Retrospectively, we need to understand how the extensive feud between the Aquino and Marcos camps led to the voters’ preference to opt for a more **populist candidate** – similar to President Duterte during the 2016 elections. Fast forward to 2022, the tag #SwitchTolsko was coined after Moreno announced his candidacy. The message carried by the hashtag resonated in these trying times where presumably, voters are seeing another repeat between the alleged **“elitist” feud** of the two aforementioned camps. Moreno leveraged on this by presenting himself as an **alternative candidate**.

HASHTAGS

#BilisKilos	7
#IskoDocWillie2022	5
#PHVote	3
#WeDecide	3
#SwitchTolsko	3
#GodFirst	3
#Posible	2
#IskoMoreno	2
#KayIskoPosible	2
#BughawAngMangingibabaw	1

**The numbers are based on sampled data.*



Mocha Uson switches to Isko, joins Cavite rally





The Alternative Narrative: Francisco “Isko Moreno” Domagoso

The Slum-Based Image and Why It Matters More Than You Think

With the ever-increasing reach of social media, politics has become a fight for controlling how the public perceives you as a candidate. For Moreno, his cemented image was preempted by his personality, positioning, values, and more importantly, messaging. **Although where he thrived in branding, he lacked rally behind his platforms.** Based on our sampled data, Domagoso was the only candidate who did not generate platform-related traction on social media. To remedy, **Domagoso camp may equip supporters with platform-related materials they can reinforce across all platforms – escalating his favorability further as it can rival the other candidates’ strongest claims.** While the #SwitchToIsko is strong, the tag is still indicative of the current political climate rather than of his platforms.

What is important to detail is that a candidate’s image is more powerful and appealing if affirmed by the voters’ perception, a targeted audience. **It is critical for Domagoso to continue to set himself apart from the other candidates – to be the alternative option outside dominant political colors and affirm the demand of a niche audience.**

Moreover, **Domagoso should capitalize on President Duterte’s lack of endorsement among all presidential candidates by pushing more efforts into narratives that will attract a specific audience - the Diehard Duterte Supporters (DDS).** From here, Moreno’s campaign can position himself to appeal to what the DDS likes about the President, his war on drugs, with certain caveats, and to improve on his infrastructure drive - the Build, Build, Build program. This agenda is much more doable for Moreno due to 4% of his overall citations referencing President Duterte and his supporters the most – **a sign of his favorable standing with the audience and his tone rating achievement.**





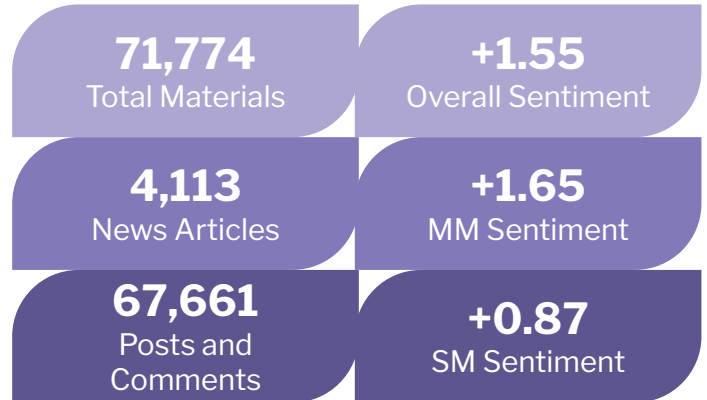
Pinned Principles: Panfilo “Ping” Lacson

Growing Support from the Grassroots

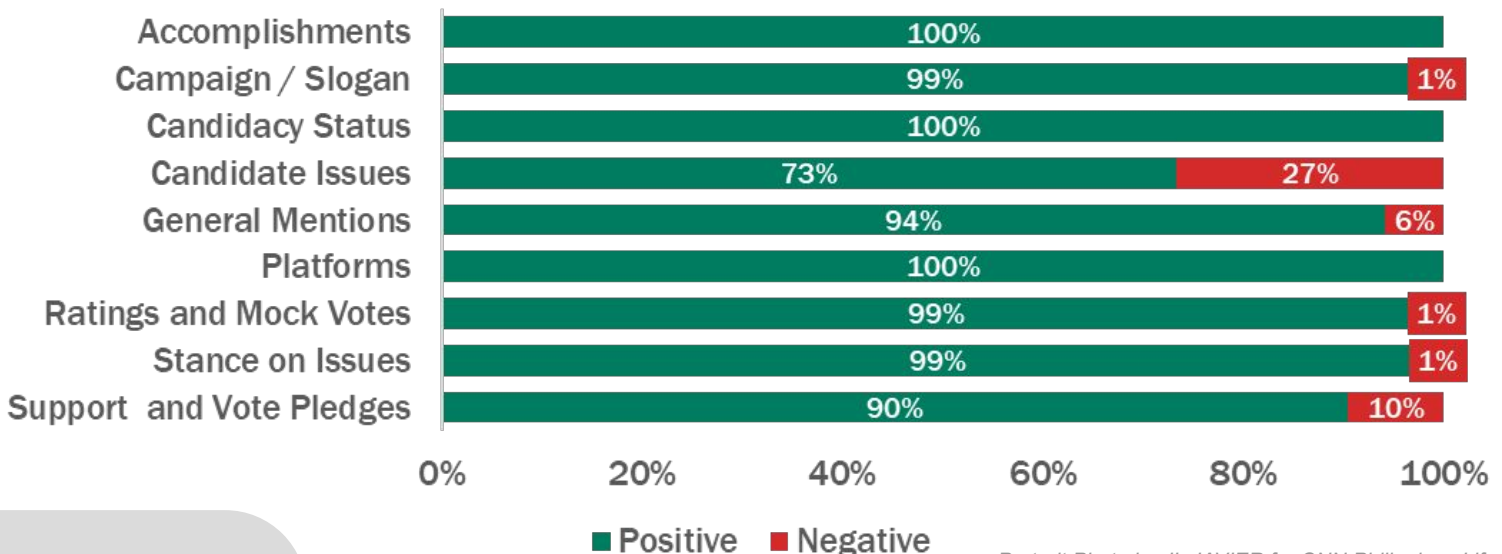
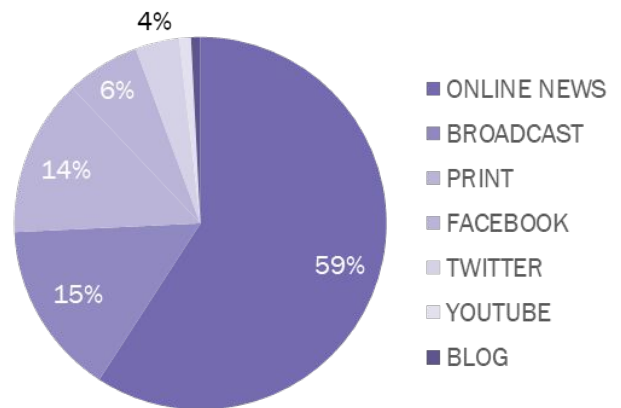
In the first 30 days, Lacson’s campaign was not only characterised by rallies in major cities but also consultations with different sectors. He held dialogues with **farmers, tricycle drivers, and fishermen** as he vowed to stop the issue of corruption and prioritize local jobs over foreigners who take Filipinos’ livelihood, should he win the presidential race.

Though there were issues raised against him, such as being called out for his remarks on Robredo’s supporters in Cavite, he was able to defend himself and explain that he did not **“red-tag”** anyone. He also performed in debates, except for the event organized by SMNI. His decision to **stand with Ukraine** regarding its war with Russia was echoed by other candidates.

Lacson can learn from the campaigns of his rivals in terms of consistent messaging that answers the question: what can the Philippines gain under his leadership? Good examples include Robredo’s #GobyernongTapatAngatBuhayLahat, Marcos’s message of unity, and Domagoso’s #BilisKilos trademark.



Where was Lacson most visible?

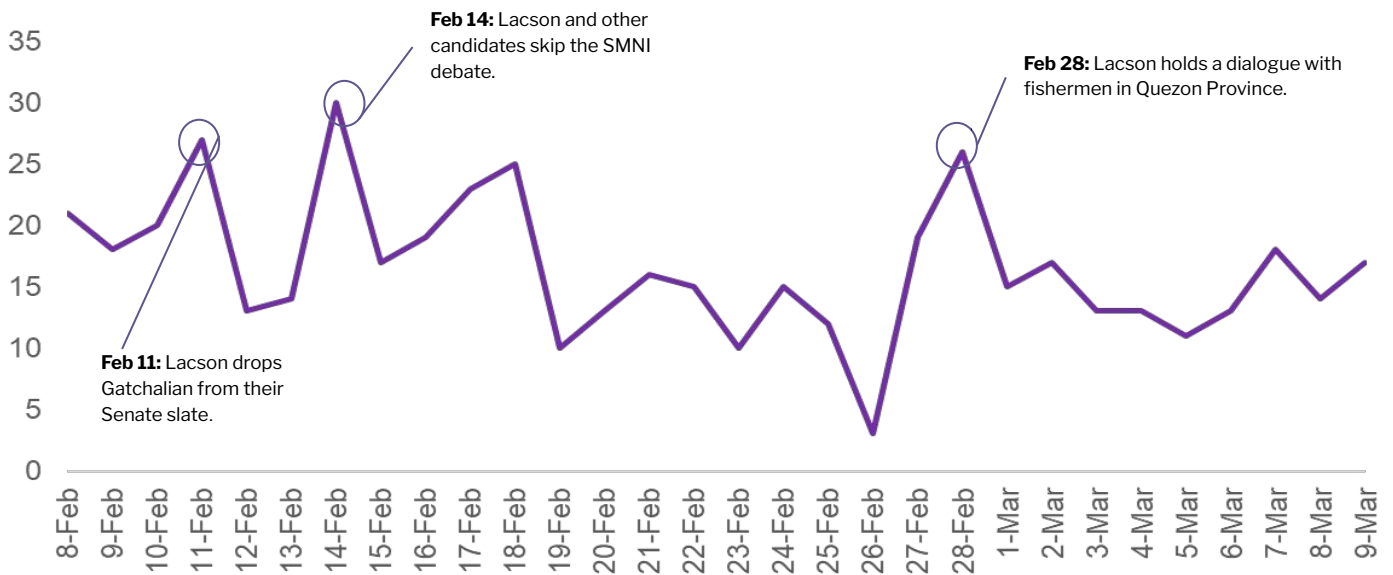


Portrait Photo by JL JAVIER for CNN Philippines Life



Pinned Principles: Panfilo “Ping” Lacson

Daily Volume Trend of Ping Lacson (Feb 8 – Mar 9). The numbers are based on sampled data.



The Pinnacle of Ping’s Reach

On **Feb 11**, the news of Lacson’s dropping of Sherwin Gatchalian from their senate slate gained traction. The highest peak was recorded on **Feb 14** with 28 articles. The peak was mostly driven by articles on the presidential candidates who chose to skip the SMNI debate, coverage on the Pulse Asia Survey topped by BBM-Sara, Lacson’s statement regarding how **unity is shared integrity**, Lacson’s call to save Filipinos residing in Ukraine, Senatorial aspirant Emmanuel ‘Manny’ Piñol’s expression of support for Lacson, and Lacson’s promise that there would be **no martial law** under his rule should he win the presidency.

Lacson’s assurance that there would be no martial law during his term was in response to his critics’ accusation that he was **“misleading the people”** with his participation during the martial law era as a former government intelligence officer.

On **Feb 28**, Lacson’s and Tito Sotto’s dialogue with fishermen in Quezon Province was covered in news articles.

NATIONAL

Hinaing ng mga mangangisda sa Quezon Province, inalam nina Lacson at Sotto

Mga Pinoy sa Ukraine isalba - Lacson

KAILANGANG maghanda ng safety nets ang mga Pinoy sa Ukraine, nagpalabas na ang Estados Unidos ng warning ang Estados Unidos.

Caviteños are starting to gather here at Imus Grandstand for the proclamation rally of presidential candidate @iampinglacson and VP candidate @sotto_tito. According to their team, they are expecting around 4,000 people to attend the event. #Eleksyon2022 @HanaBordey

Home > News

No Martial Law if Ping Lacson becomes president

By Margret Fermin - February 14, 2022



Pinned Principles: Panfilo “Ping” Lacson

The Pulse on Ping’s Data

In terms of overall volume, general mentions led in both mainstream and social.

These were mostly articles that reported on the presidential race as well as surveys. On social, **support and pledges** emerged as the second top topic as Filipinos expressed why they will or will not vote for Lacson. Some said Lacson is “**trapo**”, while others said he has concrete platforms. On mainstream, the second highest topic was **stance on issues**. His stance on the Ukraine-Russia war was covered in at least 10 articles. He also commented on his adherence to COMELEC’s Oplan Baklas, his call for higher wages for nurses, and his desires to review the Rice Tariffication Law and to amend the TRAIN Law.

Lacson, a ‘statesman’ leader
the country needs – Piñol

In terms of tonality, accomplishments gained the highest rating on both mainstream and social.

There were 9 articles that discussed Lacson’s milestones and clean track record, such as his Lifetime Achievement Award, his support for orphans of fallen police, and unwavering stance against corruption. Officials including **Baguio Mayor Benjamin Magalong** and **former Agriculture Secretary Emmanuel Piñol** endorsed Lacson and expressed their confidence in his plans against corruption, thieves, and illegal drugs. On social media, the lone buzz on accomplishments discussed Lacson’s efforts to help typhoon survivors.

Platforms was the second highest topic, which included articles on Lacson’s promise to give jobs to PWDs and support for vendors.

HASHTAGS

#BilangPilipino2022	4
#wpdevar	3
#Halalan2022	3
#LACSONSOTTO2022	2
#LacsonMostQualifiedPresident	1
#OurVoteOurFuture	1
#FrontlineSaUmaga	1
#pinglacsonforpresident2022	1
#PHVote	1
#VotePH	1

**The numbers are based on sampled data.*

The only hashtag relevant to Lacson captured in the data, aside from the usual #LacsonSotto2022, was #LacsonMostQualifiedPresident.

*It would be best if Lacson can encapsulate his website’s statement – that “**the right leaders must exemplify “Leadership by example”**” – into one powerful hashtag that would resonate with Filipinos.*



Pinned Principles: Panfilo “Ping” Lacson

To Listen or to Be Heard?

One of the things that distinguished Lacson’s campaign were his dialogues with the **grassroots workers** such as farmers, fishermen, and tricycle drivers. On one hand, his supporters expressed confidence in his **integrity, track record, and platforms**.

On the other, Lacson’s detractors accused him of being **“trapo”** and **insincere**, saying he only talks with farmers now since the election period is ongoing. Some also said there is no need for negative propaganda against him and implied that he already has a bad reputation.

Lacson-Sotto tandem nakipagdayalog sa Camarines Norte farmers



News > Regions

Lacson holds dialogue with Nueva Ecija farmers

Senator Ping Lacson and Senate President Tito Sotto hold dialogue with tricycle operators and drivers in Candelaria, Quezon pic.twitter.com/8dNZfe4IHE — Willard Cheng (@willardcheng) March 1, 2022



Amplify Untapped Opportunities to Improve Ping Lacson’s Campaign Strategy

Lacson can **amplify the sentiments of his supporters** by engaging with them. Collecting positive feedback from the communities he holds dialogues with can help his campaign, since they can also become his spokespersons. Even though he said he does not want to publicize his efforts too much, it is good to accept that this can be strategic for his campaign.

Moreover, it is best to **be mindful of how his remarks can affect the public**. Statements such as calling the Robredo sortie in Cavite “worrisome” due to of a potential coalition government with the CPP-NPA-NDF were not helpful towards his favorability since it triggered a group of passionate supporters. Lacson can focus on his track record and expertise in public service instead so he can increase his favorability and share of exposure.

Lastly, Lacson can **learn from his rivals’ campaigns**, such as Moreno’s strategy “SwitchtoIsko”, where he does not necessarily pose himself as the best candidate, but the best alternative there is. Seeing as many netizens expressed why the election should be between Lacson and Robredo, instead of Robredo and Marcos, Lacson can focus on a more specific target audience: the supporters of the top two candidates who may still change their minds.



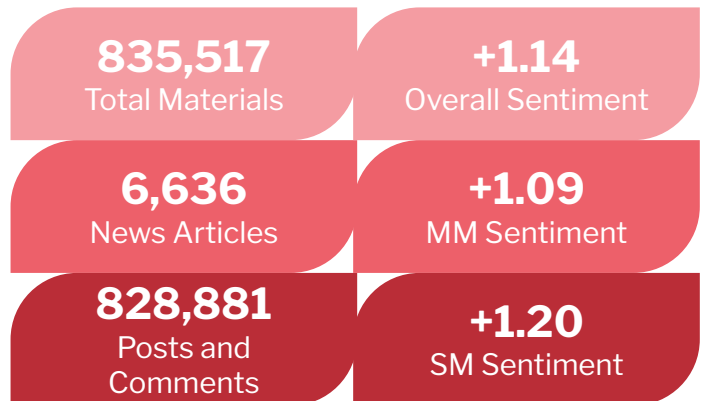
Popular and Polarizing: Ferdinand “Bongbong” Marcos Jr.

Repetition is Key: “Unity”

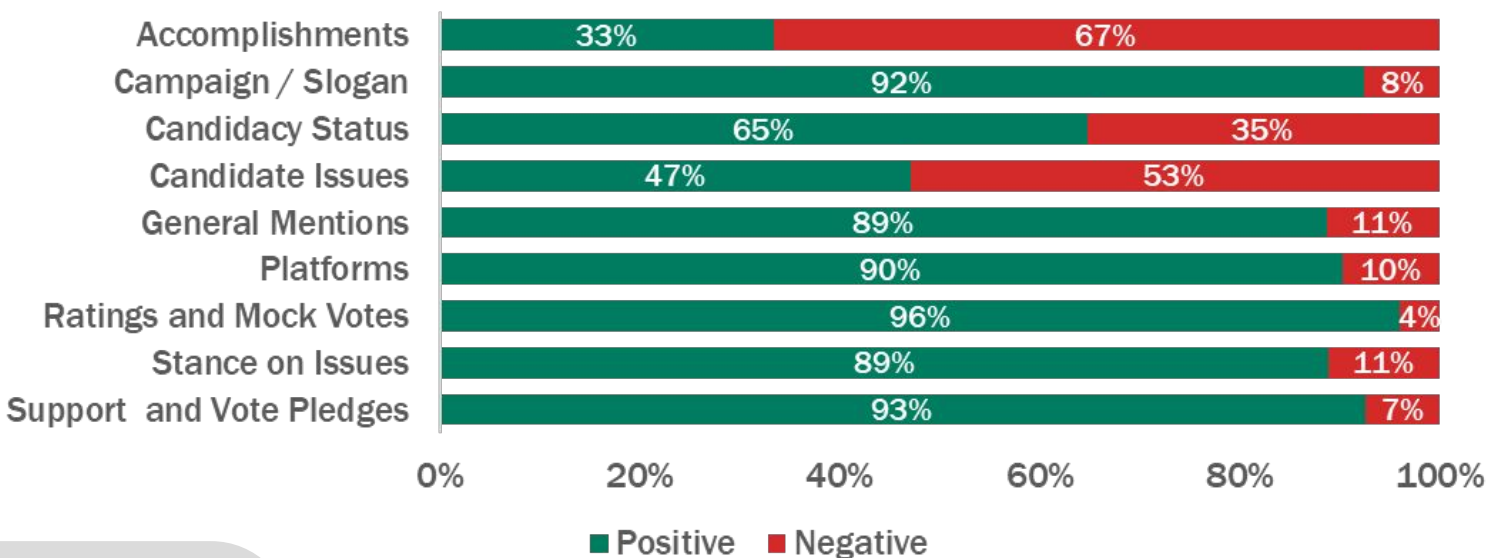
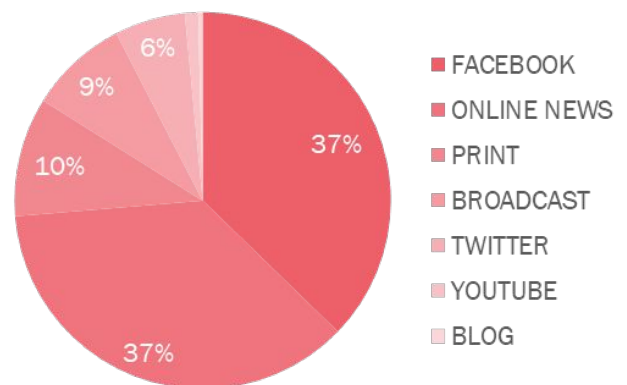
During the first 30 days of the campaign period, presidential former Senator Marcos Jr. and his team placed all their efforts on campaigning across the country and spreading the message of **unity**.

In terms of recall, Marcos Jr.’s messaging of unity or even the tandem nickname “**UniTeam**” proved to be effective.

Coming in as second highest in terms of volume with a slightly positive tone rating of +1.14, his presence during the first 30 days does not go unnoticed.



Where was Marcos Jr. most visible?

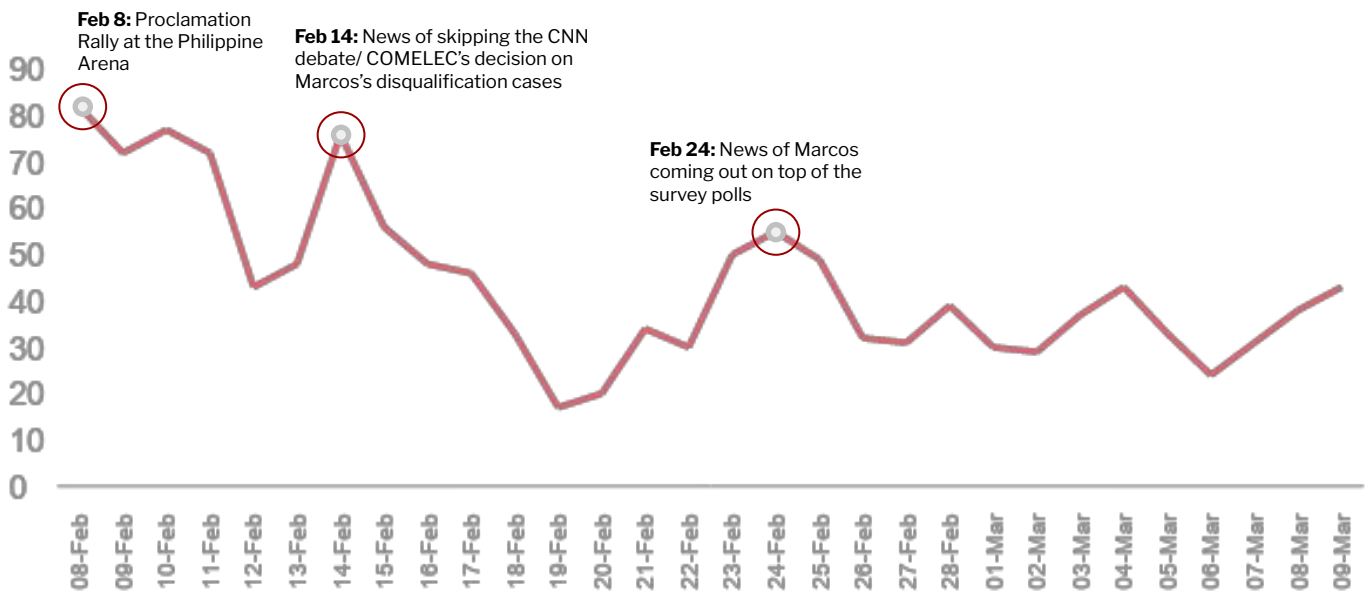


Portrait Photo from The Philippine Star



Popular and Polarizing: Ferdinand “Bongbong” Marcos Jr.

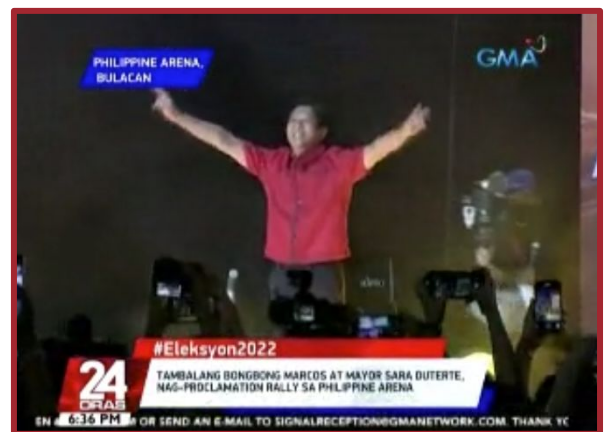
Daily Volume Trend of Bongbong Marcos Jr. (Feb 8 – Mar 9). The numbers are based on sampled data.



Buzz for Marcos Jr. peaked from news of his team’s proclamation rally at the Philippines Arena in Bulacan as the kickoff of the campaign period last **Feb 8**.

While news and media generally followed his campaign trail across the nation throughout the first 30 days, controversial news like Marcos Jr. skipping out on the CNN debate and COMELEC’s decision regarding his disqualification cases triggered a peak on **Feb 14**.

Despite this, news of Marcos Jr. coming out on top of recent survey polls was ever present throughout the first 30 days and peaked last **Feb 24**.



Portrait Photo from The Philippine Star



Popular and Polarizing: Ferdinand “Bongbong” Marcos Jr.

Across both mainstream and social, majority of the buzz during the first 30 days came from **support and vote pledges** with an average tone rating of +1.91, which speaks of Marcos Jr.’s perception among the public. Support mainly came from the general public coming from his campaign trail, the digital public, and endorsements from notable groups like **El Shaddai**.

Looking at the top hashtags used to express support for Marcos Jr., calls to the **BBM-Sara tandem** seems to be his strength implying that support for him is primarily linked to support for his running mate Mayor Sara Duterte.

Replied to @jcpunongbrgy
Basta walang dayaan at hindi mawawalan ng kuryente sa bilangan. Maging vigilant na tayong mga supporters
[#BBMForPresident](#) [#BBMSARA](#)

Grabe hanggang ngayon [#UniteamCaviteCaravan](#) pa din 🙌🙌. Walang kapaguran ang support nyo sa ating magiging [#Presidente](#) [#BBM](#). Salamat Cavite [#BBMSARA2022](#) ❤️🍀. “Ctto” Junriel Llander Official
[Translate Tweet](#)

HASHTAGS

#BBMSARA2022	38
#BBMFORPRESIDENT2022	10
#BBM	9
#BBMForPresident	8
#UniteamBBMSARA	7
#UniteamPHarena2022	6
#BBMIsMyPresident2022	6
#TsekPH	4
#BilangPilipino2022	4
#UniteamBBMSara2022	3

**The numbers are based on sampled data.*

While the messaging of unity being strongly driven during their campaign is currently working to their advantage, the UniTeam has room to dive deeper into the details of their **platforms** and **stance on issues** as this could enable him to strengthen the support he already has. The success of the messaging of “unity” could serve as their jumping off point for their platform and how he intends to achieve unity among Filipinos.

Portrait Photo from The Philippine Star



Popular and Polarizing: Ferdinand “Bongbong” Marcos Jr.

Unity in the Midst of Adversity?

During the first 30 days, however, there is no denying that a lot of controversy regarding Marcos Jr.’s family history, the status of his candidacy, and his absence in debates arose.

Some netizens online expressed opposition against Marcos as president, bringing up **Ferdinand Marcos Sr.** as a dictator and Martial Law accompanied with calling Marcos Jr. “**magnanakaw**” and “**sinungaling**”.

Other buzz on issues was triggered by the news on COMELEC’s decision to dismiss the cases filed to disqualify Marcos Jr. in the run for presidency. This prompted motions for reconsideration and appeals with COMELEC regarding their decision.



NATION.

COMELEC 1st Division dismisses consolidated DQ cases vs BBM

'No to electoral swindle:' Akbayan to appeal dismissal of Marcos disqualification

ABS-CBN News
Posted at Feb 11 2022 11:30 AM | Updated as of Feb 11 2022 12:18 PM



Featured

'Cancel culture' pinairal ni BBM para makaiwas sa mga debate at political rallies

By Chiona Yu March 08, 2022 - 12:49 PM



Replying to @kikalgarcia

Correct. Mga supporters ng bbm/sara without honesty ay di galit sa corrupt at mas galit sa di corrupt. Wag sana mag EDSA. Dapat #LiwangSaDilim para liwanagan sila di dapat iboto ang magnanakaw at sinungaling, di ba
#LeniKikoTeam2022
#LeniKikoAllTheWay
#LeniKikoDiPasisil

Apart from campaigning, Marcos Jr. and his team were also regarded as silent due to his absences in debates, the reasoning of this being the “**cancel culture**” of the biased media who hold the debates.

Currently, there is a lack of acknowledgement from Marcos Jr. and his team regarding Marcos’s family history and the issues on his candidacy status with COMELEC as Marcos Jr. and his team are focusing on continuing with their campaign.

Portrait Photo from The Philippine Star



Missing the Hook: Emmanuel “Manny” Pacquiao

Despite being a global brand, Pacquiao came in last in terms of news volume among all candidates. His mainstream space mainly contained reports of campaign activity, along with national debates and surveys.

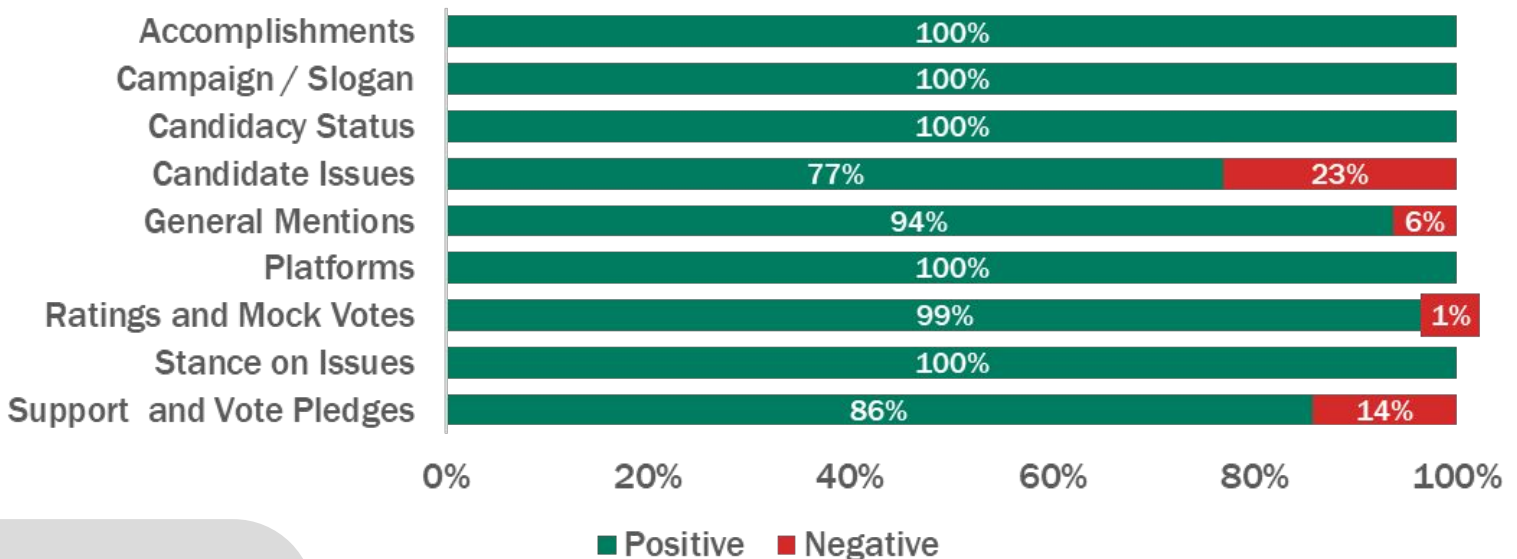
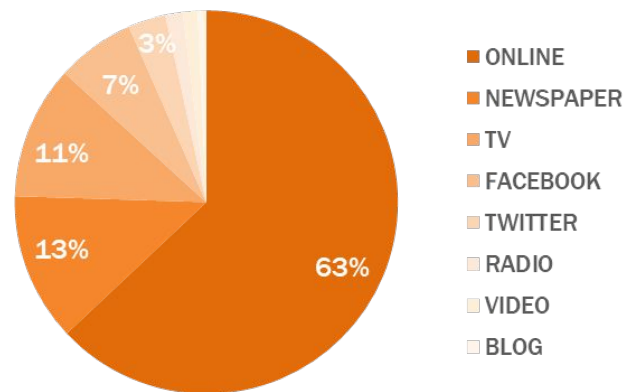
Social media mentions, on the other hand, focused on support for the “Fighting Senator”.

Filipinos are familiar with the presidential candidate’s past careers, accomplishments, and goals. He received praise for his **genuine personality** and **honesty**, mixed in with criticisms of his capabilities as a politician, and perceived lack of knowledge to be president.

The lack of a hook to tie in his messaging may be leading to less mentions. Pacquiao’s campaign has not displayed any official hashtags, slogans, or campaign colors, unlike most competitors. This played a role in the modest gain in traction for Pacquiao’s campaign despite receiving a generally complimentary reception.



Where was Pacquiao most visible?

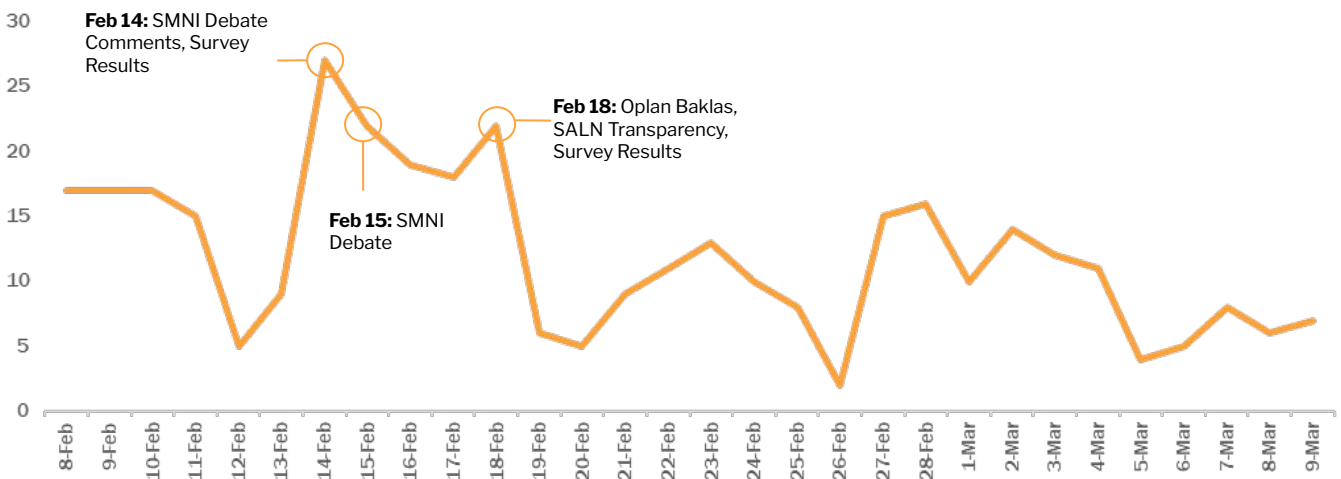


Portrait Photo by JL JAVIER for CNN Philippines Life



Missing the Hook: Emmanuel “Manny” Pacquiao

Daily Volume Trend of Manny Pacquiao (Feb 8 – Mar 9). The numbers are based on sampled data.

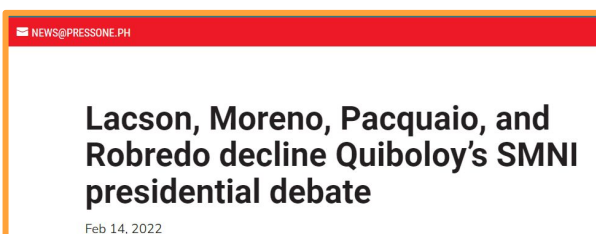


The “Fighting Senator” gained the most news pickups from his campaign stops around the country. Significant coverage was also given for his stance against the **SMNI debate and pastor Apollo Quiboloy**. This was a source of a negative article as well when Quiboloy fired back after Pacquiao’s cyber libel case was dismissed.

His platforms geared against **poverty** and **corruption** was well received in coverage and garnered praise.

As previously mentioned, however, the campaign overall suffered from low news volume. Pacquiao gained most of his coverage from **co-mentions with other candidates**, generating even lesser focus for him in his top features.

Pacquiao gained most of his mentions from online sources, with the **Philippine Daily Inquirer** and other online news sources being the most frequent channel to mention him.



Portrait Photo by JL JAVIER for CNN Philippines Life



Missing the Hook: Emmanuel “Manny” Pacquiao

While the candidates leading the way in volume had their spaces filled with slogans, hashtags, and colors, Pacquiao’s social media buzz notably lacked these aforementioned branding attributes.

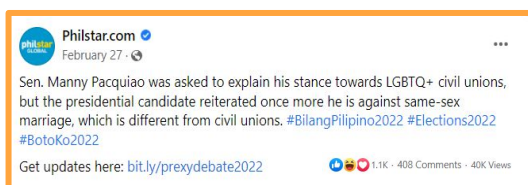
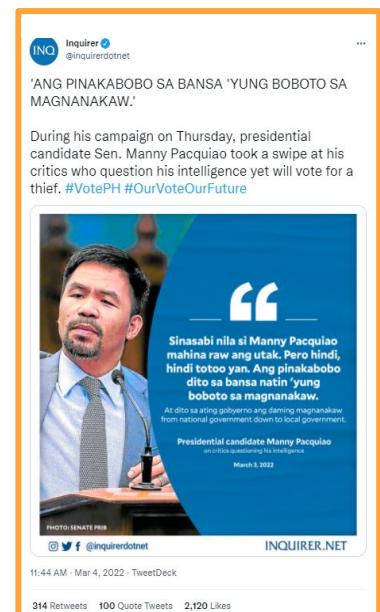
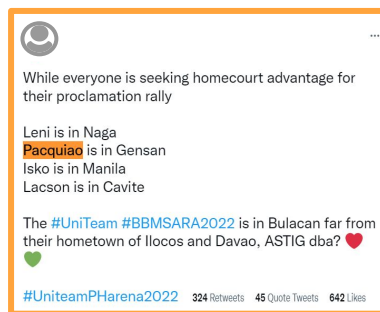
A look into the hashtags mentioned along with the candidate shows mainly election-related messages or ones pertaining to other candidates.

Despite the generally positive reception to the messages and goals Pacquiao shared, the **lack of a rallying call to tie it all together leads to failure in standing out.**

HASHTAGS

#Halalan2022	2
#MannyPacquiao2022	1
#VotePH	1
#UniTeam	1
#BilangPilipino2022	1
#IpanaloNa10To	1
#BotoKo2022	1
#OurVoteOurFuture	1
#Elections2022	1
#UniTeamPHarena2022	1

**The numbers are based on sampled data.*





Missing the Hook: Emmanuel “Manny” Pacquiao

What Manny Knows Best

Pacquiao can look at building a hook for his campaign. Buzz leaders, like Leni Robredo, generated social media chatter from her supporters’ many movements and slogans. These were easy to relay and helped build conversations from organic mentions around her and her platform.

This can help cascade the messaging of Pacquiao’s campaign in a simpler fashion, specifically in social media spaces, where Pacquiao came in last in mentions. These can also lead to news pickups as significant social media trends receive mainstream coverage as well.

With the elections coming closer and closer, the “Fighting Pride of The Philippines” has consistently stated that he will not back down from the challenge. Facing the huge lead held by the opposition, his name has carried him this far, and his platforms have helped him build ground. **Similar to having a strong hook as a trusted weapon in the ring, Pacquiao and his team can look into formulating a powerful message for his campaign.**



Portrait Photo by JL JAVIER for CNN Philippines Life



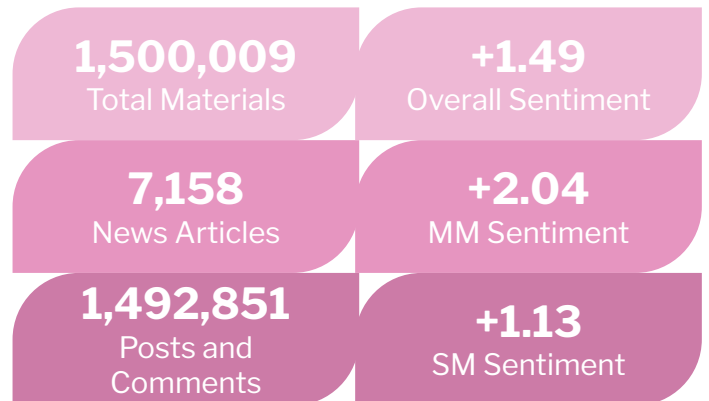
Let The Lady Lead: Maria Leonor “Leni” Robredo

“The Future is Female”

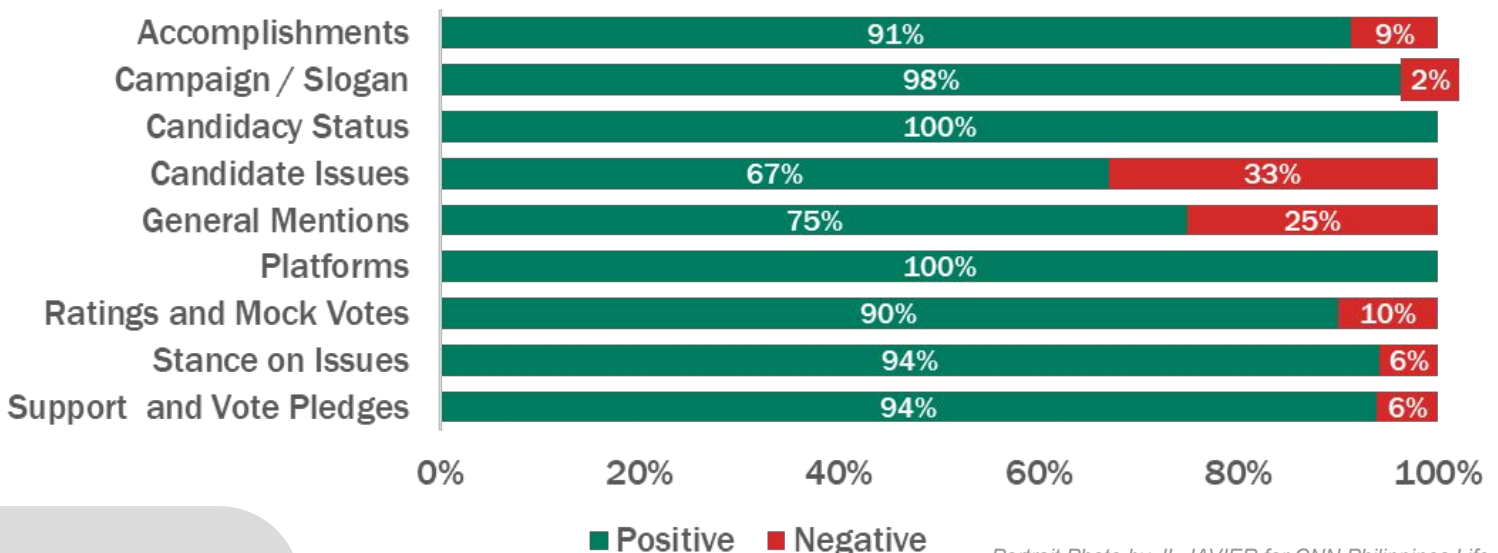
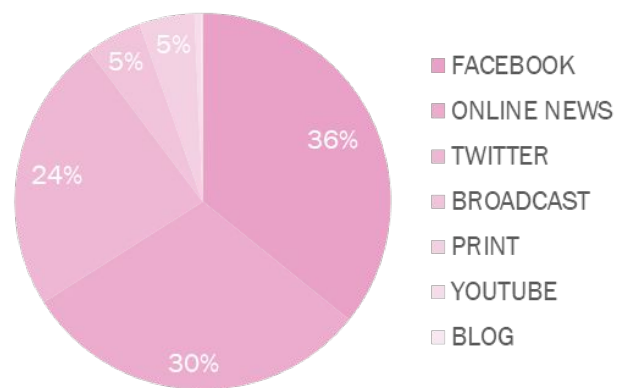
The lone female presidential candidate Robredo gained the **highest media traction**, with her campaign rallies being in the spotlight. Meanwhile, the coverage on endorsements aided Robredo in booking the **highest tone rating for the mainstream**. However, due to negative criticisms received by the candidate on social media, particularly on Facebook, Robredo landed in **third ranking in overall favorability**.

In the first 30 days of the official campaign, **Robredo’s camp had already covered some provinces across Luzon, Visayas, and Mindanao**. The massive crowd in her campaign rallies somehow contradicted the pickups of survey ratings wherein Robredo usually only placed second.

As the election day gets closer, **more and more supporters of Robredo were becoming proactive** in endorsing the presidential bet. Various volunteer groups were seen conducting their own campaign for the Leni-Kiko tandem, online and on the ground.



Where was Robredo most visible?

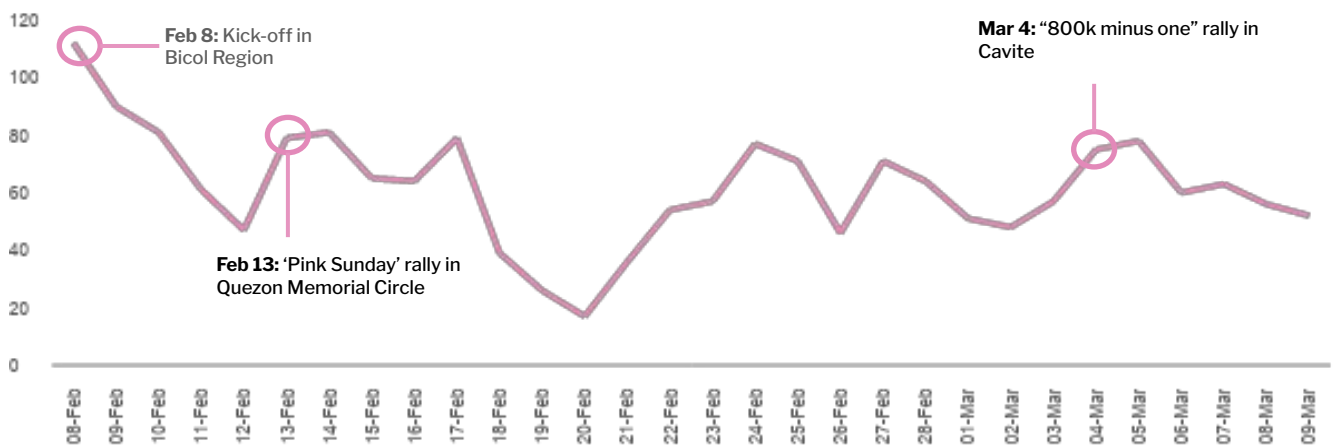


Portrait Photo by JL JAVIER for CNN Philippines Life



Let The Lady Lead: Maria Leonor “Leni” Robredo

Daily Volume Trend of Leni Robredo (Feb 8 – Mar 9). The numbers are based on sampled data.



The Pink Crowd

Robredo's mentions peaked on Feb 8, the start of the 90-day campaign period. It was when the presidential candidate launched her campaign kick-off in Bicol Region, the candidate's home turf.

The next campaign rallies after the kick-off also caused spikes in the daily buzz of Robredo. **The pink crowd consisting of thousands of supporters, who were dubbed as “kakampinks,”** may have come as a surprise to other camps, given Robredo's standing in early surveys (i.e., Pulse Asia). Note, however, that in surveys conducted by schools and universities, Robredo led the mock votes.

Securing the 'solid Bicol' vote: Robredo kicks off campaign in home turf Naga City

FEB 8, 2022 7:00 AM PHT
MARA CEPEDA

Robredo's 'Pink Sunday' rally is Twitter's top trending topic in PH, top 3 worldwide

Published February 13, 2022, 1:02 PM
by Raymund Antonio

'800k minus one' Caviteño 'kakampinks' reject Remulla's promised votes to BBM

Published March 4, 2022, 9:47 AM
by Carla Bauto Deña



Portrait Photo by JL JAVIER for CNN Philippines Life



Let The Lady Lead: Maria Leonor “Leni” Robredo

“The Queen of Receipts”

Campaign slogans of Robredo were well translated in the digital space. **Her hashtags were the most used on social media.** Among the top hashtags was #LetLeniLead which was trending even before Robredo announced her candidacy. Due to the pandemic response provided by the Office of Vice President (OVP) and her clean track record, the **supporters strongly believe that Robredo should be the next leader**, ergo the hashtag.

HASHTAGS

#LeniKiko2022	180
#GobyernongTapatAngatBuhayLahat	150
#KulayRosasAngBukas	104
#LetLeniLead	70
#10RobredoForPresident	53
#LeniForPresident2022	36
#IpanaloNa10To	23
#KakamPinks	22
#CaviteIsPink	21
#DapatSiLeni	13

*The numbers are based on sampled data.

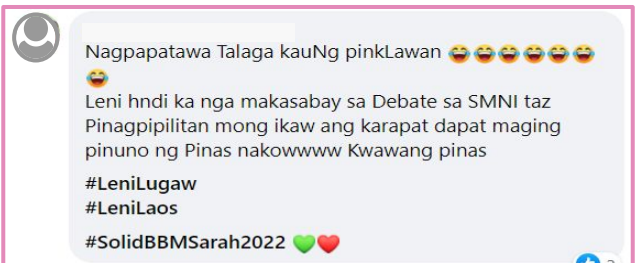
2022 PH PRESIDENTIAL RACE

Leni ‘Minaj’ Robredo? VP drops ‘resibo’ of pandemic response in CNN PH debate

FEB 28, 2022 1:28 AM PHT
MARA CEPEDA

Additionally, the messaging of Robredo’s camp was strengthened by her campaign slogan, “Sa Gobyernong Tapat, Angat Buhay Lahat”. It allowed her to showcase **Angat Buhay**, a program launched by the OVP in October 2016. Although, despite the push for inclusivity and platforms for the underserved population, Robredo continued to receive criticisms from the general public.

The negative pickups of Robredo revolved around netizens poking fun at her for being “Leni Lutang,” criticisms of her 18-hour workday, allegations of support from the New People’s Army, and claims of cheating during the Vice Presidential race in 2016.



Portrait Photo by JL JAVIER for CNN Philippines Life





Let The Lady Lead: Maria Leonor “Leni” Robredo

“... Para Kay Leni”

The statement of support from different groups and individuals reinforced Robredo's mainstream and social media traction and favorability. Aside from the general public, **Robredo's endorsement came from a diverse group of supporters**, from academic institutions, former government officials, and religious sectors, to name a few.



Image from VP Leni Media Bureau

 **Mara Cepeda** 
@maracepeda

JUST IN: 47 ex-govt officials who served under ex-president Gloria Arroyo endorse VP Leni Robredo for president, increasing list of ex-officials from past admins supporting Robredo.

BenCab, 100 other artists support Robredo: 'Competent and incorruptible'

Published February 20, 2022, 4:31 PM
by Raymund Antonio

The presidential candidate **leveraged the volunteerism of her supporters** following the formation of various groups across the country to aid Robredo in her campaign. Meanwhile, even though Robredo successfully banked on the buzz made by *kakampinks* in driving positive conversations on social media, a handful of negative pickups also stemmed from the supporters' behavior. Some netizens claimed that there were *kakampinks* who tend to give “elitist” remarks when arguing in the digital space. **The superiority complex of the supporters was deemed problematic** as it could prompt the undecided voters into choosing other presidential options instead. **Emphasizing that everyone matters, albeit having different opinions, may be beneficial in swaying the undecided to Robredo's favor.**

Davide: Leni's strength is her campaign volunteers

Le Phyllis F. Antojado - The Freeman 
February 9, 2022 | 12:00am

Direk Manny Castañeda sa mga pinklawan: 'Palaaway, bastos'

February 10, 2022 | 1 min read | Kathy Geh



THE WRAP UP:

Now What? So What?

Call To Action



While consistent in branding, Moreno's platforms relatively lacked traction on social media. With this, **his campaign may find it beneficial to make his #BilisKilos and 10-point agenda more concise, digestible, and entrancing for the digital public to share.** Infographics and visual reinforcements of your platforms can rival other candidates' strongest claims whilst equipping supporters with talking points they can rally behind on social media.



Lacson's overall sentiment ranked second with a score of +1.55 as his supporters showed confidence in his track record and platforms. **Lacson can leverage this behavior by maximising untapped opportunities such as capturing his platforms into one powerful statement and amplifying the impact of his on-the-ground work through better publicity.**



Marcos garnered the lowest overall sentiment as a lot of controversy regarding their family history, the status of his candidacy, and his absence in debates surfaced. The call for unity has been strongly driven during their campaign, which is currently working to their advantage, **but the Marcos camp still has room to expound their platforms and stance on issues as this could strengthen the support he already has.**



Sen. Pacquiao received praise for his character and his fight against poverty. Unfortunately, he trailed all candidates in overall volume. Unlike the other presidential candidates, his camp lacked a headstrong slogan, hashtags, or other easily recognizable symbols. This led to lesser buzz on social media. **Pacquiao can look into building a strong slogan to rally behind to further cascade his messages.**



Robredo leveraged the spirit of volunteerism in her campaign as supporters stepped up on-ground and online. However, the online pushback done through fact checking served as a lowlight on the candidate. With this, **Robredo may pivot her campaign to focus on her performance as a public servant. Ridding her rivals' names in her narrative may help further amplify her competence while also diminishing probable talking points for other camps.**



Meet The **Isentia** Team



Lady Ochel Espinosa
Regional Insights Director
for Emerging Markets,
Southeast Asia



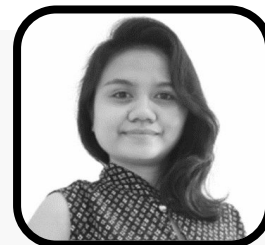
Ivane Kate Dudang
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Philippines



Victoria Bernadette Lazo
Insights Manager
Philippines



Marianella Pascual
Senior Insights Analyst
Philippines



Gladys Mae Ruiz
Senior Insights Analyst
Philippines



Abelle Charisse Aquino
Senior Insights Analyst
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Mariel Grace Eclavea
Senior Insights Analyst
Singapore



Jamil Hadji Alawi
Insights Analyst
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Francis Angelo Calucin
Insights Analyst
Philippines



Tina Joyce Laceda
Insights Analyst
Philippines



Armand Eduard Oblenida
Insights Analyst
Philippines



Jason Bayaga
Data Analyst
Philippines



Trisha Alexis De Leon
Data Analyst
Philippines



Aldhen Jay Huenda
Junior Data Analyst
Philippines



Jan Denver Valera
Insights Business
Development Manager,
Philippines



Jessica Aditya
Insights Manager,
Indonesia



Vo Ngoc Mai
Insights Manager,
Vietnam



Dorothy Mae Borromeo
Regional Marketing Executive
Southeast Asia



What our Insights Leaders in the Philippines say

“Although election campaign season in the Philippines has always been a fanfare, the one we are having now is peculiarly different from the past. This election is becoming a highly charged one. More and more Filipinos are involved as they relentlessly campaign for their candidates creatively through various platforms, especially social media. This time, crucial factors also came into play - the ongoing pandemic, controversial candidates running for office, and the surge of fake news in mainstream and online spaces. With less than a month left before the polls, it's a must for the candidates to solidify and amplify their message to capture the undecided voters. It's also a must for the voters to educate themselves properly about their chosen candidates. The Philippines will elect the leader we deserve at the end of all this.”



Ivane Kate Dudang
Insights Manager



Victoria Bernadette Lazo
Insights Manager

“The campaign season is a candidate's playground. It is when they can shine, show off their platforms and accomplishments, or experience pushbacks from different directions. This season has been like no other. There have been rallies attended by tens, if not hundreds, of thousands of Filipinos washed in colours symbolizing their candidate's campaign. Questionable videos are circulating online that seem to poke fun at another candidate. The attendance, or non-attendance, of candidates in highly anticipated debates, is being spotlighted. There were also candidates jumping parties, parties dropping candidates, and groups known for openly peddling and propagating fake news supporting a presidential candidate. With all the activity online and on-ground, both candidates and voters need to sort through the noise and attain clarity. As voters, we need to learn how to check the information we are presented with and weigh a candidate's capabilities and platforms. We should not be blinded by false claims, promises that have no concrete steps, or our own egos. We shouldn't vote just because; we should vote with the intention of enacting positive change.”

What our Insights and Data Analysts in the Philippines say



Aldhen Jay Huenda
Junior Data Analyst

"When it comes to making important political decisions, awareness will be our most powerful weapon in selecting the best person to serve the Filipino people. Awareness manifests itself in various ways, including understanding each candidate's goals to serve the country, their capabilities to rebuild the economy after a pandemic, and if they wish to remain in power. Despite the rampant spread of misinformation on both mainstream and social media, we can stay vigilant by learning if the information we see online is based on facts or not. We owe it to ourselves to believe that our votes do matter and will always impact our lives."

"With social media becoming a fierce battleground for the elections, media literacy is important more than ever. As the internet becomes accessible to more and more people, the ubiquity of fake news is seeing a capricious rise. As responsible media consumers, we must make it a habit to verify false and biased news to be fair and fight disinformation. Media literacy serves as an opportunity for both candidates and voters to make this year's elections—and those in the coming years—a platforms-based fight. Focusing campaign efforts on a candidate's achievements will make us smarter voters. It gives us a chance to consider their platforms vis-a-vis their issues and personalities. Given that the Philippines is recovering from a pandemic, voters must choose the candidate who has the most consistent track record and the most actionable solutions, on top of their intentions being in the core of public service."



Trisha Alexis De Leon
Data Analyst

What our Insights and Data Analysts in the Philippines say



Tina Joyce Laceda
Insights Analyst

"Leaders have frequently used the news media to shape politics. The usage of radio and the introduction of television bridged communication gaps between politicians and the general public, allowing them to emphasize their platforms and achievements. Social media plays a powerful role in elections more than ever. Candidates have begun to normalise the use of social media in political campaigning due to the significant success of using social media during political campaigns and the surge in voter interest. As voters, it is our job to choose a leader from the standpoint of informed consideration - to research thoroughly, to watch every debate if you must, refute the fake news, and inform the public."

"Each politician has placed down similar promises and goals for the nation. To help their message stand out, the effective use of media in all its forms has been crucial. Using social media trends, translating their platforms into quick, catchy hashtags, and establishing their brand of service in slogans and colours have drawn eyes to their campaign. Social media specifically is filled with shareable content that helps candidates gain traction. As a response, voters must also be more vigilant and critical of these campaigns. With information being easier to pass around, misinformation may also spread. We need to cut through the heart of it all and see which candidate can truly bring out our best interest beyond all the noise."



Armand Eduard Oblenida
Insights Analyst

What our Insights and Data Analysts in the Philippines say



Jamil Hadji Alawi
Insights Analyst

"As the internet becomes more accessible, political candidates capitalize on online campaigns. As a result, candidates with excessive funds and vast sponsorships are better known. The downside, however, is their reputation is more vulnerable to the public's scrutiny. Moreover, candidates' issues are the hot topics this season as we approach election day. Whether it be politicized or not, the candidates must be obligated to address these issues with the utmost integrity. Lastly, the spread of disinformation is problematic for this upcoming election since our vote is solely based on our candidates' knowledge. As voters, we are obligated to self-check. Ask ourselves if we are a victim of fake news."

"We are currently living at the peak of digitization in politics. With that said, campaigns circulate with ease and their reception, whether true or fake. The brisk nature of social media can equip candidates with proper knowledge of evaluating their positioning and messaging efforts. While some bank on proper campaigning, others opt to spread misinformation to smear. Social media-birthered misinformation threatens the very fabric of UNITY among voters, violating democratic elections for the sake of virality whilst creating a divide. Filipinos should be reminded of whether their allegiance is with an infamous family name or the country they are willing to die for."



Francis Angelo Calucin
Insights Analyst

What our Insights and Data Analysts in the Philippines say



Abelle Charisse Aquino
Senior Insights Analyst

"The dynamics of political campaigns have since transformed because of the emergence of social media, but this is a double-edged sword. Both mainstream and social media are key in campaigning, as this has become a quick way to access information. The dissemination of various information on candidates- their platform, their previous accomplishments, and even their principles- is rampant during the campaign season. Still, voters need to be wary as misinformation and biased content is prevalent. There is a lot at stake with the upcoming election, and we all must be vigilant in how we use our voice and our vote."

"In a highly polarised campaign period, social media may give a false sense of security to candidates' supporters since algorithms tailor the content that each person sees. With this, even though trends, positive reception, and exposure online are crucial, Filipinos need to go out of their echo chambers and reach out to people on the ground level. Social media is just the springboard for an effective campaign — not the end all and be all. Campaigns that stand out are holistic, strategic, inclusive, and able to send a cohesive message that empowers the target audience — Filipinos — across various sectors. So much is at stake in the upcoming elections; supporters only have a few weeks left to maximise to fight for the next six years and beyond. *Make each day count.*"



Mariel Grace Eclavea
Senior Insights Analyst



What our Insights and Data Analysts in the Philippines say



Marianella Pascual
Senior Insights Analyst

"Political campaigning during this pandemic has turned more digital as the candidates pushed for their respective agendas. The 2022 election became highly personal for most Filipinos. However, some people take it lightly – trolls and fake content abusing the algorithm of Facebook, Twitter, YouTube, and other social media sites. Disinformation pushed individuals to be unreasonable, resulting in family conflict, cutting off friends, and a lack of discourse on social media. Thereby fact-check is critical."

"Social media has changed the dynamics of elections in the Philippines, altering campaign strategies like never before. We've seen more campaigns enter social media platforms, with candidates going above and beyond to communicate directly with the public. These platforms enabled them to express opinions on issues without conducting a press conference. For voters, social media has allowed them to participate in campaigns and build support for their candidates actively. Given this, traditional campaign strategies have proven to be insufficient.

Unfortunately, social media has become a hotbed of misinformation, lacking editorial restraint and vetted information. The lines between facts and opinion have become blurred. With voters lacking political discernment and relying on social media for information, the right balance of virality, moral outrage, and misleading information may enable a candidate to win an election. Fact-checking by the responsible press will not be enough. Reliable information is crucial to better voter choices. For sense and decency to prevail, we need responsible citizens on the ground to effectively communicate to the less informed public the correct information that will help them make sound judgments this coming election."



Gladys Mae Ruiz
Senior Insights Analyst

What our Regional Leader says



Lady Ochel Espinosa
Regional Insights Director
for Emerging Markets,
Southeast Asia

“The evolution of our social media climate in the Philippines is pivoting exponentially with opportunities for discourse and any form of communication among its citizens, media outlets, and politicians. The dynamics is highly unparalleled in such an extraordinary time – as such that data and information related to elections is rolling out quicker and easier than ever before.

Technological advancements have revealed an insidious disruption and impact on the digital public debate, which acclimates the escalating requisite to safeguard and defend the truthfulness, credibility, integrity of the 2022 Philippine National Elections. With facts and veracity of statements challenged from different directions, individuals and organizations have a plethora of possibilities for its verification, correction, contradiction, or even corroboration by an increasing list of stakeholders.

The first 30 days of the campaign period has been a do-or-die battle not only among candidates trying to win the thumbs-up of the voting public, but we see it as a revolution of the Filipino against the rise of disinformation, misinformation, and malinformation, which amplifies the role of mainstream and social media channels and platforms in this process.

Media intelligence plays a key role not just in the first or next 30 days leading to the elections on the 9th of May, but in every opportunity to exercise our freedom of expression that we as a nation participate in a polarizing political discourse that is on the rise every day.”




To learn more and get the FULL REPORT, please email **ph.sales@isentia.com** or check out the links below.

About Isentia

Isentia is APAC's leading integrated Media Intelligence and Insights business. We've joined forces with Access Intelligence, a tech innovator delivering high-quality SaaS products for leading global organisations in the marketing and communications industries. Together, we help the world's biggest brands uncover the whole picture – and act on it.

Powered by cutting-edge technology and a team of world-class experts, our mission is to help businesses leap forward where only genuine insight can take them.

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