

Delving Into a Decade of Representations of Masculinity and Femininity in Milo Sports and Wellness Commercial Advertisements

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INTRODUCTION

A single story creates stereotypes, and the problem with stereotypes is not that they are untrue, but that they are incomplete. They make one story become the only story (Adichie, 2013).

BACKGROUND OF THE STUDY

Advertising is a pervasive and powerful communication tool that shapes customer attitudes, behaviors, and perceptions. Advertising in energetic streets, where billboards tower overhead, represents deeply embedded cultural ideas about gender constructs of masculinity and femininity rather than just promoting goods or services. These commercials function as visual tales representing cultural norms and ideas in addition to commercial themes.

Exploring the concepts propagated by prevalent advertisements in the Philippines offers an avenue to gather insights into how these advertisements contribute to shaping the Filipino consciousness of the gender constructs of masculinity and femininity.

The way that femininity and masculinity are portrayed in Philippine ads greatly influences how society views and behaves. Advertisements uphold the power structures and disparities that already exist between men and women by reinforcing traditional gender stereotypes. By restricting people's ability to express themselves honestly and sustaining negative ideas about what it means to be a man or a woman, they help to normalize gender norms. Advertisements, however, also have the ability to dispel these myths and advance more inclusive gender images.

Businesses that embrace variety and authenticity can influence societal perceptions of masculinity and femininity by encouraging tolerance and empathy for others. By embracing diversity and celebrating authenticity, advertisers can change how society views gender and advance equality and greater acceptance for all people.

In the Philippines, Milo Philippines, a chocolate and malt beverage brand has taken part in several campaigns and causes, such as the Active Pilipinas campaign, the Help Give Shoes advocacy, the Energy Gap campaign, and partnerships with prestigious organizations.

Given Milo's widespread appeal and popularity, how the brand portrays masculinity and femininity in its commercial advertisements undoubtedly affects Filipino awareness of gender constructs. Modern Family Institution in Malaysia, is dominated by a patriarchal hierarchy enforced with the large influence of maintain portrayals such as consistently associating women with the role of a household wife and men in other more dominant roles by brands including Milo. Also, in the Philippine context of advertisements, femininity is often depicted in ways that align with traditional gender roles and is seen to be the trait that stresses caring and nurturing behaviors, sexuality equality, environmental awareness, and more fluid gender roles.

Women are often presented as loving, caring individuals whose main priorities are the family and home. The stereotype of women as homemakers is reinforced by advertisements for household goods like cleaning supplies and cooking materials, which frequently show women as the principal consumers. Advertisements for

skincare and cosmetics also frequently highlight physical attractiveness while marketing goods that claim to prolong youth and beauty. These advertisements often perpetuate unrealistic beauty standards, forcing women to conform to narrow ideals of femininity (Agonos. et al., 2022).

Similarly, masculinity is often associated with strength, power, and dominance, which convey power, strength, athleticism, and competitiveness. Men are frequently described as providers and protectors, with advertisements for financial products and automobiles often featuring male protagonists in leadership roles.

Moreover, grooming product advertisements often emphasize the importance of masculinity in physical appearance, promoting products that promise to enhance traits such as strength, confidence, and virility. These advertisements contribute to the reinforcement of traditional gender roles, portraying men as enduring individuals who suppress emotions and vulnerability. Masculinity is seen to be the trait that emphasizes ambition, acquisition of wealth, and differentiated gender roles.

Studies have explored the concept of masculinity in contexts that go beyond conventional home duties and consumer goods to include more general societal areas, such as the military. Advertising efforts often feature strong, heroic men defending their country, reinforcing the military's historical association with masculinity. By portraying males as brave and unwavering defenders and marginalizing or under-representing women in military jobs, these representations frequently perpetuate archaic gender stereotypes.

The intersection of gender and militarism in advertising reflects deeper cultural narratives surrounding power, strength, and authority. Military advertisements frequently emphasize notions of masculinity linked to physical prowess, discipline, and leadership, perpetuating the idea that combat roles are inherently masculine pursuits. Such representations not only shape public perceptions of gender but also influence recruitment efforts within the armed forces, reinforcing gender disparities in military participation.

An influential voice in this discourse is Dr. Rowena C. Briones, whose study entitled "Men in Philippine TV Commercials: A Comparative Analysis of the 1980s and the 2000s" provides valuable insights into the evolution of masculinity in Philippine advertisements over time.

Dr. Briones highlights the shifting portrayals of men in advertisements, from the dominant and authoritative figures of the 1980s to the more diverse and nuanced representations seen in the 2000s. Her research underscores the importance of historical context in understanding the construction of masculinity in advertising and how societal changes influence gender portrayals.

According to Dr. David's article, "Gender representation in Philippine television advertisements: A qualitative analysis," advertisements frequently reinforce gender roles traditionally associated with men and women as homemakers and housekeepers, respectively. Her work highlights how ubiquitous gender stereotypes are in crafting advertising narratives and how these representations affect the society views femininity and masculinity.

Based on the essay on masculinity in the Philippines (2016), despite the prevalence of traditional gender stereotypes, there have been notable challenges and changes in recent years. Some brands have started challenging these stereotypes by featuring women in non-traditional roles, such as corporate executives, athletes, and leaders. These commercials encourage viewers to defy conventional gender conventions by celebrating the empowerment and independence of women.

Similarly, there has been a growing tendency towards more varied portrayals of masculinity; males are portrayed in some businesses as providing caring and nurturing duties. The idea that dominance and power are the sole qualities that define masculinity in males is contested by these ads, which support more positive manifestations of masculinity (Masculinity in the Philippines).

This research paper aims to delve into the gender constructs of masculinity and femininity as depicted by one of the popular ads and products promoting sports and wellness in the Philippines.

Conceptual Framework

To provide the framework of the study, the relevant concepts on commercial advertisements, Milo sports and wellness advertisements, gender, gender roles such as masculinity and femininity as traditionally portrayed and its evolving concepts and their interplay with each other are discussed below. These are key concepts and are relevant in the content analysis of the Milo commercial advertisements promoting sports and wellness from 2014 to 2024. Moreover, the research paradigm of the study is illustrated and discussed. Finally, the research paradigm of the study utilizing the Input-Process-Output Model (IPO) in illustrating the road-map of the study is presented and elaborated.

Commercial Advertisement. According to the research conducted by Cooke & Buckley, 2016, commercial advertisement is defined as any advertisement which has, as its primary purpose, the promotion of the sale of goods or services by a commercial business or enterprise to the public generally or any significant part thereof. Further, it is commonly known as a commercial or ad. It refers to a promotional message created by businesses, organizations, or individuals to market products, services, or ideas to a target audience. These advertisements employ various mediums such as television, radio, print, online, and outdoor platforms to convey persuasive messages to influence consumer behavior and drive sales. According to Rosson Blatt (1977), as cited by Nwabuko (2014), advertising is the voice of business, and when it is heard, business is said to have been spoken.

Functions of Advertising. It is equally important to understand the functions of advertising. According to Nwabuko (2014), advertising functions are categorized as marketing, Communication, Education, and Social.

1. Marketing: Advertising sells a product, a service, or an idea to the target audience.
2. Communication: It serves to communicate information and messages to people there, providing consumers with the buying information they need.
3. Education: Advertising imbues its audience with “the quality of “Psychic mobility.” Through advertising, consumer horizons are stretched beyond their immediate physical and mental confines such that they become aware of new consumption alternatives.
4. Social Function: It can do more than sales; it promotes and advocates special values such as those bordering on sustained development, child welfare, and disease prevention.

Milo Commercial Advertisements promoting sports and wellness. Through its Milo sports programs, Milo has been a reputable brand for decades, encouraging millions of Filipino youngsters to lead active and healthy lifestyles. It widely advertised that aside from being a companion drink for champions, it has claimed that children get the energy they need for a busy day of school and sports when they drink a tasty cup of Milo, a healthy choco-malt milk drink prepared with the natural deliciousness of milk, cocoa, vitamins, and minerals.

In this study, the focus would be on the social function or commercial advertisement which exceeds the promotion of the brand's goods but more so on the portrayals by Milo of gender constructs in their advertisement related to sports and wellness.

Gender. As culturally defined, gender can be measured in terms of: (a) traits that characterize masculinity, femininity, and androgyny; (b) ideologies that prescribe roles or traits for men and women; (c) behaviors such as those associated with societal roles that indicate conformity to gendered beliefs; and, (d) socialization processes (usually within the family) that direct individuals toward gender norms. The current study focuses primarily on the first category, using traits to define gender.

In categorizing masculinity and femininity, authors of gender measures either subscribe to a unidimensional or multidimensional approach unidimensional approach places masculinity and femininity on opposite ends of a single spectrum; that is, being masculine means being the bipolar opposite of being feminine. Overall, cultures take this unidimensional approach to classify gender-related characteristics.

Thus, if a culture defines being feminine as being emotionally sensitive and dependent on others, being masculine is likely to mean being stoic and valuing independence. A multidimensional approach to gender, on the other hand, conceives of masculinity and femininity as two separate constructs that could conceivably exist at the same time in the same individual. Thus, an individual can possess stereo-typically feminine (e.g., being emotionally sensitive) and masculine (e.g., being independent) traits. Being equally masculine and feminine would then be considered typical of androgyny.

Gender Stereotypes. A stereotype is a representation of a social group emphasizing a characteristic or a set of characteristics that may project a standardized image, whether correct or false, of that group (Moriarty et al., 2009). Stereotypes use easily understood, symbolic signs that are accepted by the majority of the members of a community, and they refer to a specific social context and time frame. In that sense, they represent social constructs that affect how the members of society perceive other individuals or social groups (Gauntlett, 2002).

Gender stereotypes are general beliefs about gender-related qualities and roles associated with men's and women's psychological characteristics and behaviors (Browne, 2005). According to Van Zoonen (2007), the meaning of gender is not constant but varies with specific historical and cultural conditions. In other words, the concepts of masculinity or femininity are socially constructed and dynamic, susceptible to change and alteration over time. Prior research suggests that masculinity is the product of historical, social, and cultural processes and a response to changing roles of femininity.

Masculinity in the Philippines (2016) and Sales et al. (2022) have compiled data on the prevalent stereotypes seen in Philippine ads, which generally show men as defenders and providers and women as nurturing homemakers and caregivers. Furthermore, research conducted by Drs. Rowena C. Briones and Clarissa C. David has looked at how gender portrayals have changed over time in Philippine advertising, emphasizing how traditional gender norms have persisted.

Additionally, Dr. Josephine O. Medecilo's research has examined how gender intersects with class and ethnicity, illuminating the complexity of gender representations in advertising within the sociocultural setting of the Philippines. Sales et al. (2022) and a paper entitled *Masculinity in the Philippines* (2016) have done a great deal of work to document the gender stereotypes that are still being used in Philippine commercials.

Their research reveals a recurring trend in which women are primarily portrayed in roles connected to domesticity and nurturing, such as housewives and caregivers. These representations uphold gender stereotypes that place women in the lead role of taking care of and maintaining the home. However, men are frequently portrayed as providers and guardians, exemplifying power, dominance, and leadership qualities. In addition to reflecting cultural norms, these gendered portrayals legitimize and uphold the power dynamics that already exist between men and women.

Development in Gender - roles Depictions in Philippine Advertisements. Another study conducted by Briones and David (n.d.) explores the development of gender portrayals in Philippine advertising over time. Despite societal changes and developments, their research shows that traditional gender roles have persisted over time. These researchers demonstrate the persistence of gender stereotypes in advertising narratives by comparing commercials from several decades. Furthermore, they highlight how advertising shapes and maintains gender-related cultural norms, which helps to reproduce gender inequality in Philippine society.

The research conducted by Dr. Josephine O. Medecilo illuminates how gender intersects with other socioeconomic elements in Philippine advertising, such as class and ethnicity. Her research reveals the complexity of gender representations by showing how gendered messages in advertising are constructed and interpreted based on intersecting axes of identity. For instance, advertisements aimed at separate socioeconomic or cultural groups could use different approaches to represent femininity and masculinity, reflecting differing societal standards and expectations. This emphasizes importance of having a sophisticated grasp of the inter-sectional dynamics at work in advertising discourse while also considering the variety of identities and experiences within Philippine culture.

Research Paradigm. Figure 1 shows the research paradigm of this study. The Input - Process - Output (IPO) model illustrates the framework and progression of this research study. The primary variables are illustrated, and their sources are mapped out in Figure 1.

Also, data processing through the Visual-Verbal Video Analysis Framework entails thematization through inductive analysis to complete the content analysis of the commercial advertisements. Mainly, inductive analysis, which is data-driven from the ten (10) commercial advertisements, was applied in the thematization.

The output resulted in rich and multi-aspect themes about concepts of masculinity and femininity as portrayed by the decade-long Milo commercial advertisements.

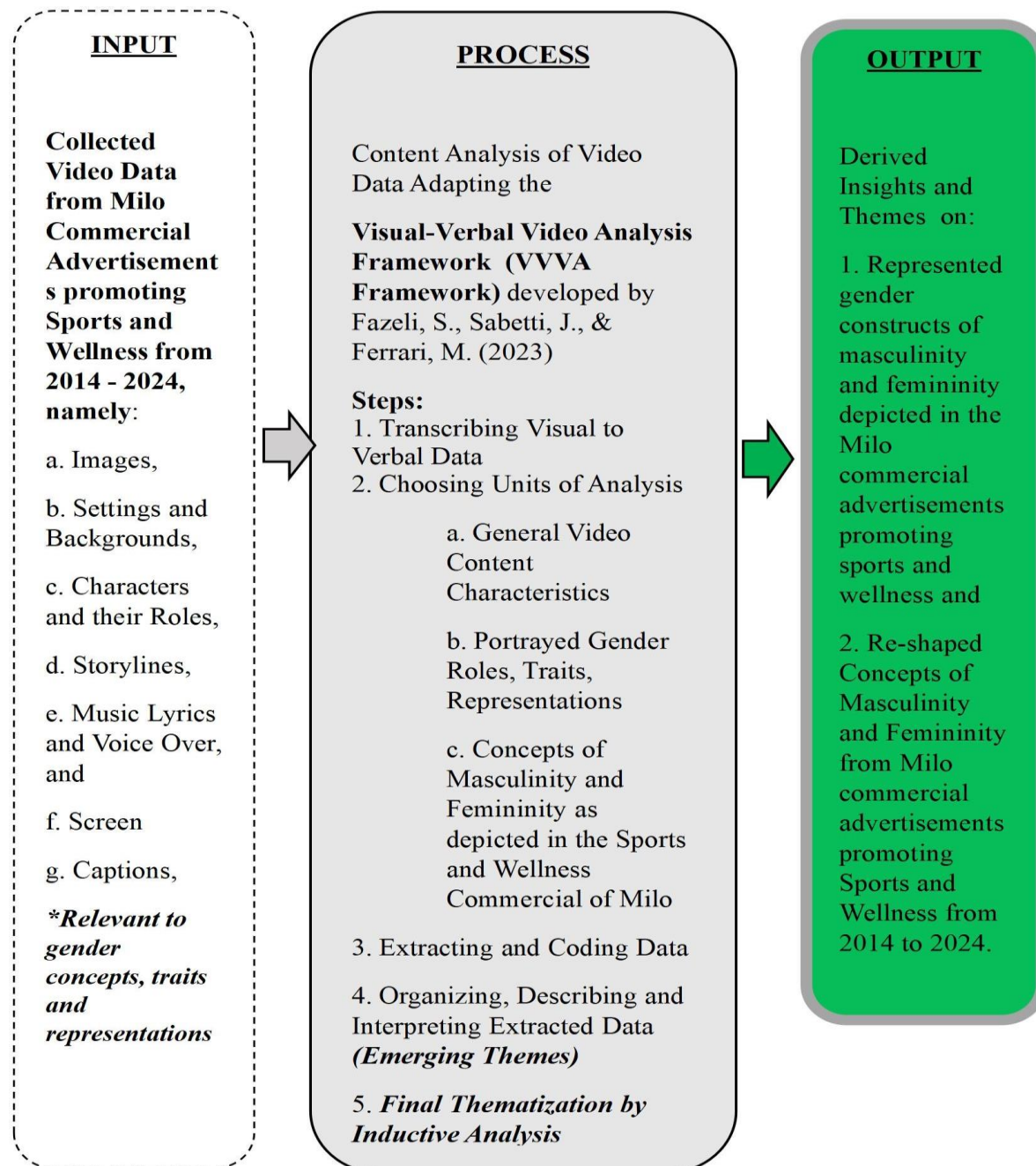


Figure 1. Research Paradigm of the Study

Statement of the Problem

Through a comprehensive and multi-aspect content analysis of Milo commercial advertisements promoting sports and wellness, this study explored the concepts of masculinity and femininity represented and reshaped by the Milo commercial advertisements from 2014 to 2024.

Further, this research aimed to contribute to a deeper understanding of how advertising shapes and reflects cultural and societal perceptions of femininity and masculinity in the Philippines, paving the way for more inclusive and empowering representations in the future and promoting healthier, more humanistic, and perhaps more personally accurate, conceptions of masculinity and femininity.

Further, this study answered the following questions:

1. What gender constructs of masculinity and femininity are depicted in the Milo commercial advertisements promoting sports and wellness?
2. How have the concepts of masculinity and femininity been re-shaped from 2014 to 2024 in the Milo commercial advertisements promoting sports and wellness?

METHODOLOGY

An overview of the research method used in this study is provided in this chapter. It provides details about the subjects of the study, the requirements for being included in the research, and their sources.

Further, the researcher explains the research design selected for this study's objectives and the factors that led to this decision. Additionally, the data gathering tools and procedures utilized to conduct this investigation are described. Moreover, the researcher discusses the framework adapted for the treatment and analysis of data. Lastly, the ethical issues considered in the process are also discussed.

Research Design

For the purposes of this study, the research paradigm that was followed was of qualitative nature. Specifically, the qualitative content analysis was employed in order to explore the concepts of gender constructs of masculinity and femininity as portrayed by Milo commercial advertisements in their pursuit of promoting sports and wellness from 2014 to 2024.

As outlined by Zhang and Wildemuth (2009), one of today's most extensively employed research method is qualitative content analysis which addresses the weakness of the quantitative approach. Qualitative content analysis has been defined as:

"A research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns" (Hsieh & Shannon, 2005, p.1278), "An approach of empirical, methodological controlled analysis of texts within their context of communication, following content analytic rules and step by step models, without rash quantification" (Mayring, 2000, p.2), and

"Any qualitative data reduction and sense-making effort that takes a volume of qualitative material and attempts to identify core consistencies and meanings" (Patton, 2002, p.453).

Population and Locale of Study

Videos are everywhere and have had a big impact on how we communicate and consume information. Researchers have been able to better understand how human connections and interactions evolve and alter, as well as how patterns appear under different conditions and interpretations, thanks to the data provided by the video. Being able to do a comprehensive analysis of this multi-modal data is essential given the growing importance of video data in social science and medical research as well as the ongoing introduction of new formats and sources.

In this content analysis, the subject of the study were ten (10) commercial advertisements by Milo Philippines where the famous Milo drink was advertised alongside the promotion of sports and wellness among the Filipino audience.

In selecting the commercial advertisements to be carefully analyzed, the researcher used the following inclusion criteria for the study:

1. The Milo commercial advertisements should be in the form of a short video material aired in Philippine Television or Media from 2014 to 2024;
2. The Milo commercial advertisements should have one of its objectives to promote sports or wellness; and
3. The Milo commercial advertisements should be available and accessible to the public in the Youtube channel of either Nestle Philippines or Milo Philippines.

One (1) commercial advertisement per year from 2014 to 2024 was included in this qualitative analysis to identify gender roles and constructs of masculinity and femininity as represented in the sports and wellness advertisements. The first Milo video commercial to appear in the Youtube search per year was chosen as the representative for the said year.

Data Collection Instruments

In order to collect the video data, all the ten (10) Milo commercial advertisements were downloaded from the Youtube channel of Nestle Philippines and Milo Philippines. Since the materials were publicly accessible and the purpose of the download and saving were limited only for research and academic study, no permission was secured. Links to the subject commercial advertisements can be accessed in Appendix A.

Data Collection Procedure

Film viewing. In order to collect the relevant and necessary data for the study, film viewing of the commercial advertisements were done multiple times by the researcher in order to grasp and understand the background and settings, story-lines, character casting and roles, scenes, music lyrics, voice over and screen captions which are relevant to the concepts of masculinity and femininity, gender constructs necessary to achieve the research objective from the contents of the video.

Observation and Note-taking. On the process of watching and rewatching the said commercial advertisements, the researcher keenly observed visual and auditory representations related to the aim of the research. Notes were made and were used during the transcribing of the video material into verbal (textual) data.

Transcribing. The video materials containing the commercial advertisements which contained the visual and auditory components of the video were transcribed into verbal or written texts which were then utilized as the basis for the data analysis.

Treatment of Data

Qualitative content analysis is an interpretive process that aims to understand social situations and purposes in video settings. It provides a foundation for understanding human interactions and relationships, revealing patterns within various interpretations.

Visual-Verbal Video Analysis Framework (VVVA Framework). In order to systematically analyze the data generated from the commercial advertisements, the researcher adapted the comprehensive content analysis of video data Adapting the Visual-Verbal Video Analysis Framework (VVVA Framework) developed by Fazeli, S., Sabetti, J., & Ferrari, M. (2023) method to manage video data analysis more efficiently while fully exploiting the information embedded in the video data.

VVVA is an all-inclusive analytical technique that recognizes and examines video data, improving understanding and knowledge by examining the connections between words and images and concentrating on different aspects like objectives, context, perceptions, relevance, and multimodal features. The following are the six steps adhered to by the researcher in order to generate new insights and themes on the concepts of masculinity and femininity in sports and wellness commercial advertisements.

Table 1. Six Steps for Analyzing Video Data Using the VVVA Framework

Order	Step	Description
1	Collecting, organizing and reviewing data	Collecting, storing, labeling, and organizing video data for extraction and analysis. Watching the video several times, focusing separately on the spoken text, character(s), setting, motions and gestures, objects, gaze of the characters, camera angles, then one viewing of the entire video to become fully acquainted with the content.
2	Transcribing verbal data	Transcribing the spoken text in videos, either manually or using digital tools. This information is used to build the following categories: content, messages, emotions, discourses, etc.
3	Choosing units of analysis	Determining whether to analyze the entire video in one piece or break it into smaller segments of several minutes each (recommended)
4	Extracting and coding data	Classifying and coding the verbal and visual information embedded in the video data, reviewing each unit of analysis and carefully transferring the data into the data extraction matrices Extracting and coding the video data according to the following matrices: General characteristics; Multimodal characteristics; Visual characteristics; 4) Characteristics of primary and secondary characters; and Content and compositional characteristics including the messages, emotions, and discourses (using step 2 information)
Order	Steps	Description
5	Organizing, describing and interpreting extracted data (Emerging Insights and Themes)	Grouping, categorizing, sub-categorizing, and abstracting the coded data further until all verbal and visual components and other characteristics are adequately defined, interconnected and identified by themes and sub-themes in relation to the research question(s)
6	Reporting findings (Finalization of Themes)	Writing up research findings (manuscript for publication or report) including tables, figures, and graphs showing relationships between the analytical process and results

The six-step visual-verbal video data analysis was employed in order to generate themes and insights that would answer the aims of this study. The researcher carefully analyzed and inductively inferred the meanings from the different representations of the multi-aspect contents of the sports and wellness commercial advertisements of Milo in the Philippines.

RESULTS AND DISCUSSIONS

In this section, the meaning and importance of the vital and significant findings answering the research questions are presented and interpreted, and their implications and significance are explained. Moreover, the results are related and compared with other similar publications and previous works for corroboration and support.

Gender Constructs of Masculinity and Femininity Depicted in the Milo Commercial Advertisements

A. *Culturally influenced Gender Constructs of Manifested in the Portrayal of Filipino Family Structures*

In the commercial advertisements of Milo promoting health and wellness, the representations of roles, traits, characters, images, storylines, discourses, and even the settings and backgrounds, which are relevant to concepts of masculinity and femininity, were found to be heavily and extensively influenced by the Filipino culture.

Milo is a famous brand of chocolate malt drink promoting healthy diet, wellness, physical activity, and the

propagation of sports throughout the country, specifically targeting young children and their parents. With this, the researcher noted that the advertisements employed culturally rooted roles of the family members for the mother, the children, and the father. This could be attributed to the desire of advertisers to resonate more with the Filipino audience by having the scenes deeply rooted in the Filipino culture of warmth and family, thus affecting the portrayals and the roles of the characters as a woman or a man in the advertisements.

Filipino advertisements have evolved dynamically, embracing technology and storytelling while staying rooted in cultural context. The family is the most important social group in Filipino culture; it is "the center of their universe" (Jocano, 1998), as cited by Alampay and Jocson (2011).

Filipinos are big in family, community, and showing respect, and these values are reflected in advertisements. It is like watching a commercial that feels like home. It is familiar and warm. Filipinos love a good laugh, so humor is a big part of our ads. Culture also guides the feelings ads want to create. It might be that warm, cozy feeling of family, the unity of a community, or the pride in your country. Ads want to make you feel something that matters (Linga, 2023).

Below is a more detailed discussion of the sub-themes culled from the comprehensive video data analysis conducted on ten (10) Milo sports and wellness commercial advertisements.

A.1. Women Characterized as Central Figures in Maintaining the Health and Wellness of the Family

One of the gender constructs of masculinity and femininity found in this study reveals that women, portraying the mothers in the advertisements, were often shown as the central figures in maintaining the wellness and health of the family.

These advertisements depicted mothers as nurturing, caring, and trustworthy for the overall well-being of their children. Most scenes involved kitchen scenarios at home where mothers were brightly setting the table with typical Filipino breakfast or meals and warmly offering the Milo energy drinks to their kids before they left for school.

To give a more vivid portrayal of the concept of femininity depicted in the Milo commercial advertisements, one scene shows the smiling mother approaching the siblings, who are preparing to eat their breakfast (rice, banana, sliced tomato, and boneless bangus) lovingly prepared by their mother. The mother then stirs a mug of Milo's drink and gives it to the children. Upon sipping the drink, the siblings are energized smiling broadly at their mother:

"Every day, sa bahay daming activities kaya breakfast pa lang give them champion energy, mag breakfast every day with Milo!" (Our house has many activities daily, so they should be given champion energy as early as for breakfast. Have breakfast everyday with Milo!)

Furthermore, these advertisements emphasized the importance of mothers providing and being keen to meet the nutritional needs of their children through the consumption of Milo. It is noted that Milo's advertisements promoting the nutrients, vitamins, and energy-giving effects of the drink were most likely directed to the women for the same reason that child-rearing and the wellness of the family are roles heavily vested in mothers as rooted and expected from a Filipino family.

For instance, the discourse in the one of the Milo advertisement throws the question to a mother stating:

"Walong oras ang anak mo sa school, May sapat ba syang sustansya para sa kailangan niya? May sapat ba syang sustansya para sa kailangan niya?" (Your child doesn't have enough time for school. Does he have enough proper nutrients? Does he have enough proper nutrients?)

This is followed by a home scene where the male student goes down the stairs carrying two heavy and full bags, one of which is a school bag while the other is a gym bag. He goes to the kitchen and stays seated beside the table. Then his mother approaches carrying a mug of Milo drink while smiling brightly

Voice Over: “Bigyan sya ng dagdag sustansya mula sa Champion Energy Nutrients ng Milo! Ang love niyang sarap ng Milo may sustansya rin ng Milk, Protomalt, Iron and B-Vitamins.” (Give him additional nutrients from the Champion Energy Nutrients of Milo! The delicious Milo that he loves also has the nutrients of Milk, Protomalt, Iron and B-vitamins).

Similar concepts of gender roles and traits assigned to the mother were portrayed in the ten (10) commercial advertisements. The role of the mother in the Philippine culture as one who is most responsible for child rearing and wellness is vastly affirmed in Milo's advertisements for wellness and health for the kids.

A.2. Women Portrayed as the “Wind Beneath the Wings” of Champion Athletes

This results also reveal the portrayal of women as mothers who are well-informed about and attuned to their sons' or daughters' dreams and aspirations.

Traditionally, mothers are perceived as more potent than fathers in giving directives and organizing the child's activities. This finding is clearly illustrated by the sample touching scenes portrayed in the Milo sports commercial advertisements:

The 2021 Milo commercial advertisement featured Carlos Yulo, who is a Filipino artistic gymnast who has won multiple medals at the World Artistic Gymnastics Championships and who is the first Filipino and the first male Southeast Asian gymnast to obtain a medal at the World Artistic Gymnastics Championships.

One of the scenes showed a throwback to the earlier challenges in his preparations and training before achieving his championship and success in gymnastics. In the house scene, Young Yulo practices a forward roll on the floor with bedding as his improvised cushion while his mother, preparing a Milo drink in the kitchen, looks at him fondly. Then, young Yulo continues to practice a headstand in front of their gate and landing pose on their stairs. After this, young Yulo runs to his mother, who warmly gives him a cup of Milo drink, which he energetically drinks.

Then, the scene cuts to the gymnasium, where young Yulo and other young gymnasts are shown getting ready to execute their routines. Young Yulo tries back tumbling but fails while the other kids watch him (*Song Lyrics: Face the day, there is a new challenge*). On the stairs at home, young Yulo was seen dejected but was comforted by his mother while she applied a cold pack on his arm (*Song Lyrics: A chance to be better.*). Moving forward, in one competition scene, grown-up Yulo executed all his routines perfectly in a world competition, thus becoming a world champion. The audience loudly cheered for him.

Then, the scene panned to his mother, who is shown supporting him with tears of joy in her eyes (*Song Lyrics: Growing up with champion energy, growing up with champion energy, (2x)*). Then, Champion Yulo, despite being cheered on by everyone, searches for his mother in the audience and points at her with a smile. He then mouths, "Thank you, ma." The mother raises her hand and becomes emotional (*Song Lyrics: Growing up with Milo, Milo every day!*).

Another notable scenario depicting the concept of a mother who is the wind beneath the wings of their children is illustrated below:

At dawn, while the sun was yet to rise in a court surrounded by houses and dimly lit by a streetlight, a young boy holds a basketball alone, puts down the ball, and crouches on the ground to draw the starting point of the shooting line with a stone. Meanwhile, his mother peeks at him from their gate with a concerned look

“Voice Over: Ang galing mo, wala sa bola.” (Your greatness, doesn't come from the ball

The boy continues to practice, but sadly, he misses the score. The mother went out and offered him a cup of Milo drink. After practicing some more, a close-up of the ring showing the perfect ring-less shot of the boy was shown. The boy smiles brightly after the successful shot and looks at her mother, smiling proudly at him in front of their house. The mother gives an encouraging nod to her son

"Voice Over: Ginalingan a sarap, para sa galing ng champions." (The taste is made great, for the greatness of champions)

In these scenes and many other scenes considered in this study, the concept of femininity being a supportive character to the dreams and aspirations of their children and being a comforting companion through their journey to success were highlighted roles of a mother. These depictions indicate that Filipino culture views women as capable and forerunners in raising their children into champions.

A.3. Minimal Paternal Involvement Depicted in the Commercial Advertisements

From the video data analysis of the ten (10) Milo commercial advertisements, gender representation was scarce for the paternal role in the family scenarios depicted.

Only one instance is shown where the father plays basketball cheerfully with the family in front of their house. There were no scenes depicting the father in other child-rearing activities and joining them during training, practices, and competitions. More often, it was the mother's role to keep the child's company as he/she progressed in her sports career.

This finding finds support in a related study claiming that "Invariably, Filipino fathers and mothers reported taking on traditional roles in the home, with fathers being providers and "protectors" but having limited purview in the daily lives of their children and mothers taking on the tasks of child-rearing, discipline, and "managing the home" (De la Cruz et al., 2001).

On the other hand, Alampay and Jocson (2011) reported that some studies report more egalitarian gender roles between the father and the mother. In a national survey conducted in 15 highly populated and semi-urban sites, mothers reportedly managed household finances, but mothers and fathers reported joint decision-making regarding children's discipline, education, and financial investments. These responses were more prevalent among more educated parents with higher income and may reflect more "modern" arrangements in family decision-making. Moreover, younger and more educated fathers spend relatively more time than their older counterparts in child care and consider "nurturance" to be a primary duty alongside financially supporting the family (McCann-Erickson Philippines, 2006). Fathers' shifting roles in the family likewise suggest more progressive views, at least for the younger generation of parents.

A.4. Multi-factorial Gender Representations among Children

Results show that the Milo commercial advertisements relevantly approached gender representations in young boys and young girls in a multi-factorial manner. As to their roles in the family, the typical mold of traditional family traits was followed. Both male and female children showed time-honored respect and obedience to their parents. The concepts of masculinity and femininity among the children were mainly based on other independent influences such as age and athleticism and not merely gender.

In essence, the traits and roles represented by the children in the Milo commercials were more focused on traits possessed by those in their tender ages, such as dependency on an adult, cheerfulness, dreaminess, playfulness, and enthusiasm. Moreover, traits that were common to athletes, such as determination, consistency, discipline, perseverance, grit, and resourcefulness were evidently portrayed by the children, both male and female.

A multi-factorial method to explore gender characteristics refers to a viewpoint that acknowledges that gender identity is a dynamic interplay of multiple influences rather than a single, monolithic construct. There is growing agreement that gender functions in a person's self-concept in various tenuously related ways. Gender traits entail a network of independent influences rather than a single underlying factor.

At younger ages, their concepts of masculinity and femininity are still not dichotomous, hence the similarity in the representation of both girls and boys in the commercial. When children grow up, they get exposed to more rigid societal expectations of how a male should act and behave.

About the same time that children become cognizant of their biological sex, they also have an awareness of culturally derived gender norms; for example, children know positive stereotypes of their own sex and negative stereotypes about the other sex. Thus, at a very early age, children begin to develop a belief system concerning cultural gender roles. According to Spence (2015), "gender is one of the earliest and most central components of the self- concept and serves as an organizing principle through which many experiences and perceptions of self and others are filtered"

Traces of Traditional Gender Constructs Portrayed in the Milo Commercial Advertisements

One of the notable findings worth discussing are the few instances of representations of masculinity and femininity which depicted the traditional gender traits and roles engendered by the society.

In the 2014 commercial, which celebrated the 50th year of Milo since its introduction in the Philippine market; there was a dichotomy of representing a young boy who was aspiring to become a basketball player, in contrast to a young girl who was training to become a gymnast. Relevant images where there were differences in gender views as put forward by social expectations were when the boy, with a group of sweating and determined-looking boys, were dribbling their basketball on the bridge. Some of them even had mud on their shirts. In contrast, the group of girls, who were aspiring gymnasts, sported clean and well-put gymnast attire while having their hair neatly tied up.

This is a trace of traditional gender view based on social expectations that males who are expected to be strong, competitive, and physically active, would venture into sports that are more physical while ladies who are expected to be more demure or prim and proper are into sports like gymnastics where posture, form, and gracefulness are material.

It is also observed that basketball being a very famous sport played by Filipinos was the most utilized sport in the Milo commercial advertisements in their pursuit to promote sports and athleticism.

The second trace of a dichotomous and traditional gender representation gleaned was from the 2016 commercial. The triumphant story of Taekwondo champion Kirstie Alora was used to show that bullying can be overcome by mastering taekwondo. All of her training shots show her kicking and punching a stationary punching bag. On the other hand, in the 2017 commercial, where the sport of taekwondo is once more featured in the Milo commercial, a young man wearing a taekwondo uniform is shown while sporting a kick mid- air.

(Caption on screen: Energy Gap).

It is inferred that there was a safer portrayal of the exhibitions shown by the female taekwondo player as against the aerial exhibitions by the male taekwondo player, thus representing a more adventurous spirit among male players, another traditional gender trait.

Another socially dictated representation is one related to an occupation. In one of the scenes where the storyline presents the busy and loaded daily schedule of students, including the classroom, the teacher is depicted as a woman. It is a common societal perception that the female gender is more associated with teaching jobs in the Philippines.

Gender stereotypes are pervasive in sports commercial advertisements, with women frequently depicted as passive and decorative objects rather than active participants. These ads often focus on the physical appearance of female athletes rather than their athletic abilities, reducing them to mere objects of desire.

These advertisements often perpetuate traditional gender stereotypes, portraying women as passive and decorative objects while depicting men as aggressive and dominant figures. Such representations not only reinforce existing gender roles and expectations but also have broader implications for societal attitudes towards gender equality in sports.

In contrast, men are portrayed as aggressive and dominant figures, emphasizing strength and competitiveness. These representations not only limit the portrayal of gender in sports but also contribute to the

reinforcement of traditional gender roles and expectations, perpetuating the idea that sports are primarily for men while women are relegated to the sidelines.

Spence (2015) argued that there are countless combinations of diverse factors that contribute to various women's senses of their femininity and various men's senses of their masculinity. Similarly, Hoffman et al. (2000) maintained that each female individual must be allowed the latitude to determine what her femininity (femaleness) means to her and each male individual must be allowed the latitude to determine what his masculinity (maleness) means to him.

Re-shaping of Gender Constructs in the Milo Commercial Advertisements Towards Equality and Inclusivity

The social construct of masculinity evolves in response to changes in society and culture. Orthodox masculinity is mainly considered to be hegemonic and is evidenced by the dominance of men over women and other less powerful men. Contemporary shifts in masculinity have seen an emergence of new masculinities that challenge traditional male stereotypes. (Connor, et al.,2021).

The following are the themes gathered from the Milo Commercial Advertisements through the years (2014 - 2024), which are considered as developments or re-shaped gender representation in keeping with the evolving, more liberated, converging, non-dichotomous gender constructs.

Through the Casting of Champion Athletes in Commercial Advertisements

From 2014 to 2024, it is concluded that the equality in gender representations in the Milo commercial advertisements for men and women was maintained. This can be attributed to the practice by advertisers to cast champion athletes to endorse their products and services.

In terms of casting, there was a fair and equal representation of male and female athletes who joined and promoted in the Milo commercial advertisements. There was no overpowering of one gender to the other, nor was a more dominant gender said to be favored.

In recent years, there has been a notable increase in the trend of casting champion athletes in commercial advertisements in the Philippines. This trend is seen as a way to capitalize on the popularity and influence of these athletes and enhance the image and credibility of the products and brands being promoted. By featuring champion athletes in commercial advertisements, companies aim to tap into their immense popularity and inspire consumers with their athleticism and success.

In the Milo commercial campaigns examined in this study, the male champion athletes cast were Chris Tiu, Jeron Teng and, Carlos Yulo, Micco Sollano Blacklist International (male duo). Conversely, Bea Lucero, Kirstie Alora, Hidilyn, Alora, and Alyssa Valdez represented the female champion athletes. It is evident that the number of athletes cast for the sports and wellness commercial was nearly equal for men and women.

It is a social phenomenon that athletes in the Philippines gain tremendous popularity, and their fame or celebrity status is being banked upon for a wider audience, promoting the effectiveness of the advertised sports and wellness products. An advantage to this is the more comprehensive representation and inclusion of women in sports and wellness commercial advertisements.

Through Non Dichotomous Sports' Assignment to Both Males and Females

There were notable breakthroughs from the traditional molds of gender traits and concepts and more contemporary and fluid representations manifested depicted in later commercials with respect to champion athletes and casts for both. These manifestations were through the use of gender-neutral and non-dichotomous representations between the male and female gender, specifically on the assignment of sports to both genders and the athletes' neutral representations of body image.

Firstly, there were efforts in the commercial advertisements to break the mold that a certain sport belongs to a

certain gender. Here, there were inclusions of both genders in the sports depicted such as basketball, taekwondo, and gymnastics.

The sport basketball was initially portrayed by a group boys where they were seen dribbling on a bridge in a 2014 milo commercial. The following is the transcribed visual to verbal data:

A group of young boys, with Boy 1 during scene 1 was the front, dribbling green and white balls on the bridge while met with two professional basketball players.

In the 2015 commercial on the other hand, an expansive closed gymnasium with a basketball court showed a group of children consisting of males and females, wearing green and white shirts and green shorts (sporty attire) in a triangular formation energetically dance while shouting, "Chocolatey milo!"

While in 2019 in a gymnasium with a basketball court, students (both male and female) in green P.E. uniforms drenched in sweat dribble the ball. Then others practice passing the ball, others shoot the ball

"Voice Over: May sapat ba syang sustansya para sa kailangan niya?" (Is there enough nutrients for his needs?)

Then, in the gymnasium, the scene shows the male student scoring in the basketball game despite being defended by another player—the excited audience cheers in the background.

"Voice Over: Para champion everyday! Milo every day." (In order to be a champion every day! Milo every day!)

A more drastic turn was portrayed in their 2021 commercial. On the front porch of their house, a basketball rink is shown then the children, both male and female take turns shooting basketball, and then they play happily and firmly with their mother and father joining them.

Finally, in 2023 the half-screen showed a girl in the gymnasium shooting the basketball perfectly into the ring from the free throw line. (Screen caption: A+ and Swoosh, respectively). Another scene depicted a group of four young girls gather happily while each holds a basketball and cheering energetically. A cup of Milo is also shown on screen.

(Screen caption and Voice over: Bring out the Champion with Milo!)

These scenes promoted inclusion of both genders in the basketball sports. Even young children composed of both male and female were represented to be enjoying and practicing basketball during their gym or physical education classes and family time.

Aside from basketball which was widely used in most of the Milo commercial advertisements, there was also inclusion of both male and female in the depiction of the sport of Taekwondo and gymnastics.

In the realm of sports, there has historically been a clear distinction between combat sports experienced by men and women. However, in recent years, there has been a shift towards greater gender equality and recognition for women in sports. This shift is reflected in the increased coverage and opportunities for female combat competitors, such as the success of the female Ultimate Fighter Championship in the United States. Additionally, research has shown that there are differences in performance and perceived quality between men's and women's sports. For example, studies have found that female soccer players may run slower and cover less distance than their male counterparts. These differences in performance can be attributed to various factors, including physical parameters and societal expectations.

However, it is important to recognize that gender information alone should not be used to determine the assignment of sports to men and women. Instead, sports should be assigned based on individual skill, ability, and interest, regardless of gender. Gender neutrality in sports requires a shift away from assigning sports to men or women based solely on societal expectations and physical differences. By focusing on individual skill, ability, and interest rather than gender when assigning sports, we can promote gender neutrality in the realm of sports.

This finding is a positive development and direction taken by the Milo commercial advertisements. In recent years, there has been a growing recognition of the need for non-dichotomous gender representation in sports. Especially so that, around the world, women encounter discrimination and stereotyping. Women athletes receive lower levels of media coverage, and are subjected to sexist and derogatory language in the media and from people in their communities.

This is corroborated by the study of Huggins and Rundell (2007) which reported that the sports industry opposes significant reform and upholds gender stereotypes. Communities and societies empower women by encouraging their engagement in athletics, which in turn fosters self-confidence, leadership, collaboration abilities, and achievement. Sport also subverts social standards by giving women a platform to reexamine their masculinity and femininity and show off their skills.

In recent years, there has been a growing recognition of the need for non-dichotomous gender representation in sports. Various studies and report have highlighted the disparities between boys and girls regarding sports participation. For example, one report found that 40% of teen girls are not actively participating in sports, highlighting a clear gender imbalance. This underrepresentation of girls in sports can significantly affect their physical and mental well-being. Furthermore, research has shown that the media plays a role in perpetuating gender stereotypes and misrepresenting femininity and masculinity in sports.

These stereotypes often reinforce traditional gender roles and exclude individuals who do not conform to these rigid categories. Challenging these stereotypes and creating a more inclusive environment in sports is essential. One approach to address this issue is implementing policies on education, which require equal opportunities for boys and girls in school sports. These policies ensure that both sexes can try out for and play on sports teams, regardless of the sport's contact or non-contact nature. Additionally, more significant efforts should be made to provide girls with more sports opportunities and dismantle barriers that prevent their full participation. This can include creating more girls' sports teams, offering equal resources and funding for girls' sports programs, and challenging societal attitudes that discourage girls from participating.

Through Gender-neutral Representations of Body Image

This study also reveals that there were representations in the Milo commercial advertisements which embraced inclusive and diversified ideal body images for male and female. There were notable scenes which propagated inter-sectional body images between males and females, hence breaking away from the stereotypical and very limited body image ascribed to men and women.

In the 2016 commercial advertisement, a lady in a white taekwondo uniform sporting short hair enters a dimly lit gym. She had well-built muscle and a determined look in her eye as she practiced really hard. She was Kirstie Alora, *2016 Taekwondo Filipino Olympian*, who overcame being bullied to achieving her dreams through sports and athleticism.

Moreover, Hidilyn Diaz, a Weightlifting Champion was cast in the 2022 and 2024 Milo commercial advertisements after successfully becoming the country's first ever Olympic gold medalist at the Tokyo 2020 Games in 2021.

Hidilyn Diaz has a petite height and possesses a compact stature, she has an impressive and muscular frame that has propelled her to great heights in the world of weightlifting.

These representations which are different and more inclusive in terms of body images for women will help in espousing acceptance of different body images and breaking the "disney princess" mold for women.

According to an interview with Hidilyn Diaz by Browne (2022), Hidilyn was actually bullied because of her body physique and the weightlifting activity she participated in. Below is the narrative of the interview on how the haters' words had helped inspire Diaz's success as quoted by Browne (2022):

"I had a lot of bullying when I was a kid because I do weightlifting," Hidilyn Diaz shared with us.

"They kept telling me, 'no-one will like you... you won't get pregnant, your muscles will get so big so you won't

look attractive...'

"My mom also said 'why you do weightlifting, it's a man's sport.' "Then when I was growing up I got insecure with my body, with myself, because I'm doing this sport, I get so big, no-one will like me, so I always hide myself."

Now she's Olympic champion there's no more hiding, they call her 'Queen Hidilyn' in the Filipino press, and she's engaged to the man she loves. Those negative words were turned into a positive by the inspirational athlete, who has become a role model for many females.

"No-one can stop us, because we're human too and sports doesn't have gender, so we can perform, we can do our best," she adds.

These manifestations can definitely help in shaping gender concepts of today and coincides with the thrusts for inclusion and diversity by the younger generation. In an article by Chong (2020), he mentioned about the movement by the new generation of today in espousing a more liberated view on gender neutrality.

He said :

“ Given their understanding of an unfair world with disparate expectations depending on age, gender, and ethnicity, Generation Z is aware of the pressure society places on them to appear skinny. They are embracing the hierarchy of body types, enjoying cellulite and stretch marks, eating without shame, and appreciating their bodies without expecting love in return. This pressure is inevitable, but since no one else can alter the world but a boss, it's imperative to acknowledge and embrace unique traits and peculiarities.”

This finding of using diversified body images deviates from the common practices of commercial advertisement sponsors. Companies use commercials to build interest and awareness for their product and are unlikely to include any content that may hinder this goal, such as depicting gender in an unexpected way that may confuse or distract the audience from the product. As the use of gender stereotypes may make it easier for companies to achieve their advertising objectives, they would likely be disincentivized from presenting gender in a way that deviates from stereotypical expectations. If so, these companies and the media they produce may send messages to the public about how gender is supposed to operate in society and what are appropriate spaces for certain kinds of gender to be practiced.

Research should identify instances of empowerment and resistance within wellness advertising, where brands challenge traditional gender norms and promote messages of self-acceptance, body positivity, and holistic well-being. These advertisements may resonate with Filipino audiences seeking more inclusive and authentic representations of gender and health.

To promote gender equality in sports advertising, it is essential to implement strategies that empower female athletes and challenge existing stereotypes. One approach is to ensure authentic representation of female athletes in advertising campaigns, showcasing their skills, determination, and achievements on an equal footing with male athletes. Collaboration with diverse voices in the sports industry, including athletes, coaches, and executives, is another key strategy to challenge stereotypes and biases. By incorporating messages of gender equality and inclusivity in sports advertising campaigns, brands can contribute to a more equitable and diverse sports landscape. These strategies not only benefit female athletes but also have a broader impact on society, promoting a culture of respect, equality, and empowerment in the world of sports.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This chapter concludes the study by synthesizing the key and significant research findings covered in this study in relation to the research aim and questions and discussing the value and contribution thereof. Moreover, it focuses on integrating the various meaningful findings, identifying theoretical and policy implications resulting from the study, and elaborating on its limitations.

This study aimed to investigate the concepts of masculinity and femininity as depicted in Milo commercial advertisements from 2014 to 2024. The results indicate that the gender constructs, traits, and roles depicted in the Milo commercial advertisements promoting wellness and sports were deeply rooted in the Filipino culture on family structures, and some gender representations were molded by traditional societal expectations.

Culturally influenced gender constructs and traits depicted women as mothers who are central to the family's wellness and nutrition and prominent supporters of their children's dreams and successes. Hence, the roles assigned to the mother reflect societal expectations and cultural beliefs surrounding the role of women as caretakers and nurturers for their families.

Commercial advertisements and other information passed through social media likely target mothers and their perceived typical role as nurturers and carers of the family's welfare. Banking on the culturally influenced gender role of Filipino mothers as expected to take the lead in raising the children and managing the home so that they may be exposed to and actively keep up with modern child-rearing information, such as those related to health, wellness, education, and sports.

On the other hand, there were minimal depictions of the roles of the father in the majority of the family scenes from the Milo commercial advertisements. This is attributed to the traditional concept of the male counterpart of mothers, who are expected to be the income-earners of the family; hence, their presence at home may be limited by their function as breadwinners, thus their absence in the home scenes and upbringing of their children.

Another equally important research finding reveals marginal traces of dichotomous and typical social expectations from the male and female genders. The commercial advertisements promoting wellness and sports were not devoid of gender stereotypes and traditional concepts of masculinity and femininity.

However, further findings reveal that in terms of re-shaping the gender concepts from 2014 to 2024, as analyzed from the commercial advertisements considered, there were notable efforts and glimpses to break the mold of traditional gender constructs and stereotypes towards gender-neutral and non-dichotomous forms and manifestations of masculinity and femininity, thus accepting more inclusive and promoting equality in the depiction of gender constructs.

Aside from the equalizing effect of casting champion athletes, efforts towards gender empowerment were achieved through nondichotomous and noncategorical assignments of types of sports to both the masculine and feminine genders. Also, gender concepts of promoting fluid and very rigid and limiting body images were perpetuated by the Milo commercial advertisements.

Gender representation in advertising has long been a topic of discussion and research. Casting champion athletes in commercial advertisements can have an equalizing effect on gender representation. Champion athletes are often seen as role models and symbols of strength, determination, and success. Casting champion athletes, regardless of their gender, in commercial advertisements sends a message that both men and women can excel in their respective fields and break through gender stereotypes. This approach challenges traditional gender norms and promotes a more inclusive and equitable society.

It is inferred that Milo commercial advertisements focusing on gender roles among the athletes depicted and cast placed more weight on its purpose to call more people to be champions in life as one of their advocacy and to promote the traits and the characters of athletes who have reached their dreams through nonstop persevering, discipline, consistency in their training in order to achieve their status as champions in their fields.

Also, representing female athletes in sports advertising is crucial to promoting gender equality in the sports industry. Historically, female athletes have often been underrepresented or portrayed in a limited capacity in advertising campaigns. However, recent trends have shifted towards depicting female athletes as strong, skilled, and competitive. This portrayal highlights women's athletic abilities and challenges traditional gender norms. By comparing the depiction of male and female athletes in advertising, it becomes evident that there is still a disparity in how genders are represented. Male athletes are typically portrayed as powerful and

dominant, while female athletes are often sexualized or portrayed in a less serious light. The impact of representation in sports advertising goes beyond aesthetics; it also influences the perception of gender equality in sports.

When female athletes are portrayed as equals to their male counterparts, it sends a powerful message about inclusivity and diversity in the sports world. Despite advancements in the representation of female athletes, stereotypes and gender biases still persist in sports advertising. Traditional gender roles continue to be perpetuated in many advertisements, reinforcing the notion that certain sports are more suitable for men than women. Additionally, the objectification of female athletes remains a common theme in sports advertising, where their physical appearance is often emphasized over their athletic achievements. These stereotypes and biases not only limit the opportunities for female athletes but also shape societal perceptions of gender roles in sports. By critically analyzing these portrayals, we can begin to address the underlying issues that contribute to gender inequality in sports advertising and work towards more inclusive and empowering representations of female athletes.

In a world currently populated by more than eight billion people, a galaxy of gender constructs and concepts is inevitable. We may have the terms masculine and feminine as classifications but their actual meaning and representations embrace a million portraits. Diversity is a fact that we must embrace in order to. As Kim (2021) eloquently put in his interview on redefining masculinity, he stated: “We are living on a world where such labels (masculinity and femininity) are vanishing. We shall focus on becoming “dope” and cool.”

Thus, gender plays a crucial role in shaping societal perceptions and norms. Alongside other social factors such as family and peers, the media has a significant influence on how individuals perceive and understand gender roles (Scharer, 2013). Gender-role portrayals in advertising, in particular, have a profound impact on shaping these perceptions (Paek et al., 2014).

Through the progression of the Milo commercial advertisements from 2014 to 2024, the sports were seen to be played by both males and females, thus strengthening a more inclusive and multidimensional view of gender constructs instead of a unidimensional perception. There was an inclusive representation in the sports represented by male and female casts due to the perceived gender-neutral assignment of sports to both genders and the non-dichotomous representations of male and female athletes' characteristics as portrayed in the Milo commercial advertisements from 2014 to 2024.

In conclusion, these findings indicate that commercial advertisements, due to their pervasive reach and accessibility, serve as a double-edged sword of either becoming a powerful tool in shattering traditional gender concepts of masculinity and femininity and in propagating more inclusive and non-dichotomous gender constructs or conversely, serving as a medium in hardening gender stereotypes and non-inclusive societal expectation of gender concepts and roles.

Recommendations

This section provides the researcher's recommendations for future action based on the significant findings of this study and recommendations for further research.

Firstly, the researcher notes that these findings on concepts of femininity and masculinity based on the typical and traditional family cultures in the Philippines were concluded from the ten (10) Milo commercial advertisements randomly sampled from each year beginning 2014 up to 2024. One of the study's limitations is the non-inclusion of all the Milo commercial advertisements released in the covered years. Only one commercial advertisement promoting wellness and sports was randomly chosen in a year from the series of commercials aired. Thus, results and findings were based on the video-visual-verbal analysis of the ten (10) videos.

In line with this, it is recommended that a replication study investigating the gender concepts in Milo commercial advertisements with the inclusion of all commercial advertisements, though very tasty and laborious, may prove to offer other aspects and representations not covered in this study regarding gender

constructs in wellness and sports commercial advertisements.

Also, a quantitative approach in conducting the video visual-verbal content analysis on commercial advertisements on sports and wellness depictions of the concepts of masculinity and femininity may offer meaningful supplementary pieces of information that will complete, corroborate, and offer other angles or perspectives on the existing findings regarding gender psychology or sociology in commercial advertisements.

In the present study, it was noted that the role of the males based on traditional Filipino family structures was, thus, minimal. It was reiterated that as a limitation, such a conclusion was based only on the depictions of the Milo commercial advertisements analyzed. More modern research has shown a developing shared and inter-sectional parental role in younger families.

This leads to another significant recommendation by the researcher for a further study, which will focus on comparing concepts of masculinity and femininity as depicted in commercial advertisements vis a vis the gender constructs in the actual and current trend in the Philippines as a locale of the study.

Another point for further research and policy-making is the role of screening agencies in the Philippines, which may have control over whether or not a commercial advertisement will air. The researcher forwards that criteria and mechanisms be adopted by such body or agency to filter the inclusion of non-stereotypical gender concepts as ways forward resulting from this study. In this way, they contribute to re-shaping the concepts of masculinity and femininity in the Philippines towards the inclusion and diversity of gender concepts, embracing intersections, fluidity, and manifestations of both genders without leaving anyone behind or in the background.

Lastly, future studies should also incorporate primary research methods such as surveys, focus group discussions or semiotic analysis of specific Milo advertisements to better capture audience perceptions and for a more accurate correlation between the content and its intended audience. The study of more modern, influential and rising commercials should also be looked into in order to measure the emerging trends on the impact of advertisements on the perceptions of audiences on their selves.

A comparative analysis with other regional brands may also induce substantial understanding on the effects of commercial advertisements on gender constructs and one's perceptions of themselves.

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APPENDIX

Appendix “A”

Content Analysis using Visual-Verbal Video Analysis Framework (VVVA) Thematization Matrix

Step 1	Step 2	Step 3	Step 4	Step 5
Collection of Visual Data from the Video	Transcribing Visual Data to Verbal Data	Choosing Units of Analysis Legend: Male Female Neutral	Extracting and Coding	Emerging Themes Organizing, describing, and interpreting
Year: 2014 1. Date of Posting: January 25, 2014 Milo 2. Caption: Milo 50 th Year, The Call Length: 1	Scene 1 -Starts with a picturesque view of nature (mountain blossoming with greeneries, waterfall, and river. A mother prepares the Milo drink in the signature green cup on the table inside a nipa house while a child sits in the doorway looking at nature outside. - Food set on the table (bread, banana nipa house with wooden chairs	A. Setting and Background: <i>-Rural area, relaxing nature Home, Kitchen, Set table</i> <i>- Covered Court with gymnastic apparatus</i> B. Character, Casting, Roles, Gender Constructs, Traits <i>-Mother: nurturing (sets the table, prepare the food,</i>	1. Culturally-charged Gender Representations 2. Unidimensional (Neat vs. Unkempt) 3. Gender Neutral	Traces of traditional gender constructs
minute and 32 seconds 4. Description: Let the Winning Energy bring out the best in us. Together, let's #BUILDCHAMPIONS. 5. Source: Nestle Philippines https://youtu.be/Ej_UWEstCuo?si=gW8Qp8TACHq6mU6	-The mother warmly gives the boy a cup of Milo. -The boy holding the cup while dreamily looking at nature signifies the child has a dream. During the scene, a ball (colored green) is depicted near the boy. 2. Scene 2 (music is mellow) - Group of gymnasts (ALL GIRLS) practicing on school grounds -holding ribbons -bar routine -outfit, tights color green -hair put up (tied) One girl falls, but the coach, a smiling lady, offers her hand to help her up Name: Bea Lucero (Gymnast Champion) The line: Never give up is flashed while she is helping the girl Then, both were shown drinking from the cup of Milo and smiling. 3. Scene 3: Music intensifies A group of young boys with Boy 1 during scene 1 was in the front dribbling green and	- Young boy: dreamer (possessed of a dream to play basketball) <i>Perspiring and Unkempt (bridge scene, group of boys dribbling, some of the boys have mud on their clothes and most are sweating)</i> <i>Encouraging (Chris Tiu and Jeron Teng, basketball champions, meet up with young aspiring basketball players and gives them high fives)</i> <i>Charitable (Rio Dela Cruz, Running Champion, gives a young boy in slippers a pair of running shoes during a marathon)</i> -Young girl: <i>Delicate, prim and proper (practices gymnastics, well-kept sports attire and neatly tied hair do)</i> <i>*Needs encouragement/support (upon falling down, a helping hand is offered immediately by the smiling lady coach)</i> <i>*Comforter/caring</i> <i>*Emotional (close up of women</i>	Representations 4. Common Traits of an Athlete <i>*those which are more characteristic of an athlete and not based on gender</i> 5. Filipino Family Structures	Multifactorial Gender Constructs Culturally-influenced role of a mother being a central figure in the home

	white balls on the bridge while met with two professional basketball players Clothes are green and white, some with dirt on their clothes, and some sweaty. Name: Chris Tiu and Jeron Teng (Basketball Champion) + two other adult basketball players Milo Jersey Smiling and looking fondly at the group of boys approaching them The pro meets up with the kids, gives them high fives, and then joins them in dribbling. While The line "Be your best" appeared 4. Scene 4 The National Milo Marathon's starting point is shown where a group of men, women, children, and adults are preparing to run, and some are stretching. Amid the crowd, it shows a boy wearing slippers instead of running shoes. The camera pans to the words written on the back of his jersey: "KAYA MO YAN." Then, a friendly man approaches him and gives him a pair of green shoes while the line "CHASE YOUR DREAMS" appears on the screen, and the boy smiles, wearing the shoes	<i>who were tearing up while cheering for the athletes in the stadium)</i> C. Storyline <i>Both young girl and boy: Able to dream, able to achieve, able to become a champion From being a dreamer, to constant practice, to meeting champions in the sport they are interested in, to being encouraged, to becoming champions themselves.</i> D. Relevant Images <i>- table preparation by mother (food set up, banana - typical Filipino breakfast) - neat attire of the gymnasts vs. Unkempt and sweaty countenance of the young boys dribbling basketball</i> E. Discourse, Music, Lyrics, Voice over And Screen Captions or Hashtags: <i>-Be your best. -Chase your dreams.</i>	6. Similar/Shared Representations <i>*Male as encouraging to others (Chris Tiu)</i>	Shared traits represented by both girls and boys (characteristics of athlete common to both sexes)
	with the help of Rio Dela Cruz (Running Champion) Then, the marathon was led by the young boy and the running champion. Scene 5 A child blows a horn in a large stadium filled with people. The Philippine flag is shown, Then, an excited crowd cheers as they give a standing ovation. They welcome all the actors in the different scenes the gymnasts (ladies) the basketball players with the kids -showing women who are in <u>tears</u> as they cheer -music: "Growing up with Milo,	<i>-Kaya mo yan. - Growing up with Milo, Milo every day.</i>		Both sexes assigned to similar sports (non categorical assignment) - on reshaping

	Milo every day. The groups converged and stood together, raising the Philippine flag and green flags (mixture). Basketball: 4 professional players Gymnast: 1 female Running: 1 male Gathered in a circle.			
Year: 2015 1. Date of Posting: January 28, 2015	1. Scene 1: -Starts with powdered Milo forming the creamy dark brown drink and twirls into a green mug.	A. Setting and Background: <i>Home, Kitchen, Set table</i> - <i>Expansive closed gymnasium with a basketball court</i>	1. Filipino Family Structures <i>*Mother's central role in</i>	Gender Roles based on Cultural Family Structures
2. Caption: MILO #CHOCOMALTE E2015 3. Length: 30 seconds 4. Description: : Pair a healthy breakfast with Milo to give your child the #WinningEnergy he needs to sustain his daily activities. Source: Nestle Philippines https://youtu.be/mCVaLGPHqOI?si=Q7ryl7d3AlCqCvA3	Scene 2 -In the kitchen, a bright young boy twirls and shouts "Uy, Milo!" energetically as he looks at his mother, who also turns around holding and smelling a mug of Milo. They join together in a back-to-back dance with their Milo mugs, and the young boy shouts, "Chocolatey Milo." The young boy drinks till the last drop of the milo drink. Scene 3 -Expansive closed gymnasium with a basketball court A group of children wearing green and white shirts and green shorts (sporty attire) in a triangular formation energetically dance while shouting, "Chocolatey milo!" The small group synchronously turns into a large crowd in a drinking pose with their green mugs. Scene 4 -The top shot is of a mug of Milo drink twirling, and then it pans to the group of children in the gym, forming a twirl-like	B. Character, Casting, Roles, Gender Constructs, Traits Mother <i>Nurturing Role at home (Prepares the breakfast drink of her child.)</i> <i>Central Role in the Family taking charge of the wellness of children.</i> - Young boy: <i>Dependent (relies on the mother for her breakfast)</i> <i>Energetic (Facial expressions and exclamations when served with breakfast)</i> -Group of both male and female <i>Active and Agile (Dancing while energetically drinks Milo.)</i> C. Storyline Milo used to promote wellness by obtaining winning energy especially for children in order to sustain their daily activities. D. Relevant Images - Mother warmly gives Milo drink for breakfast to child.	housekeeping, rearing of children, supporting their dreams 2. Culturally-charged roles in a family structure 3. Gender Neutral Representation	Women as responsible for child-rearing, housekeeping and daily upbringing of children Including their health and overall wellness Women as forerunners in supporting the aspirations of their children
	formation while holding each other's hands (a combination of young boys and girls). -The children are shown drinking and seen tapping their mugs of Milo to drink the last drop as they cheer, "Sarap, chocolatey Milo!" 5. Scene 5 -The lady in scene 1, assumed to	-Mother in the center while the kids surround her. E. Discourse, Music, Lyrics, Voice over And Screen Captions or Hashtags: "Chocolatey Maltese!" "Milo every day!"	4. Fluid Gender Representations <i>Male as dependent *young</i>	

	be the young boy's mother, stands in the middle of the swirl-like formation of kids, shouting cheerfully, "Chocolatey Maltese!" Meanwhile, the kids surrounding her run outward and then form a spread formation, shouting, "Milo every day!"			
Year: 2016 1. Date of Posting: September 28, 2016 Caption: #GreatStartsSm all : A Bullied Kid's Biggest Fight Kirstie Alora	Scene 1 - It starts with the words displayed on the screen: "Kwento ng isang - na-bully," which means "the story of one who was bullied." - A lady in a white taekwondo uniform sporting short hair enters a dimly lit gym with wooden walls, rubber matting, and two punching/kicking bags. (Voice over: "Nagstart akong mag-taekwondo sa age na six years old") Her picture from when she was young and	A. Setting and Background -dimly lit gym with wooden walls, rubber matting -competition area - actual tournament B. Character, Casting, Roles, Gender Constructs, Traits Kirstie Alora Taekwondo Champion -Targeted for bullying Fights against bullying,	1. Empowered Women Representation -Lady athlete sporting short hair	<u>Breaking away from gender stereotypes</u> -Women fighting bullying through sports
3. Length: 1 minute 6 seconds 4. Description : Behind every champion is a champion mom who raised him. #MomsNeverGive Up Source: Nestle Philippines https://youtu.be/VoiceOverJzvZu6WxU?si=vKJVGyHk do38Xyf	other taekwondo players wearing their medals was shown with four young girls and one male (older). Scene 2 -Then, she returns to the gym scene, where she pushes the punching bag. (Voice Over: Yung nagtulak sa aking para mag- taekwondo is yung binully ako sa school.) - A close-up of her determined eyes directly stares at the camera as beads of sweat roll down her game-on face. (Voice Over continues: So yun talaga yung feeling ko making escape plan ko.) - Scene returns to the gym where she powerfully kicks the bag while saying "hyaa" loudly. (Voice Over continues: Yung MiloSummer Clinic talaga naging big help sa akin) -A photo of her teenage years wearing the Philippine Taekwondo uniform and her big smile was shown. -Then, a photo of her in an actual tournament, wearing the	Uses bullying circumstance to better oneself, Persevering, Disciplined through Intense Training, Strong physically and mentally (trains very hard, determined look, powerful punches and kicks, perfect taekwondo forms) Gained self-confidence through sports Can defend oneself/fighter spirit Dreamer Competitive (Unfazed) (From being bullied to practicing taekwondo as self-defense from age 6 to a world champion.) C. Storyline Kirstie Alora overcame bullying by investing her efforts and time to become a taekwondo champion. Kirstie is proof that fighting for the country can start with something as small as standing up for yourself. D. Relevant Images -Lady athlete sporting a short hair, champion in Taekwondo	-Lady athlete portraying powerful Physical and emotional strength - overcame bullying through sports -intense training, sweat, determined look	-Women gaining confidence through sports Gender Roles based on Cultural Family Structures Breakthroughs from traditional body ideals/images *more inclusive athletic frame for women

	competition gear and kicking her opponent, was shown. Another photo showed her perfect form, with her giving a straight kick to her opponent's head. (Voice Over: Doon ko nakita at na-meet and expectation ko.)			
	-The scene goes back to the gym as she continues to train hard. (Voice Over: Doon ko natutunan na mabuild yung confidence not in sense na makikipag-away ako but in a sense na,(a close up shot of her face was shown narrating her story) Kaya kung ipagtanggol yung sarili ko.) -Her half-body shot was shown, and the following words are displayed: (Screen Caption: KIRSTIE ALORA, 2016 Filipino Olympian) -The scene returns to her training in the gym. She continuously kicks the bags powerfully. (Voice Over: Ang laki ng impact ng mga experience ko since bata ako. Sobra-sobra dahil kumbaga yung gusto ko, nagyayari and..) -Training scene gets more intense - she kicks a board held up and breaks it. (Voice over continues:somewhat yung dream ko naaabot ko na and naging Olympian ako.) -She respectfully bows, then her powerful kicks in the gym pushing the bags really far away was shown. (Screen Caption: "For over 30 years, kids have learned life values such as confidence and courage in the Milo Sports Clinics.") Kirstie is proof that fighting for the country can start with something as small as standing up for yourself.	-Powerful training scenes, sweaty, determined look E. Discourse, Music, Lyrics, Voice over And Screen Captions or Hashtags: (Screen Caption: "For over 30 years, kids have learned life values such as confidence and courage in the Milo Sports Clinics.") #GreatStartsSmall		Insight: Instead of the commercial advertisements to focus on gender roles, the traits and characteristics ascribed to the characters are those shared and possessed by athletes who were successful or who were champions in their own field.
	Ending Scene: #GreatStartsSmall			Culturally influenced gender representations
Year: 2017 1. Date of Posting:	Scene 1. -A young man wearing a taekwondo uniform is shown	A. Setting and Background - closed gymnasium with a basketball court	1. Traditional / Unidimensional	*Dichotomous Gender Representation

April 18, 2017 2. Caption: Champion Energy Nutrients MILO Length: 31 seconds 4. Description: #MILOchampions Give your kids Champion Energy Nutrients with MILO. It has energy-giving Protomalt, Vitamin B Complex, and Iron to power your champ daily! Source: Nestle Philippines https://youtu.be/ZAmqkcNRGOU?s i=wDNsYqFaJuM a8yFl	while sporting a kick mid-air. (Caption on screen: Energy Gap) -Then, an image of the green Milo mug is shown as it pans to a young man in green sports attire (green varsity jacket and basketball shorts), holding a mug of Milo drink. (Voice Over: "Araw-araw, champions need energy!" - male) Scene 2 -In a closed gymnasium with a basketball court painted in green, a teenage boy throws the basketball to the ring as he practices his shooting skills, (Voice Over: for shot after shot after shot) Scene 3 -The boy holds the green Milo mug but is now in a school uniform outfit (white polo, green logo, green ID Lace) -The boy confidently stands in the middle of a circle of students (male and female) as he talks. A miniature of mountains and bodies of water surrounds him. (Voice Over: Class after class after class) 4. Scene 4 -Another teenage boy in the gym kicks powerfully as he jumps. Voice Over: kick after kick after kick, The top view of the milo drink is shown containing (Voice Over: Milo, the champion energy nutrient, an energy-giving proto malt, vitamin B Complex, at Iron.) Champion Energy Nutrients will help build the energy gap day after day. Ending scene: All the characters were shown Taekwondo School -presenting 3. Basketball (All male) Get Champion Energy nutrients every day! They are shown on the screen.	B. Character, Casting, Roles, Gender Constructs, Traits Young man sporting a taekwondo uniform Teenage boy Basketball player Constant practicing in sport (practice shooting and scoring in basketball) Confident during school presentation, has good command over his audience Another teenage boy Powerful (making kicks mid-air) C. Storyline Everyone, male and female, is in need of energy when training for a sport, when attending classes, and in going through his/her activities. Such energy may be supplied by Milo energy drink. D. Relevant Images -training -confidence by a young boy during class presentation E. Discourse, Music, Lyrics, Voice over And Screen Captions or Hashtags: -Energy Gap -Araw-araw, champions need energy!	gender representation (Safe 2016v. Adventurous 2017) *Male taekwondo player is shown to be more adventurous than the female counterpart. Kicking mid-air vs. Kicking a stationary bag 2. Common Traits of an Athlete 3. Traditional Representations	(Safe 2016v. Adventurous 2017) Athlete Characteristics highlighted instead of gender roles *Mother's role in traditional family structures Gender Roles based on Cultural Family Structures
Year: 2018	Scene 1	A. Setting and Background	1. Traditional	Women as

1. Date of Posting: February 23, 2018 Caption: MILO Labas TVC	-At dawn, while the sun is yet to rise in a court surrounded by houses and dimly lit by a streetlight, a young boy holds a basketball alone, puts down the ball, and crouches on the ground to draw the shooting line with a stone.	-Early dawn to morning - Home, breakfast -A court surrounded by houses and dimly lit by a streetlight	Representation of Filipino children in their daily lives (school, trainings, etc.)
2. Length: 30 seconds 3. Description: Ang galing mo, wala sa bola o sapatos. Ito ang bagong MILO with more Chocomaltee taste and more B-Vitamins. Ginalingan sa sarap dahil #AngChampion Gi nagalingan! Source: Nestle Philippines https://youtu.be/m_t89sgPs?si=toVYkW7d0hmxl6xy	- While his mother peeks at him with a concerned look. (Voice Over: <i>Ang galing mo, wala sa bola.</i>) -The boy holds the ball, then a close up of the worn-out ball is shown. -The boy made a jump shot but missed the score despite the ball touching the ring. (Voice Over: <i>Wala sa sapatos.</i>) -The mother carries a mug of milo drink and warmly gives it to the boy. (Voice Over: <i>Nasa araw-araw mong energy, New chocomaltee MILO .. shows the new packaging of the Milo drink sachet.</i>) Screen Caption: <i>More cocoa, more malt</i> 2. Scene 2 -The boy, who is now sweating and the morning has broken, drinks the Milo drink eagerly (Voice Over: <i>More B-vitamins.</i>) -The boy makes another shot and throws the ball; neighboring people are now watching him (Voice Over: <i>For Champion Energy.</i>) -A close-up of the ring shows the perfect ring-less shot of the boy. -The boy smiles brightly after the successful shot and looks at her mother, smiling proudly in front of their house. The mother gives an encouraging nod to her son. (Voice	B. Character, Casting, Roles, Gender Constructs, Traits Young Boy Determined to reach his dream to become a basketball player despite poverty. Resourcefulness -Consistent practicing/Persevering -Challenges oneself to reach higher milestones -Looks for support from the mother -Show of emotions without restrictions Mother Provides support to the son Worries for the child Prepares breakfast for the son -Encourages the child -Proud for her son C. Storyline A young boy dreaming of becoming a basketball player trains hard and his progress is shown in the commercial. He is warmly supported and encouraged by his mother. D. Relevant Images	Family Home Structures 3. Common Traits of an Athlete 4. Fluid Representation *Young boy -Looks for encouragement from mother -dependency Milo's advocacy on Champion energy for kids in relation to propagation of sports and wellness
	Over: <i>Ginalingan na sarap, para sa galing ng champions.</i>) 3. Scene 3 -The boy draws another line farther from the ring with a stone. -He dribbles the ball and tries to	E. Discourse, Music, Lyrics, Voice over And Screen Captions or Hashtags: -Son looking to the mother for encouragement and the mother nods reassuringly.	

	make a shot. As the scene fades, it is shown that the ball successfully goes into the ring.			
Year: 2019 1. Date of Posting: January 23, 2019 Caption: MILO 8 Hours TVC Length: 30 seconds 4. Description: Your champ needs #ChampionEnergy for an active day in school. Give him MILO for breakfast. It has Champion Energy Nutrients of milk, Protomalt, Iron, and B vitamins to help him win every day. 5. Source: Nestle Philippines https://youtu.be/S8D68xgt1g?si=c4AC9JgHU5bv1vh	1. Scene 1 - In the classroom, a student (boy) answers his test paper. -A shot of the whole class organized, seated, and studying with the teacher writes on the board *female teacher (Voice Over: <i>Walong oras ang anak mo sa school,</i>) 2. Scene 2 -In the gymnasium with a basketball court, students (both male and female) in green P.E. uniforms drenched in sweat dribble the ball. Then others practice passing the ball, others shoot the ball (Voice Over: <i>May sapat ba syang sustansya para sa kailangan niya?</i>) -It cuts back to the classroom setting, where students are seen raising their hands. Then, a student (boy) makes a presentation in front with visual aids posted on the board. Then, a close-up of a determined boy's face flashed, and her serious look changed to a smile. 3. Scene 3 -In the house, the male student goes down the stairs carrying two bags, one of which is a school bag while the other is a gym bag. -This is followed by a kitchen scene where the male student is seated beside the table, and then his mother comes carrying a mug of Milo while smiling brightly. (Voice Over: <i>Bigyan sya ng dagdag sustansya mula sa Champion Energy Nutrients ng Milo!</i> <i>Ang love niyang sarap ng Milo may sustansya rin ng Milk, Protomalt, Iron and B-Vitamins)</i> 4. Scene 4 -In the classroom, the whole	Setting and Background -Classroom -gymnasium with a basketball court -Home, kitchen B. Character, Casting, Roles, Gender Constructs, Traits Young Boy (Student) Determined Physically Active (sweat) Confidence in making presentations in class Scoring during a gym class (basketball) Teacher (Female) Mother -typical mother roles at home Class -applauds their classmate -cheers for the scorer C. Storyline Kids have full schedule the whole day hence a healthy breakfast with Milo drink to give them energy for all their activities, namely, classroom activities, gym activities and sports. D. Relevant Images E. Discourse, Music, Lyrics, Voice over And Screen Captions or Hashtags: The scorer gives a ceremony by making a fist with the camera. Breakfast preparation Confidence while presenting in class Shooting basketball successfully	1. Traditional Representation 2. Filipino Family Home Structures 3. (Both males and females practice playing basketball in gym class. Activity not based on gender but based on curriculum requirement in their education.)	Mother's role in traditional family structures Traditional Societal Gender Concepts (Occupation) *Inclusivity of both genders in the sport of basketball Advocacy/Product/wellness promotion Non-gender based representation

	class applauds the male student who gave an excellent presentation, and he proudly bows to them. Then, in the gymnasium, the scene shows the male student scoring in the basketball			
	game despite being defended by another player—the excited audience cheers in the background. (<i>Voice Over: Para champion everyday! Milo every day.</i>) Ending scene: The scorer gives a ceremony by making a fist with the camera.			
Year: 2020 1. Date of Posting: January 22, 2020 2. Captions: Milo/Ano ang Bago sa Champion Mo? Length: 1 minute 4. Description: Great things start from small beginnings. Witness a true-to-life Champion Story. Source: Nestle Philippines https://youtu.be/rilBxNe0MRI?si=IIIacIyDzANKKBOf	Scene 1 *Song is played in the entire commercial. -In a closed gymnasium, grown-up Yulo peeks at a group of gymnasts (girls and young ladies with their gymnast attires, and hair tied up) who are practicing their different routines (tumbling, pole, etc.) -From the locker in the side of the gym, he smiles brightly, and then a flashback of the same scene of the young Yulo watching others practice is shown. (<i>Song Lyrics: Growing up, reach early for your dreams.</i>) Scene 2 -In the house scene, Young Yulo practices a forward roll on the floor with bedding as his cushion while his mother, preparing a Milo drink in the kitchen, looks fondly at him. -Young Yulo continues to practice a headstand in front of their gate; landing pose on their stairs. -Young Yulo then runs to his mother, who	Setting and Background -closed gymnasium where practices for gymnastics is ongoing -locker -house, improvised training for gymnastics B. Character, Casting, Roles, Gender Constructs, Traits Young Yulo -Resourceful -Determined, Unafraid to face challenges and failures -Consistent improvement with practice despite failures -disciplined -grateful - Mother -supportive to the dreams of Yulo -comforts Yulo when he fails, nurses the wounds of Yulo -emotionally celebrates Yulo's successes Grown-up Yulo -successful gymnast (champion) -full of gratitude to mother *mouths “thank you, ma” to mother in the audience upon winning C. Storyline	1. Filipino Family Home Structures 2. Fluid Gender Representation * Yulo being supported by his mother in all steps of his champion journey shows gentleness and superb gratitude to his mother.	-same as above Mother's role in traditional family structures -support -welfare *Absence of fathers in most of the family scenes, training sessions, etc. Male gender in gymnastics in contrast to prim and proper girls practicing
	fondly gives him the mug of milo drink, and he energetically drinks it. Scene 3 -In the gymnasium, Young Yulo and other young gymnasts are shown. Young Yulo makes a			gymnastics Fluid Gender Representation

	back tumbling but fails while the other kids watch him. (<i>Song Lyrics: Face the day, there's a new challenge.</i>) -On the stairs, young Yulo is comforted by his mother while he applies a cold pack to his arm. (<i>Song Lyrics: A chance to be better.</i>) Scene 4 -In a competition, Young Yulo executed his routine perfectly and landed without any problem. The audience gives a standing ovation and cheers for him as he celebrates. - The scene cuts back to grown-up Yulo, who looks at his cabinet of trophies and medals he has won in gymnastic competitions. (<i>Song Lyrics: the chance to become your dream</i>) -At home, Yulo continues to grow up receiving the the care of his mother , with a mug of Milo.	D. Relevant Images E. Discourse, Music, Lyrics, Voice over And Screen Captions or Hashtags: (<i>Great things start from small beginnings.</i>) <i>Face the day, there's a new challenge</i> <i>A chance to be better.</i> <i>The chance to become your dream,</i> <i>Growing up with champion energy, growing up with champion energy.</i>		
	5. Scene 5 -In another competition scene: Grown-up Yulo executes all his routines perfectly in a world competition, thus becoming a world champion. -The audience cheers for him. His mother is shown supporting him with tears of joy in her eyes. (<i>Song Lyrics: Growing up with champion energy, growing up with champion energy, (2x)</i>) - Champion Yulo looks for his mother in the audience and points at her with a smile. He mouths, "Thank you, ma." The mother raises her hand and becomes emotional. (<i>Song Lyrics: Growing up with Milo, Milo every day!</i>)			
Year: 2021 1. Date of Posting: November 10, 2021 2. Caption: MAG MILO® BREAKFAST EVERY DAY!	1. Scene 1 -At home, the girl makes presentations virtually on the go and grows and glows foods. -Then, the girl and her younger brother are shown wiping the dining table in the kitchen. -Then, their smiling mother approaches the siblings, who	Setting and Background -home, dining table, kitchen -study at home arrangement B. Character, Casting, Roles, Gender Constructs, Traits Young Girl -diligently makes presentations -confident Young Girl and Boy (Siblings)	1. Filipino Family Home Structures -Mother as responsible for the wellness of the children. -Father plays with the kids in	-same as above Mother's role in traditional family structures

Length: 30 seconds	prepare to eat their breakfast (rice, banana, sliced tomato, and boneless bangus). The mother stirs a mug of Milo's drink and gives it to the children. -Upon sipping the drink, the siblings are both	-energetic Mother -preparing breakfast	the front porch.	
4. Description: Milo Every Day 5. Source: Milo Philippines https://youtu.be/9nVkbKLNI?si=eEWZ6Y5K930jL2g1	energized and smile broadly. (Song Lyrics: <i>Everyday sa bahay daming activities kaya breakfast pa lang give them champion energy, mag breakfast everyday Milo</i>) -The children are shown drinking Milo and are energized with every sip. 2. Scene 2 -On the front porch of their house, a basketball rink is shown then the children take turns shooting basketball, and then they play happily and firmly with their mother and father joining them. (Song Lyrics: <i>Breakfast every day helps you start your day. Milo, Milo every day helps make breakfast more nutritious with Milo</i>) SL: May winning combination ang milk champion energy nutrients at chocolate sarap Milo breakfast every day milo breakfast SL: Every day, healthy champ, start your day, Milo, every day. An image of a typical Filipino breakfast and Milo's iconic green mug. On-screen: Mag-milo breakfast every day! With balanced meals and a healthy lifestyle.	-caring for the kids -Father Happily plays basketball with the kids C. Storyline The family by having healthy breakfast and Milo drink is energized and is able to fulfill the tasks for the day. D. Relevant Images E. Discourse, Music, Lyrics, Voice over And Screen Captions or Hashtags: <i>Song Lyrics: Everyday sa bahay daming activities kaya breakfast pa lang give them champion energy, mag breakfast everyday Milo, Breakfast every day helps you start your day. Milo every day helps make breakfast more nutritious with Milo</i> -image of a typical Filipino breakfast		*First depiction of a father who was seen playing basketball with the kids *Inclusivity of both genders in playing the sport of basketball in contrast to most basketball scenes played by a male player
Year: 2022 1. Date of Posting: October 20, 2022 2. Caption: MILO® Nutritious Energy Para Magtagumpay Length: 15 seconds	1. Scene 1 <i>Voice Over: Ang pagiging champion nakukuha sa araw-araw na pagpurpursige, kaya araw-araw mag-milo, may milk, malt barley and energy releasing nutrients everyday.</i> -A younger version of Hidilyn Diaz, a Filipina weightlifting champion, practices weightlifting using an improvised apparatus of steel	Setting and Background -training gym for weightlifting (from improvised materials at home to winning at competition) B. Character, Casting, Roles, Gender Constructs, Traits Hidilyn Diaz (Weightlifting Champion) -strong, determined, Resourceful -physically fit Mother -supportive	1. Filipino Family Home Structures 2. Fluid Gender Representation	-same as above Nondichotomous gender concepts Breaking Gender Stereotypes Empowering Gender Representations towards equality/inclusivity/diversity

4. Description: None 5. Source: Milo Philippines https://youtu.be/LdampAl0Ww?si=WZ2LLVpH0uxXAzFQ	with concrete on both ends. -This is followed by an image of Hidilyn, who is happily holding a mug of milo drink and then drinks the same. -An image of a splashing drink combining Milo and milk is shown. (Screen Caption: <i>The words "Milo Champion formula with milk, calcium, protein, vitamin D, malt barley and energy releasing nutrients (B vitamins, B2, B3, B6, B12), iron, vitamin C"</i>) -Hidilyn, with green and white attire, showcases her perfect weightlifting skills. (Screen Caption: <i>"Hidilyn Diaz, Milo Champion, Weightlifting Champion"</i>) -After completing the heaviest weight, she screams and celebrates with joy. An image of her mother beaming with joy, clapping her hands, and with tears in her eyes is also shown.	Storyline Journey of Hidilyn Diaz to becoming the first Olympic medalist Relevant Images Strong physique Stocky muscles, forearms E. Discourse, Music, Lyrics, Voice over And Screen Captions or Hashtags:		
	Lastly, Hidilyn's picture shows her posing with one arm raised flashes while the Philippine flag waves in her background. The Milo icon is also shown in the background. The words “ may tagumpay ang pursigido” are simultaneously shown.			
Year: 2023 1. Date of Posting: Bring out the Champion! #MIL OEveryDay Length: 15 seconds Description: None Source: Milo Philippines https://youtu.be/n08qQjB8MA?	In the kitchen at home, a mother lovingly gives a mug of Milo to her daughter, who is wearing a school uniform. (Voice Over says, " <i>Inside every child, there is a champion; bring it out with Milo.</i>") The child deliciously drinks the cup of Milo. (Screen caption: <i>Nutritious Energy Helps energize with proper diet and exercise.</i>) An image of a cup of Milo filled with a mixture of chocolate, milk, and other ingredients is shown. (Screen caption: <i>Milk, Malt barley, and all energy-releasing nutrients</i>) A young girl with braided hair,	Setting and Background Kitchen at home School (both intellectually and physically relevant scenes) B. Character, Casting, Roles, Gender Constructs, Traits Young girl at home and at school Storyline Highlighting the effect of Milo energy drink to children such as bringing out the champion in them both in school and in sports. Relevant Images young girl with braided hair, Young girls playing basketball E. Discourse, Music, Lyrics, Voice over	3. Filipino Family Home Structures	-same as above Nondichotomous gender concepts in assignment of sports being played by the cast in the commercial advertisement

si= b6F3Q59kg-H5lL9x	wearing her school uniform and carrying her green backpack, looks at the screen with determined eyes. (Screen caption: <i>Champion</i>) A split screen shows the young girl confidently doing a presentation of the digestive system in front of the class. In	And Screen Captions or Hashtags:		
	contrast, the other half-screen shows her in the gymnasium shooting the basketball perfectly into the ring from the free throw line. (Screen caption: <i>A+ and Swoosh, respectively</i>) A group of four young girls gather happily while each holds a basketball and cheering energetically. A cup of Milo is also shown on screen. (Screen caption and Voice over: <i>Bring out the Champion with Milo!</i>)		4. Fluid Gender Representation	Breaking Gender Stereotypes Empowering Gender Representations towards equality/inclusivity/diversity
Year: 2024 1. Date of Posting: March 31, 2024 2. Caption: MILO® 60th Year Bringing out the Champion in Every Filipino Length: 1 minute and 51 seconds (Longer advertisement for every tenth anniversary of Milo)	A. Hidilyn Diaz Hidilyn is sporting white and green attire. Enters with a severe look and gets ready to lift weights (Voice over the Philippines, Hidilyn Diaz) Hidilyn's progression from a nine-year-old youngster to age 24 is depicted by her younger versions (9,11, 14, 16, 24), with the kitchen as her background. Her younger version is shown drinking the Milo drink. Then she practices weightlifting in the sala with an improvised barbel, covering both ends of the weights with the Milo can. She grunts as she fails and falls back to the ground. (Music lyrics: <i>Great things start from small beginnings.</i>)	A. Setting and Background The gathering of many champion athletes B. Character, Casting, Roles, Gender Constructs, Traits Champion Athletes were cast Showing their journey, their traits and the champions in each of them, not only in sports but also in education, career, and in life C. Storyline The progression of the casts were shown. The advocacy of great things start from small beginnings were manifested through the life and journey of	Mother's role in traditional family structures Fluid Gender Representation	Efforts and glimpse of deviating from the traditional mold of masculinity and femininity Multi-factorial traits were depicted (not merely based on gender) but on other influences such as athleticism
4. Description: Yesterday, today, and tomorrow, together, let us bring out the champion in every Filipino. #MILO60Years Source:	Another series of Hidilyn's growth depicting how she improved her weightlifting skills is shown as she practices on the bridge. (Music lyrics: <i>I paid my dues, time after time</i>) The progression ends at the scene where Hidilyn lifted her winning record at 217 kgs. (Voice over: <i>At 217 kgs, for the</i>	champion athletes. Growth, athleticism and other traits common to champions were depicted. D. Relevant Images Body Images Paraolympian Strong bulky physique of women E. Discourse, Music, Lyrics, Voice over		Empowering images toward inclusivity, equality and non stereotypical concepts of gender Equalizing effect of casting champion athletes (on

Milo Philippines https://youtu.be/jkzbOoXtcxI?si=kblXgcyJFWqmgYB P	<i>gold; Screen Caption: Hidilyn Diaz, Champion in Weightlifting)</i> She succeeds and wins the gold. An image of her graduating in her toga and raising her diploma follows. <i>(Sound: Loud Cheering; Screen Caption: Hidilyn Diaz, Champion in Studies)</i> B. Alyssa Valdez Five images of Alyssa Valdes representing ages 9, 12, 16, and 18, plus her current self, are lined up in front of a Voice Overlleyball net. They all start to train with the beach and the sea in the background. Her younger version fails to receive a serve, and she falls on the sand, grunting. <i>(Voice over: Si Alyssa Valdez, bata pa lang, matiyaga na yan.)</i> The progression of how she succeeded in spiking the Voice Overlleyball is shown. She kisses the ball, and the scene shifts to a gymnasium, where she gives the ball to a young boy. <i>(Voice over Alyssa Valdez is a champion again; Screen caption: Alyssa</i>	And Screen Captions or Hashtags:		inclusion of women: Diaz, Valdez, etc.) Common traits based on athleticism not merely on age
	<i>Valdez, Champion in Voice Overlleyball, Champion in Youth Empowerment)</i> The progression of a young boy (Solano) developing his basketball skills is portrayed on the runway of an airport. The scene ends with Chris Tiu scoring by making a dunk. The scene shifts to a Christ Tiu in a suit and tie with a graph at his background. <i>(Music Lyrics: We are the champion; Screen Caption: Chris Tiu, Champion in Basketball, Champion in Business)</i> Micco Sollano is awarded a medal and bows to the cheering audience. The scene shifts to Micco Solano in his doctor's attire as he examines a patient (lady) <i>(Screen Caption:</i>			Targeting family structures where wellness and health are taken care of *Inclusion of Paralympic champion

	<i>Champion in Basketball to Champion in Medicine)</i> The growth and training in swimming of Roy Cawilan, who has a physical disability, is shown. He emerges victorious as he breaks his record, and his picture of him rejoicing with his medal in the World Paragames Championship is shown. (<i>Voice Over: Philippines breaks its record. Music: We are the champions. We are the champions of the world.</i>) Videogames being played are shown. Then the Blacklist International is seen rejoicing as they become champions in Esports. (<i>Voice Over Blacklist International,</i>			
	<i>congratulations!)</i> A compilation of all the poses of the champions who were previously shown is shown. Then, a child drinking the milo drink is flashed. His future successful self is also projected after he drinks Milo. (Music Lyrics: Great things start from small beginnings.) A group of young athletes, both males and females, from toddlers to teenagers, representing varied sports (skating, taekwondo, etc.), marches energetically. Then, the scene shifts to current athletes who are world champions (Hidilyn, etc.) marching proudly. Varied champions in life, such as champions in different careers, join the march with Chris Tiu in front. (<i>Voice Over Milo, energy to build champions in life. Let us continue to bring out the champion in every Filipino!</i>)			A group of young athletes, both males and females, from toddlers to teenagers, representing varied sports (skating, taekwondo, etc