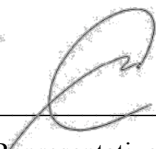


Letter of Consent

This Letter of Consent is made on **10 February 2022** between **Buenaventura, Faith P., Cuevas, Nicolle Bernadette S., Lacuna, Dominique Ann Philomena V., and Ng, Danielle Renee B.**, whose principal place of business is at **Ramon V. Del Rosario - College of Business De La Salle University - Manila** ("**University Representatives**") and authorized representative of **WPP Marketing Communications Inc. (JWT Philippines)** whose principal place of business is at **7/F BDO Equitable Tower, 8751 Paseo de Roxas, Makati, Metro Manila** ("**Company**").

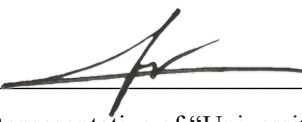
This is to **acknowledge the submission and archiving** of the Thesis Paper entitled: **An Integrated Marketing Communications Campaign for Globe Prepaid Project Virtual Hangouts** to the Department of Marketing and Advertising of the Ramon V. Del Rosario College of Business, De La Salle University - Manila. **Giving the consent to upload** to the Animo Repository of De La Salle University - Manila for archiving purposes.

Signed:  _____
(Authorized Representative of "Company")

WPP Marketing Communications Inc. (JWT Philippines)

Name: Franz Josef Magallanes


Title: Human Resources Manager

Signed:  _____
(Authorized Representative of "University")

De La Salle University - Manila

Name: Joseph Emil N. Santos

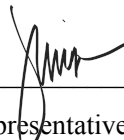
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