

Publicis JimenezBasic inspires courage with a Star Wars-themed story for Globe Telecom Philippines

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Globe Telecom, one of the leading telecommunications company in the Philippines have partnered up with Disney Southeast Asia for The Rogue one: A Star Wars Story. To announce the partnership, Globe Telecom together with its creative agency, Publicis JimenezBasic created a heart-warming film that reminds people of their individual power to create courage.

The [online film](#), which kicked off on 7 December, is a part of Globe Telecom's #CreateCourage campaign to inspire and protect the brave young children of the country and appeals for donations to the Philippine General Hospital's paediatric ward.

Three days after the launch of the online film, it has gone viral around the world, attracting press coverage including Mashable, Co.Create by Fast Company and CNN as well as close to 30 million video views on Facebook, drawing tears and warming hearts of audience near and far.

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