

# THAILAND

Below is the list of campaigns shortlisted by the Thailand's YouTube Works Awards jury panel. These campaigns have advanced to the final deliberation round, where Thailand winners will be determined.

| Campaign Name                                     | Brand         | Media Agency                    | Creative Agency          | Speciality Agency                                                                      |
|---------------------------------------------------|---------------|---------------------------------|--------------------------|----------------------------------------------------------------------------------------|
| All-new Camry: Progress beyond Perfection         | All-New Camry | Dentsu X Thailand               | Dentsu Creative Thailand | -                                                                                      |
| Bangkok Breaking Heaven & Hell                    | Netflix       | I-DAC                           | VML Group Thailand       | -                                                                                      |
| Celebrate Grab's 5-Star Athletes                  | Grab          | MC Saatchi Performance          | Underdoc                 | -                                                                                      |
| Drama on Screen, Not on Skin From Launch to Bloom | Vaseline      | SparkFoundry {Publics Media}    | Ogilvy Group Thailand    | Pinpung                                                                                |
| FernFun, True Local Face-off                      | TRUE          | Initiative Thailand             | iSM Bangkok              | -                                                                                      |
| Fight for Thais' Gut                              | Dutchie       | Prakit Holdings                 | Ogilvy Group Thailand    | Suneta House<br>Positive 4<br>Sound Space Studio<br>Ogilvy Public Relations Worldwide, |
| Fly for the New Pride                             | Thai Airways  | VGI Digital Lab                 | Ogilvy Group Thailand    | Macho Mango,<br>Newbrain Post,<br>Cinesound                                            |
| Free Fire Thailand                                | Garena        |                                 | HOT SAUCE CO. LTD        | Garena Free Fire                                                                       |
| Go wherever your heart beeps #TravelWithVisa 2.0  | Visa          | Starcom (Publicis Media)        | Leo Thailand             | Brilliant & Million                                                                    |
| It must be Sting                                  | Sting         | Zenith Thailand {Publics Media} | Leo Thailand             | -                                                                                      |
| KFC Songkran Collectible Bucket                   | KFC           | Initiative Thailand             | VML Group Thailand       | -                                                                                      |
| KitKat Valentines Day                             | KitKat        | OpenMind {WPP Media}            | VML Group Thailand       | Buzzpurr                                                                               |

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| L'Oréal Thailand: Media Reinvented by AI    | L'Oreal                 | Wavemaker Thailand {WPP Media}   | SOHO Square McCann   | Wavemaker Partners                                      |
| Lay's AI-Driven YouTube Strategy            | Lay's                   | Zenith Thailand {Publicis Media} | Leo Thailand         | Brilliant & Million                                     |
| Lay's Oke                                   | Lay's                   | Publicis Media                   | Leo Thailand         | Brilliant & Million                                     |
| LINE MAN: Lowest Price everyday for all     | LINE MAN                | Wavemaker Thailand {WPP Media}   | VML Group Thailand   | Homerun Films                                           |
| Minimizing Your Frustration                 | Roojai Online Insurance | -                                | BBDO Bangkok         | Factory01                                               |
| PPossibilities                              | Krungsri First Choice   | IPG MediaBrands Thailand         | Leo Thailand         | Factory01                                               |
| Radiant Rhythms Igniting looktung Crescendo | Citra                   | SparkFoundry {Publicis Media}    | Select Start         | Pinpung                                                 |
| Remove your Make up, Never your Pride       | Garnier                 | Wavemaker Thailand {WPP Media}   | SOHO Square          | -                                                       |
| Songkran Thai Splash                        | Netflix                 | I-DAC                            | VML Group Thailand   | GOODSTUPH Thailand                                      |
| Spotify Brand Campaign TH                   | Spotify                 | Zenith Thailand {Publicis Media} | Juice Singapore TBWA | Sixtoes<br>Factory01<br>GOODSTUPH<br>Vero<br>NeoBunglon |
| Squid Game 2 BKK River Cruise               | Netflix                 | I-DAC                            | JONGLUCKDEE          | -                                                       |
| Stop Skincare Overdose                      | INGU                    | -                                | VML Group Thailand   | -                                                       |

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| Uncle KFC's Rice Bowl                                   | KFC    | Initiative Thailand           | Wolf BKK                         | -                                 |
| Vixol Clean Fast in 15 sec                              | Vixol  | UM Thailand                   | Doitnow Platform Company Limited | MBCS (Mediabrand Company Limited) |
| Where Culture Meets Science<br>A Breakthrough Unleashed | Pond's | SparkFoundry {Publicis Media} | Ogilvy Group Thailand            | Pinpung                           |

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