

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

Campaign Name	Brand	Media Agency	Creative Agency	Speciality Agency
Bia Saigon Special - The “LỘC” Special for Special Ones	Bia Saigon Special	EssenceMediacom Vietnam	Purpose.Ant	-
Bomber VNG: Pop Water Balloons, Spread the fun	Bomber VNG	VNGGames / Game Studio 2	VNGGames / Centralize Service DnD	VNGGames / Publishing Platform Artian
Break Up With Tết Worries - Break Better With KitKat	KitKat	OpenMind WPP Media	Click Media	OpenMind WPP Media
Coke Tet: Let the food speak for your heart	Coca-Cola	EssenceMediacom Vietnam	Ogilvy Vietnam	Silverpush Global PTE
Conquer your New Year Resolutions in 2025 with OMO	OMO	Publicis Media	UStudio	metub ZEE Biz-Eyes
Driving Domestic Idol Wave to Boost Boncha’s TOM Awareness Among GenZ	Boncha	TKL Media	-	Vie Channel
Empowering care through authentic creator stories	Ensure Gold	Spark Foundry	Dentsu Creative	-
Ensure’s multi-format tributes to the Keepers of Tet	Ensure Gold	Spark Foundry	Dentsu Creative	-
Grab 10 Years A Decade of Impact & Appreciation	Grab Vietnam	MindshareVietnam@ WPPMedia	Nomades	Little Red Ants Vietnam
Grab AI Media Master Empower Everyday Business	GrabFood	MindshareVietnam@ WPPMedia	Grab Creative Studio	The Weekend
Grab the Night Redefine Night-time Opportunities	Grab Vietnam	MindshareVietnam@ WPPMedia	Grab Creative Studio	FGS
Grab The Night Sequential Media Precision	Grab Vietnam	MindshareVietnam@ WPPMedia	Grab Creative Studio	FGS

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY



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

Campaign Name	Brand	Media Agency	Creative Agency	Speciality Agency
Grab The Night Story of Every Night-time Moment	Grab Vietnam	MindshareVietnam@ WPPMedia	Grab Creative Studio	FGS
Grab: Deliver what truly mattered this rushing Tết	Grab Vietnam	MindshareVietnam@ WPPMedia	Dinosaur	Brunchie
KINH DO MOONCAKE: ONE DAY OFF TOGETHERNESS	Kinh Do Mooncake	Wavemaker GroupM	-	-
La Vie World Mental Health Day Campaign	Nestlé Waters La Vie	OpenMind WPPMedia	Ogilvy	BHD Biz-Eyes
La Vie's E2E AI Play to GET Users Fast	La Vie	OpenMind WPP Media	Ogilvy	Magenest Unikon
Lactacyd Baby & CoCoMelon Say "Love Your Skin"	Lactacyd Baby Wash	Omnicom Media Group Vietnam	Media Monks	Moonbug Entertainment Ltd
Lifebuoy Tết Vỗ Về - The comforting embrace of home	Lifebuoy	Publicis Media	Creativehunts	Square MMusic
Milo Less Sugar Unskippable Taste-Unskippable Ads	Milo	OpenMind	Ogilvy	-
Moving caregiver's action of care with Real Stories	Ensure Gold	Spark Foundry	Dentsu Creative	-
Nestlé Tet: Crafting Quality Moments with Creators	Nestlé	OpenMind WPP Media	Ogilvy	-
Nestlé: Wish for Quality Tet in your hand with AI	Nestlé	OpenMind WPP Media	Ogilvy	-

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY



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

Campaign Name	Brand	Media Agency	Creative Agency	Speciality Agency
Number 1 Energy Drink - Fuel Energy - Persist Your Passion	Number 1 Energy Drink	-	-	-
OMO CAPSULE - TENDER BOUQUET 2024	OMO	Mindshare	Biz-Eyes	The A List
Samsung Galaxy A35/A55 5G "Awesome"	Samsung Galaxy A35/A55	Constellation Groupe	Constellation Groupe	Constellation Groupe
Samsung Galaxy S25 Series - Galaxy AI	Samsung Galaxy S25 Series	Constellation Groupe	Constellation Groupe	Constellation Groupe
Techcombank's Auto-Earning: Banking Reimagined	Techcombank	WPP Media	Dentsu Redder	Click
Thank you from your Future self	MSD Gardasil 9	Brancher.X Vietnam	Mullenlowe Mishra	-
The Power of Creator Story Telling	Samsung Bespoke AI Combo	Constellation Groupe	Constellation Groupe	Constellation Groupe
The Rejuvenate of Galaxy A - Awesome Intelligence	Galaxy A Series	Constellation Publicis Groupe	Hakuhodo Group	Constellation Publicis Groupe
VNNGames utilize AI in launch of Thien Long Bat Bo	Thiên Long Bát Bộ VNG	VNNGames / Game Studio 2	VNNGames / Centralize Service DnD	VNNGames / Publishing Platform Artian
We Bring Symptony to Cure Your Symptoms	Telfast	Omnicom Media Group	Click Media	Click Media
Wherever there's the taste of home, there's Tết	Knorr	PubU	ZEE	-
YouTube Free Fire Content Star	Garena Free Fire	Garena Free Fire	Garena Free Fire	Garena Free Fire

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY

