

**Congratulations! Below is the list of YouTube Works Awards Philippines winners that have advanced to the final Southeast Asia round, where SEA winners will be determined.**

## WINNERS

Campaign Name	Brand	Media Agency	Creative Agency
<b>THE BIG BANG</b> <u>Sorry</u>	GrabCar	M&C Saatchi Performance	GIGIL Manila
<b>MASTERS OF MEDIA</b> <u>Sorry</u>	GrabCar	M&C Saatchi Performance	GIGIL Manila
<b>BEST BRAND STORY</b> <u>Cool</u>	CoCo Tea		GIGIL Manila
<b>BRANDS &amp; CREATORS</b> <u>Night Classroom</u>	McDonald's Philippines	OMD Philippines	Leo Burnett
<b>THE LONG &amp; SHORT</b> <u>GCash Spotlight</u>	GCash	Rebel Manila, UM, Yapparazzi Productions	Publicis JimenezBasic
<b>BEST OF GOOGLE AI</b> <u>Mom, you're my #1</u>	Nido 3+	OpenMind Philippines	Publicis
<b>BEST OF FESTIVE (Tết, Ramadan, etc.)</b> <u>Valentine's Day</u>	Grab	M&C Saatchi Performance	GIGIL Manila
<b>FORCE FOR GOOD</b> <u>TNT Sim Registration</u>	TNT	Wavemaker Philippines	GIGIL Manila
<b>BEST OF COUNTRY</b> <u>Cool</u>	CoCo Tea		GIGIL Manila

**Congratulations! Below is the list of campaigns that have been selected as YouTube Works Awards Philippines runners-up.**

## RUNNERS-UP

Campaign Name	Brand	Media Agency	Creative Agency
<b>THE BIG BANG</b>			
1st Runner-up <a href="#"><u>GCash "GSafeTayo"</u></a>	GCash	ADA, Rebel Manila, Universal McCann	VML, Loudbox Studios, Artillerie
2nd Runner-up <a href="#"><u>Better Chicken McDo</u></a>	McDonald's	OMD Philippines	Leo Burnett
<b>MASTERS OF MEDIA</b>			
1st Runner-up <a href="#"><u>GCash Spotlight</u></a>	GCash	Rebel Manila, UM, Yapparazzi Productions	Publicis JimenezBasic
2nd Runner-up <a href="#"><u>Mom, you're my #1</u></a>	Nido 3+	OpenMind Philippines	Publicis
<b>BEST BRAND STORY</b>			
1st Runner-up <a href="#"><u>TNT Sim Registration</u></a>	TNT	Wavemaker Philippines	GIGIL Manila
2nd Runner-up <a href="#"><u>Kami Naman, Ma</u></a>	McDonald's Philippines	OMD Philippines	Leo Burnett
<b>BRANDS &amp; CREATORS</b>			
1st Runner-up <a href="#"><u>#MaPaSelectaMuna</u></a>	Selecta Philippines	Mindshare Philippines	
2nd Runner-up <a href="#"><u>GCash Spotlight</u></a>	GCash	Rebel Manila, UM, Yapparazzi Productions	Publicis JimenezBasic

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<b>THE LONG &amp; SHORT</b>			
1st Runner-up <a href="#"><u>Mom, you're my #1</u></a>	Nido 3+	OpenMind Philippines	Publicis
2nd Runner-up <a href="#"><u>GCash "Tara, Summer Na!"</u></a>	GCash	Universal McCann	VML, Loudbox Studios, Artillerie
<b>BEST OF GOOGLE AI</b>			
1st Runner-up <a href="#"><u>Samsung S24 Launch</u></a>	Samsung	Starcom	Cheil
2nd Runner-up <a href="#"><u>NOVAAmazing Moments</u></a>	Jack 'n Jill Nova	Spark Foundry	Seven A.D.
<b>BEST OF FESTIVE (Tết, Ramadan, etc.)</b>			
1st Runner-up <a href="#"><u>Mom, you're my #1</u></a>	Nido 3+	OpenMind Philippines	Publicis
2nd Runner-up <a href="#"><u>Kami Naman, Ma</u></a>	McDonald's Philippines	OMD Philippines	Leo Burnett
<b>FORCE FOR GOOD</b>			
1st Runner-up <a href="#"><u>#ImWorthIt</u></a>	L'Oreal Paris	Wavemaker Philippines, WPP	Ogilvy, Litlab Studios
2nd Runner-up <a href="#"><u>Ang Batang Matibay, may tibay matuto sa buhay</u></a>	Bear Brand Powdered Milk Drink	OpenMind Philippines	Publicis
<b>BEST OF COUNTRY</b>			
1st Runner-up <a href="#"><u>Sorry</u></a>	GrabCar	M&C Saatchi Performance	GIGIL Manila
2nd Runner-up <a href="#"><u>TNT Sim Registration</u></a>	TNT	Wavemaker Philippines	GIGIL Manila