

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

Campaign Name	Brand	Media Agency	Creative Agency
<u>Acceptance</u>	RHB Bank	GrowthOps	FCB SHOUT, D Moving Pictures, GT Records
<u>Aiken Brightening – Shine Bright this CNY 2024</u>	Aiken	PHD Media	Mediabrand Content Studio
<u>CelcomDigi's ProjekMyMalaysia - Uniting Malaysians Through AI Imaginations</u>	CelcomDigi	Fastbridge at UM	One Team (Naga DDB Tribal and M&C Saatchi)
<u>Dugro - Building an Iron Strong Generation</u>	Dumex Dugro		Muma Malaysia
<u>Forgiveness</u>	RHB Bank	GrowthOps	FCB SHOUT, D Moving Pictures, GT Records
<u>Gawai & Kaamatan Amplified: Winning East Malaysian Hearts By Celebrating the East Malaysian Way</u>	Maxis	Publicis	xForward Management
<u>Grab Reverse Vending Machines</u>	Grab	M&C Saatchi Performance	Grab Creative Studio
<u>It All Starts With A Pocketful of Dreams</u>	GXBank Malaysia	M&C Saatchi Performance	VaynerMedia Asia Pacific, OOF TV, Pitch Audio Magic, LorryPop Studio
<u>Maxis Home Fibre: Magic At Home</u>	Maxis	Publicis	Mojo Films Sdn. Bhd.
<u>No Drama, Just Quality Used Cars</u>	Carro Malaysia		Directors Think Tank
<u>Prosperity Burger</u>	McDonald's Malaysia	OMD	Leo Burnett

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY



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

Campaign Name	Brand	Media Agency	Creative Agency
<u>Reimagining Homes with CelcomDigi</u>	CelcomDigi	Fastbridge, OMD	Naga DDB, M&C Saatchi
<u>Unlocking Growth: Aiken Prebiotic Sunscreen Partners with Content Creators</u>	Aiken	PHD Media	Mediabrand Content Studio
<u>Vibe Kopi Susu Blending Coffee & Culture</u>	McDonald's Malaysia	OMD	Leo Burnett
<u>Watsons Happy Beautiful Year</u>	Watsons Malaysia		Accenture Song, Leo Burnett
<u>Welcome to Kentucky Town!</u>	KFC	Universal McCann	Naga DDB, VML Malaysia
<u>ZUS Coffee Buatan Malaysia</u>	ZUS Coffee		Fishermen Integrated Malaysia, Imagineers Film

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY

