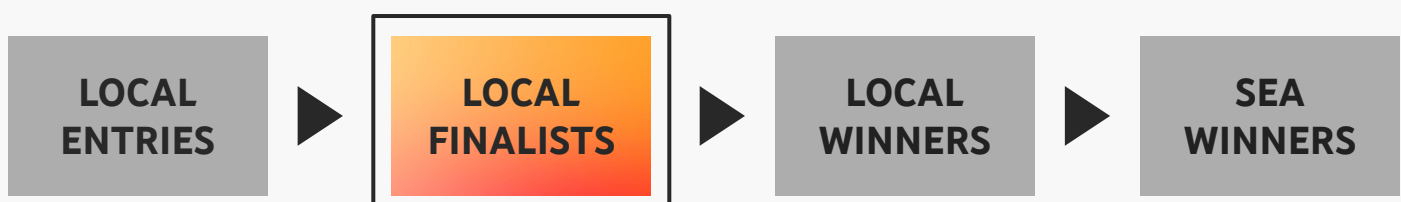


Below is the list of campaigns shortlisted by Thailand's YouTube Works Awards jury panel. These campaigns have advanced to the final deliberation round, where the Thailand winners will be determined.

Campaign Name	Brand	Media Agency	Creative Agency
<u>5-Minute Approval to Fight for Life Campaign</u>	FINNIX	Leo Burnett	Leo Burnett
<u>All-New Yaris Cross move to the max</u>	Toyota Motor Thailand	i-dac (Bangkok)	Hakuhodo First
<u>Babi Mild embraces the Power of Gentle Touch</u>	Babi Mild	i-dac (Bangkok), Media Insight	Mana Production
<u>Coffee that's fair to all</u>	Café Amazon	Mindshare Thailand	Ogilvy
<u>Fight x Plaque Reduction</u>	Listerine	UM Thailand	YDM (Thailand)
<u>For a Better Tomorrow</u>	C.P. Group	Initiative	Ogilvy Bangkok
<u>Gift It Yourself</u>	Central Department Store	iProspect	Wolf BKK
<u>Go wherever your heart beeps #TravelWithVisa</u>	Visa	Starcom	Leo Burnett TH & Vayner Media SG
<u>Grab it Fast As Your Heart Desires</u>	Grab	M&C Saatchi	Spa-Hakuhodo
<u>Grab Mega Wish</u>	Grab	M&C Saatchi	TBWA\Thailand
<u>GrabFood Mega Sale : The Greatest Knockout Deals</u>	Grab	M&C Saatchi	Spa-Hakuhodo
<u>GrabUnlimited & GrabFood : The Grandtastic Discounts and Deals</u>	Grab	M&C Saatchi	TBWA\Thailand
<u>KitKat Valentine's Day 2024 : Let Love Be Love</u>	KitKat	IPG Mediabrands (UM Thrive)	VML Thailand

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY



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

Campaign Name	Brand	Media Agency	Creative Agency
<u>Lay's Up-gram</u>	Lay's	Publicis	Brains & Brawn
<u>M- Pire "Live Life beyond 100%"</u>	M-150	i-dac (Bangkok), Media insight	Hakuhodo First
<u>Make Your Breast Comfortable</u>	Sabina	SOUR Bangkok	SOUR Bangkok
<u>NESCAFE CLC Espresso Roast - Best Taste Campaign - 1, 2, 3, 4</u>	NESCAFE CLC ESPRESSO ROAST	UM Thrive Thailand	Leo Burnett
<u>Nestle Extreme</u>	Nestle Extreme	UM Thrive Thailand	Ogilvy
<u>New Mitsubishi Xpander and Xpander Cross HEV campaign</u>	Mitsubishi Xpander	MI GROUP & i-dac (Bangkok)	Publicis
<u>NIVEA MEN Soodlhormalaew</u>	NIVEA MEN	OMD	
<u>OPPO Find N3 Series: Media Revolution Unleashed</u>	OPPO Thailand	DentsuX Thailand	DentsuX Thailand
<u>Rexona Blaze</u>	Rexona	Mindshare	
<u>Roza x AI 'anything' stir-fry recipes</u>	Roza Chef@Home	KINESSO	VML Thailand
<u>Sammakorn NOT Sanpakorn</u>	Sammakorn	Heroleads	Choojai and Friends
<u>THE FURIOUS! HUNTING FOR A USED CAR TO SAVE THE WIFE</u>	Roddonjai	YDM Thailand	VML Thailand, Human Human BKK
<u>ttb phi-chit-nee Campaign</u>	ttb	Wavemaker Thailand	Choojai and Friends
<u>Vaseline Skin for Skin</u>	Vaseline	Mindshare Thailand	Ogilvy

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY

