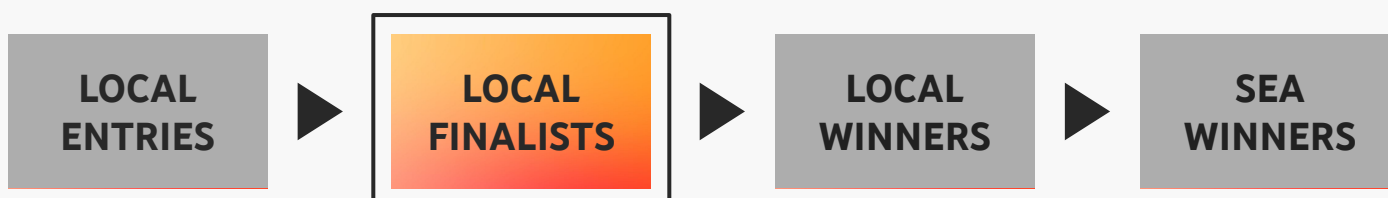


Below is the list of campaigns shortlisted by Vietnam's YouTube Works Awards jury panel. These campaigns have advanced to the final deliberation round, where Vietnam's winners will be determined.

Campaign Name	Brand	Media Agency	Creative Agency
<u>150 Years - Enjoyed One Way Or Another</u>	HEINEKEN	Dentsu Redstar	
<u>Aquafina Ripple Maker Community - Green is a new Blue</u>	Aquafina	Publicis	Click Media
<u>Bloody Awesome Campaign</u>	Kotex	Mindshare	Friday, METUB
<u>Bold GrowPLUS+ with Youtube Creator2Cart</u>	GrowPLUS+	MSix	
<u>Boost Immunity, Reduce Frequent Illness. Let Your Child Freely Explore!</u>	Gadopax Forte		
<u>Bring Tet At Home: Evolving Tet from a Traditional Festivity to a Journey of Significance</u>	Pepsi	Publicis Media	Ki Saigon, Dentsu
<u>Comfort Gentle - Easy Mom Formula</u>	Comfort	Mindshare	
<u>Dove The Best Pink Care Reminder</u>	Dove	Mindshare	
<u>Endless Facets Of Tet - One Nescafé (Muôn Nét Tết - Một Nescafé)</u>	Nescafé	OpenMind	Publicis Worldwide
<u>Evolution From Healthy Hydration Brand To Truly Nature Regeneration Partner By Lavie</u>	Nestlé Waters/ La Vie	OpenMind	Ogilvy
<u>GS2 Tay Du VNG Launch</u>	Tây Du VNG Đại Náo Tam Giới	Sparta VFX	
<u>How AI helps Vietnamese people live their wishes with Nestlé Family</u>	Nestlé Corporate	OpenMind	Ogilvy
<u>How Milo Tapped Into The New Need Of Vietnamese Moms & Relaunched In A Big Way</u>	MILO	OpenMind	Ogilvy

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY



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Campaign Name	Brand	Media Agency	Creative Agency
<u>Keep pace with Vietnam & breath Tet spirit into city's veins</u>	Grab	Mindshare	Nomades
<u>Lavie Transforms From Healthy Hydration Brand To Purposeful Nature's Regeneration Partner</u>	Nestlé	OpenMind	Ogilvy
<u>Lay's Smile - Shines Bright: A Sparkling Tet 2024 Celebration with Lay's Cười Vui Lấy Vía on Youtube</u>	Lay's	Publicis Media	Dentsu Redder
<u>Live Your Tet Wishes with Nestlé Family</u>	Nestlé	OpenMind	Ogilvy
<u>MILO unfolding GRIT via sports for Vietnam's future generation leveraging YouTube's massive scale</u>	MILO	OpenMind	Ogilvy
<u>Nescafé Sustainability - Internship That Is Too Good To Be True</u>	Nescafé	OpenMind	Publicis Worldwide
<u>Never Miss A Meal, Choose Saver</u>	GrabFood	Mindshare	Nomades
<u>Once Drink, Then Grab - Grab's Safe, Reliable, & Affordable Ride</u>	Grabcar And Grabbike	Mindshare	
<u>Real connection, Real Bonding</u>	Coca Cola	EssenceMediacom	T&A Ogilvy
<u>Sting Xperience - Micro Moments Mega Surprises</u>	Sting	Publicis Media	Dentsu Redder
<u>TET OF HOPE</u>	Omo	Mindshare	Ustudio, Mullenlowe, Biz-Eyes
<u>When Long-Form Emotional Storytelling drove +40% New User Recruitment</u>	Ensure Gold	Spark Foundry VN/Publicis Groupe	30 Pictures

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY

