

INDONESIA

Listed below are the winners and runners-up for each of the categories held at the 2025 YouTube Works Awards Indonesia.

Campaign Name	Brand	Media Agency	Creative Agency	Speciality Agency
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THE BIG BANG

Winner				
Lifebuoy: #KetempelanDingin	Lifebuoy	Mindshare (WPP Media)	Mullenlowe Lintas Indonesia	-
1st Runner up				
Jotak Perlu Aksi	BCA	Dentsu	Ambilhati	-
2nd Runner up				
The Luxury Ink Obsession	Yves Saint Laurent	Wavemaker (WPP Media)	L'Oreal - In house	L'Oreal - In house

MULTIFORMAT STORYTELLING

Winner				
Lifebuoy: #KetempelanDingin	Lifebuoy	Mindshare (WPP Media)	Mullenlowe Lintas Indonesia	-
1st Runner up				
Drink . Power . Repeat	Ultra Milk	Dentsu	ALVA Maleo	SNDBX Films
2nd Runner up				
AQUA: Purity in Media Moments	AQUA	Wavemaker (WPP Media)	VML	RedComm

BRANDS & CREATORS

Winner				
Beat The Streamers World	Honda BeAT	BigEvo	Dentsu Creative	-
1st Runner up				
Ultracore	Ultra Milk	Dentsu	ALVA Maleo	Museum of Toys
2nd Runner up				
Ramadan Tanpa Huruf H	Pepsodent	Mindshare (WPP Media)	Oliver	-

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY



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MASTERS OF MEDIA

Winner				
Yaris HEV in Media Maze	Toyota Yaris Cross HEV	Dentsu	Hakuhodo	Dentsu
1st Runner up				
AQUA: Purity in Media Moments	AQUA	Wavemaker (WPP Media)	VML	RedComm
2nd Runner up				
-	-	-	-	-

BEST OF FESTIVE

Winner				
Lifebuoy 90y: Legacy Renewed	Lifebuoy	Mindshare (WPP Media)	Mullenlowe Lintas Indonesia	-
1st Runner up				
All Ramadan ads, all on Grab	Grab	MC Saatchi Performance	Grab Creative	-
2nd Runner up				
Ramadan Tanpa Huruf H	Pepsodent	Mindshare (WPP Media)	Oliver	-

BEST OF COUNTRY

Winner				
Lifebuoy: #KetempelanDingin	Lifebuoy	Mindshare (WPP Media)	Mullenlowe Lintas Indonesia	-
1st Runner up				
Beat The Streamers World	Honda BeAT	BigEvo	Dentsu Creative	-
2nd Runner up				
Jotak Perlu Aksi	BCA	Dentsu	Ambilhati	-

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