

THAILAND

Listed below are the winners and runners-up for each of the 5 categories held at the 2025 YouTube Works Awards Thailand.

| Campaign Name | Brand | Media Agency | Creative Agency | Speciality Agency |
|---------------|-------|--------------|-----------------|-------------------|
|---------------|-------|--------------|-----------------|-------------------|

THE BIG BANG

| | | | | | |
|---------------|--|----------|--------------------------------|-----------------------|--|
| Winner | <u>Squid Game2 BKK River Cruise</u> | Netflix | I-DAC | JONGLUCKDEE | - |
| 1st Runner up | <u>Fight for Thais' Gut</u> | Dutchie | Prakit Holdings | Ogilvy Group Thailand | Suneta House Positive 4 Sound Space Studio |
| 2nd Runner up | <u>LINE MAN: lowest price everyday for all</u> | LINE MAN | Wavemaker Thailand {WPP Media} | VML Group Thailand | Homerun Films |

MULTIFORMAT STORYTELLING

| | | | | | |
|---------------|--|-------------------------|--------------------------------|-----------------------|--|
| Winner | <u>Fight for Thais' Gut</u> | Dutchie | Prakit Holdings | Ogilvy Group Thailand | Suneta House Positive 4 Sound Space Studio |
| 1st Runner up | <u>Minimizing Your Frustration</u> | Roojai Online Insurance | - | BBDO Bangkok | Factory01 |
| 2nd Runner up | <u>LINE MAN: Lowest Price everyday for all</u> | LINE MAN | Wavemaker Thailand {WPP Media} | VML Group Thailand | Homerun Films |

BRANDS & CREATORS

| | | | | | |
|---------------|--|---------------------------|--------------------------------|-------------------|---|
| Winner | <u>Remove your Make up, Never your Pride</u> | Garnier | Wavemaker Thailand {WPP Media} | SOHO Square | - |
| 1st Runner up | - | - | - | - | - |
| 2nd Runner up | <u>Free Fire Thailand</u> | Garena Free Fire Thailand | - | HOT SAUCE CO. LTD | |

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY



THAILAND

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| Campaign Name | Brand | Media Agency | Creative Agency | Speciality Agency |
|---------------|-------|--------------|-----------------|-------------------|
|---------------|-------|--------------|-----------------|-------------------|

MASTERS OF MEDIA

| | | | | | |
|---------------|--|----------|--------------------------------|-----------------------|--------------------|
| Winner | <u>Drama on Screen. Not on Skin</u> <u>From Launch to Bloom</u> | Vaseline | Spark Foundry (Publicis Media) | Ogilvy Group Thailand | PinPung |
| 1st Runner up | <u>FernFun. True Local Face-off</u> | TRUE | Initiative Thailand | iSM Bangkok | - |
| 2nd Runner up | <u>L'Oréal Thailand: Media Reinvented by AI</u> | L'Oreal | Wavemaker Thailand (WPP Media) | SOHO Square, McCann | Wavemaker Partners |

BEST OF FESTIVE

| | | | | | |
|---------------|--|--------------|--------------------------------|--------------------|--------------------|
| Winner | <u>Songkran Thai Splash</u> | Netflix | I-DAC | VML Group Thailand | GOODSTUPH Thailand |
| 1st Runner up | <u>Remove your Make up. Never your Pride</u> | Garnier | Wavemaker Thailand (WPP Media) | SOHO Square | - |
| 2nd Runner up | <u>KFC Songkran Collectible Bucket</u> | KFC Thailand | Initiative Thailand | VML Group Thailand | - |

BEST OF COUNTRY

| | | | | | |
|---------------|--|---------|-----------------|-----------------------|--|
| Winner | <u>Squid Game 2 BKK River Cruise</u> | Netflix | I-DAC | JONGLUCKDEE | - |
| 1st Runner up | <u>Fight for Thais' Gut</u> | Dutchie | Prakit Holdings | Ogilvy Group Thailand | Suneta House Positive 4 Sound Space Studio |
| 2nd Runner up | <u>Songkran Thai Splash</u> | Netflix | I-DAC | VML Group Thailand | GOODSTUPH Thailand |

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