

INDONESIA

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

Campaign Name	Brand	Media Agency	Creative Agency	Speciality Agency
#TemanAdemRamadan: Engineering a Multiformat Ecosystem to Cool the Nation’s Festive Heat	AQUA	WPP Media	Moonfolks	Tomato Redcomm
Bank Mandiri DGM -Hargai Momen Hangatnya Ramadan	Bank Mandiri	Dentsu Indonesia	Dentsu Indonesia	Dentsu Indonesia
Belum minum POCARI SWEAT saat sahur? Ter-la-lu! (“Haven’t drunk POCARI SWEAT at sahur? Unbelievable!”)	POCARI SWEAT	T&P Indonesia	Dentsu Indonesia	Feel Good Network
Bintang Baru Hed End Soder	Head & Shoulders	WPP Media	Ambil Hati	Maleo & BDO
Creator Partnership Ads with Google: Mom Ung’s Demand Gen Success	Mom Ung	Boleh Dicoba Digital	-	-
Espessia Lokarasa - Berasa Lokalnya Bergoyang Lidahnya	Indofood Ice Cream - Espessia Lokarasa	DAXperience	MullenLowe Lintas Indonesia	Celcius Creative Lab
Glico Pejoy – Optimizing campaign impact through Youtube Shorts & Creators	Pejoy	Dentsu Indonesia	Buka Cerita	-

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GoPay War Trakjil Campaign	GoPay Indonesia	Alva Digital	Good People Network	-
Grebek Gorden Ramadan Canva x Kak Jill	Canva Indonesia	OMD Indonesia	Jelly	KOL Agency: Gushcloud
ID My Spotify 2.0	Spotify	Publicis Indonesia	Ambilhati	-
IM3 Satspam	IM3	PHD Media	Ambilhati	-
Nescafe Indonesia - Nescafe Festive Campaign 2026	Nescafe	Openmind	Publicis Indonesia	-
Pop Mie - Tim POP SAR	Pop Mie	DAXperience	MullenLowe Lintas Indonesia	Ogilvy Indonesia
Ramadan for the Sandwich Generation: BEAR BRAND for the Breadwinner Carrying Two Generations	BEAR BRAND	Openmind	-	-
Rexona #WholeBodyDeo : One Story, Every Format	Rexona	WPP Media	Redcomm	U-Studio

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Rinso #Mainkan: Turning Stains Into Resilience Kids	Rinso	Mindshare	MullenLowe Lintas Indonesia	GOAT
Syifa Hadju’s on a Mission Bringing You & AI can for Galaxy S26 Series	Samsung Galaxy S26 Series	Mindshare	Ambilhati	GOAT
Telkomsel #NontonPastiSIMPATI: When a Plot Twist Wins the Heart	SIMPATI	OMD Indonesia	Future Creative Network - Flock	Hakuhodo Digital, MD Media
Telkomsel: Tombol Hati	Telkomsel	OMD Indonesia	Future Creative Network - Flock	Hakuhodo Digital, MD Media
The Elixir: The First Infectious Podcast	Netflix	i-dac Indonesia	Good People Network	-
The New Gebyar Hadiah BCA Vol. 4	BCA	ADA Indonesia	Future Creative Network - Flock	-
TOGETHER FOREVER - Strengthening Legacy with the Power of Pop Culture	Toyota Indonesia	Dentsu Indonesia	ADA Indonesia	Cuatrodia (Animation Studio)
Vicks Vaporub: "Tangan Hebat Ibu"	Vicks VapoRub	WPP Media	-	Wisdom Crowd

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