

MALAYSIA

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

Campaign Name	Brand	Media Agency	Creative Agency	Speciality Agency
Astro One: Ini Bukan Suami Aku	Astro	WPP Media Malaysia	Naga DDB Sdn Bhd	-
Better Breaks with KitKat	KitKat	WPP Media Malaysia	VML Malaysia	-
From Function to Fandom: How AIKEN PINK Built a Creator-First Universe	Aiken	PHD Media Malaysia Sdn. Bhd.	MBCS	Graph Studios
Grab Dine Out: Reimagining Malaysia & Singapore's Dining Companion	Grab	M+C Saatchi Performance	Grab Creative Studio	-
Grab Malaysia: Sabar’s On The Way	Grab	M+C Saatchi Performance	-	-
Grab Malaysia: Whose CNY Ad Is This? (It Was Eight Brands All Along)	Grab	M+C Saatchi Performance	-	-
GrabFood Group Order AI-Creators	Grab	M+C Saatchi Performance	Vayner Media	-
Hope	RHB Bank	Universal McCann	THE SHOUT GROUP	-
Knorr AIO 2026 Relaunch Hidup Pasti Sedap Selamanya	Knorr	Publicis Media	Fishermen Integrated	Mastermind

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY



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NESCAFÉ Ngopi Dulu Kekal Kental Bersama	NESCAFÉ Ready-to-Drink	WPP Media Malaysia	Publicis Groupe	Media Prima, Innity
No Drama, Just Way Bigger	Carro	-	-	Directors Think Tank
Pilot Parker: A Story Inspired by True Memorable Moments	Malaysia Airlines	Trapper Media Services	Carta Zero	-
Raya Lebih Erat Bersama AirAsia	AirAsia Berhad	-	-	-
Samting Samting: Turning Spritzer Sparkling into Raya’s Secret Ingredient	Spritzer	Universal McCann	-	Reservoir World
Syncing with CNY Festive: Leveraging YouTube Platform to Own the CNY Surge	Aiken	PHD Media Malaysia Sdn. Bhd.	MBCS	Graph Studios
The Director’s Challenge: We Gave a Filmmaker a Phone. He Gave Us a Masterpiece.	Find X9	PHD Media Malaysia Sdn. Bhd.	Jie Business Sdn. Bhd.	Jie Business Sdn. Bhd.
The Sinister Glitch: How We Haunted a Nation into the Cinema	Warner Bros. Malaysia Sdn. Bhd	PHD Media Malaysia Sdn. Bhd.	Warner Bros. Malaysia Sdn. Bhd.	Drum Malaysia - Social
The Virtual Vanguard: How AI Engineered a Gen-Z Skincare Revolution	Aiken	PHD Media Malaysia Sdn. Bhd.	MBCS	Graph Studios

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Tuning into Heritage: How Safi Owned the "University of Life" this Raya	Safi	PHD Media Malaysia Sdn. Bhd.	MBCS	Graph Studios
U Mobile CNY 2026 永恒 Eternal Hearts	U Mobile	Initiative	Naga DDB Sdn Bhd	Lion & Lion
Watsons Pentas Raya Glam - Multiformat Storytelling	Watsons Malaysia	Accenture Song	MBCS	-

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SINGAPORE

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

Campaign Name	Brand	Media Agency	Creative Agency	Speciality Agency
Introducing ANEXT Bank as a growth partner to MSMEs in Singapore through multiple YouTube formats	ANEXT Bank	M+C Saatchi Performance	-	-
Standard Chartered - Masters of Media	Standard Chartered	Dentsu Singapore	Leo Burnett Singapore	-

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