

PHILIPPINES

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

Campaign Name	Brand	Media Agency	Creative Agency	Speciality Agency
9 out of 10 Moms	Wyeth Ascenda Kid	WPP Media	Ogilvy Philippines	-
Back to School - MILO MOREnings	MILO	WPP Media	Ogilvy Philippines	Greenbulb PR
Breeze LarOlympics	Breeze	Publicis Media	NuWorks	Hepmil, Bridges PR
Buo ang Pasko	Grab	M&C Saatchi Performance	GIGIL	-
Cadbury “Say It Special” Christmas Campaign	Cadbury Dairy Milk	WPP Media	Soho Square Philippines/ Ogilvy Manila	-
Coke Festive 2025 - Sound Of Home.FM	Coca-Cola	WPP Media	Ogilvy Philippines	SBS Radio
Colgate Total ft. Davao Conyo x Dr. Vicki Belo	Colgate Total	WPP Media	SOHO	-
Cutting Through the Festive Clutter with Mang Tomas	MANG TOMAS	OMD Philippines	TREYNA	-
Datu Puti Adobo Series: Kusina Ni Joshua	Datu Puti	OMD Philippines	Propel Manila	-
Del Monte Centennial Celebration	Del Monte Philippines, Inc. Corporate	WPP Media	Dentsu	Hiip Philippines
Dove Creator2Cart	Dove Hair	Publicis Media	BPA	-

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Dove Leverages KPOP and Entertainment and Showbiz Passion Space	Dove	Publicis Media	-	-
Eden Living Room Takeover	Eden	WPP Media	Ogilvy Philippines	MSL
Fire + Foundation	Bear Brand Powdered Milk Drink	WPP Media	Publicis Manila, Inc.	GOAT - WPP Media
GCash Pay Online: Stop the Standoff	GCash	Universal McCann Philippines	Publicis JimenezBasic	-
Get Pasko Ready with Maggi	Maggi Philippines	WPP Media	MRM	-
GLoan with Free Health Insurance: Loan Song Syndrome	GCash GLoan	Universal McCann Philippines	Publicis JimenezBasic	-
It Will Happen	Erceflora	Omnicom Media Group Philippines Inc.	IPG Mediabrands Philippines, Inc.	Omnicom Media Group Philippines Inc.
Jollibee Christmas 2025 – Every Family's Christmas Joy	Jollibee	WPP Media	72andSunny	-
Knorr Green Flag Valentines 2026	Knorr	Publicis Media	U-studio	RedTorch, Hepmil
Lucky Me! Go Cup Project Fort	Lucky Me! Go Cup	WPP Media	Propel Manila	-
Make it Merry, i-GCash Mo!	GCash	Universal McCann Philippines	VML Manila	-

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McDonald's PH Brews the Perfect Mix	McDonald's Philippines	OMD Philippines	Leo Manila	-
NIDO: Your Act of Love	NIDO	WPP Media	Publicis Manila, Inc.	SparkIt
Rexona Drives Social First with Influencers/KOLs	Rexona	Publicis Media	-	-
Rexona Men x NBA Playoffs	Rexona	Publicis Media	-	-
SMB CreAltive Line-ups	San Miguel Beer	Huddle Room Media Inc	WOO Consultants, Inc and McCann WorldGroup Philippines, Inc.	-
TicTac Share Good Vibes Creator Campaign	TicTac	Starcom Philippines	-	Hepmil c/o Google Creators
Tumi-Tito, Tumi-Tita, Tumi-Tibay	Bear Brand Adult Plus	WPP Media	Publicis Manila, Inc.	GOAT - WPP Media
Unlocking Infinite Scale: Cream Silk Rewrites Media with AI	Cream Silk	Publicis Media	-	Philia Azul
Voice of Partners	Grab	M&C Saatchi Performance	GIGIL	-
Young Cooks Campaign	Maggi Philippines	WPP Media	MRM	-

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