

THAILAND

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

Campaign Name	Brand	Media Agency	Creative Agency	Speciality Agency
AIS 3BB FIBRE3 - Thank You, My Home	AIS 3BB FIBRE3	i-dac (Bangkok) and MI Group - Media Insight	-	-
Citra Tanaka - Bright Skin On, Star Mode Activated	Citra	Spark Foundry (Publicis Media)	Brilliant & Million	-
Dolce Gusto Re-stage: Click to Culture	NESCAFÉ Dolce Gusto	OpenMind Thailand	Ogilvy Group Thailand	-
Dreamer Expiration Date	Babi Mild	i-dac (Bangkok) and MI Group - Media Insight	Mana & Friend	-
Grab Summer Fighter	Grab	M&C Saatchi	Choojai and Friends	-
GrabFood Mega Gale	Grab	Publicis	Spa-Hakuhodo	M&C Saatchi
Hi-Q Super Gold UHT, Future Gen Success	Hi-Q Super Gold UHT	WPP Media Thailand	The Leo Burnett Group Thailand	It's All Good Solution Co., Ltd.
It's Dettol Time	Dettol	-	SOUR Bangkok	Phenomena
KBank “Progressive Enable”	Kasikorn Bank	WPP Media Thailand	Ogilvy Group Thailand	-
KitKat Valentine’s Day 2026	KitKat	OpenMind Thailand	VML Thailand	Buzzpurr

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Kon Gern Roi	M-150	i-dac (Bangkok) and MI Group - Media Insight	BBDO Bangkok	-
L’Oréal Thailand: Scaling an AI-First Media Ecosystem	L’Oréal Thailand	Wavemaker Thailand	L’Oréal Internal	L’Oréal Internal and Wavemaker Partners
Make Social Media Meaningful	Thai Life Insurance	Ogilvy Group Thailand	Ogilvy Group Thailand	Hello Filmmaker, Phenomena
MILO ORION 2026	MILO	OpenMind Thailand	Ogilvy Group Thailand	VERO
Mother Strike	Snack Jack Ring	Digital Next Solutions Co., Ltd.	Choojai and Friends	-
Pepsi 10 THB	Pepsi	Publicis Media - Zenith	Walking Fish	-
Pepsi Summer 2025	Pepsi	Publicis Media - Zenith	VaynerMedia	-
Samsung Galaxy A56	Samsung	Starcom Thailand	BUR Agency	TSE In-house
Save The Last Breath	Darlie	OMD Thailand	BBDO Bangkok	Salmon House
Sunsilk Sassy x BUS: From Teaser to Fandom – A Multiformat Storytelling Blueprint	Sunsilk	Spark Foundry (Publicis Media)	DUDE Digital	RADA

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Surviving Cannibalization: Changing Perception into 1.1M Intentions for the Kia Carnival	Kia	WPP Media Thailand - EssenceMediacom	-	-
The Big Bang Clean: Redefining Quick Wash with Breeze	Breeze	Spark Foundry (Publicis Media)	Brilliant & Million	-
The Kaprao Criminals	KFC Thailand	Initiative Thailand	Wolf BKK	Brilliant & Million
Toyota Yaris ATIV HEV - Cross Category Creator's Partnership	Toyota Yaris ATIV HEV	Dentsu X Thailand	Dentsu Thailand	-
Vaseline x My Safe Zone: The Skinship Sequel	Vaseline	Spark Foundry (Publicis Media)	VML Thailand	PMCI (Publicis Media), Brilliant & Million
vivo V70	vivo	Omnicom Group Thailand	SOUR Bangkok	Happy Ending Film

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