

VIETNAM

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

Campaign Name	Brand	Media Agency	Creative Agency	Speciality Agency
Building Green Future with OMO Tet	OMO	Publicis Media	Leo Burnett Vietnam	Metub, Yeah1 Network, Yeah1 1Brand, BizEyes, LINKED
CafeViet: Strong coffee for strong mind	NESCAFÉ	WPP Media	Leo Burnett Vietnam	WPP Media Influence
Comfort Gentle - Softness That Hug Like Mom	Comfort	Spark Foundry	ZEE	ZEE, The A List
Every small moment became Special with Bia Saigon Special	SABECO	Essencemediacom Vietnam @WPPMedia	Ogilvy Group	Ogilvy Group
Everyone Can Be The Trung Thu Magic Keeper	Kinh Do Mooncake	WPP Media	Publicis Groupe Vietnam	-
From Fear to Trust: Long Châu’s “Tiêm iu” Vaccination Journey	Tiêm chủng Long Châu	Tiêm Chủng Long Châu (in house)	FasterChef	-
Legends Never Fade - The Relaunch of CrossFire: Legends	Crossfire: Legends	-	-	-
MILO See Games Equal	MILO	WPP Media	Ogilvy Group	-

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Multiformat Co-Op: ZingSpeed Mobile VNGGames & Cris Devil Gamer	ZingSpeed Mobile VNGGames	Game Studio 2 - VNGGames	-	-
Take Charge, Not Take Chance	Gardasil9	Brancher.X	Dentsu Creative	-
Tết - The AI Time Machine Bridging The Generation Divide	P/S	Spark Foundry	ZEE	-
Tết - Treasures behind every wipe	Sunlight	Spark Foundry	Leo Burnett Vietnam	Metub, The A List, Ecomobi
Tết 2026: "Mã Đáo Đắc Lộc"	NESCAFÉ	WPP Media	Leo Burnett Vietnam	WPP Media Influence
Tet Ta Ve: The Tet homecoming soundtrack across Every Road Home	Lifebuoy Vietnam	Spark Foundry	Creativehunts	MMusic
TH Group - TH true CHOCOMALT MISTORI	TH true CHOCOMALT MISTORI	TH Communication team	POPS	-
Thank You From Your Future Self 2.0	Gardasil9	Brancher.X	Mullenlowe Mishra, Golden Communication, IPG, Dentsu Creative	-

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The Dayless Calendar: Nestlé's Tet Comeback	Nestlé Corporate	WPP Media	Publicis Groupe Vietnam	MeTub
Turning Creators into Cultural Connectors	SABECO	Essencemediacom Vietnam @WPPMedia	Ogilvy Group	Ogilvy Group
Turning small moments to golden moments with Pepsi	Pepsi	Zenith	KI Saigon	Anymind, CHOO
Viettel 5G: Changing Who Gets to Connect During Tet	Viettel	WPP Media	The Friday	-
Voices of Galaxy	Samsung Galaxy S & Z Series	Constellation Groupe	Constellation Groupe	Constellation Groupe, Golden Commutation Group - Stella
You Matter, Take Charge	Gardasil9	Brancher.X	IPG	-

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