

Congratulations! Below is the list of YouTube Works Awards Malaysia winners that have advanced to the final Southeast Asia round, where SEA winners will be determined.

WINNERS

Campaign Name	Brand	Media Agency	Creative Agency
THE BIG BANG			
<u>It All Starts With A Pocketful of Dreams</u>	GXBank Malaysia	M&C Saatchi Performance	VaynerMedia Asia Pacific
MASTERS OF MEDIA			
<u>Prosperity Burger</u>	McDonald's Malaysia	OMD Malaysia	Leo Burnett
BEST BRAND STORY			
<u>ZUS Coffee Buatan Malaysia</u>	ZUS Coffee		Fishermen Integrated
BRANDS & CREATORS			
<u>Vibe Kopi Susu Blending Coffee & Culture</u>	McDonald's Malaysia	OMD Malaysia	Leo Burnett
THE LONG & SHORT			
<u>Aiken Brightening - CNY 2024</u>	Aiken	PHD Media	Mediabrand Content Studio
BEST OF GOOGLE AI			
<u>Magic At Home</u>	Maxis	Publicis Groupe	Leo Burnett
BEST OF FESTIVE (Tết, Ramadan, etc.)			
<u>Forgiveness</u>	RHB Bank		FCB SHOUT
FORCE FOR GOOD			
<u>Building an Iron Strong Generation</u>	Dumex Dugro	Wavemaker	Muma Malaysia
BEST OF COUNTRY			
<u>It All Starts With A Pocketful of Dreams</u>	GXBank Malaysia	M&C Saatchi Performance	VaynerMedia Asia Pacific

Congratulations! Below is the list of campaigns that have been selected as YouTube Works Awards Malaysia runners-up.

RUNNERS-UP

Campaign Name	Brand	Media Agency	Creative Agency
THE BIG BANG			
1st Runner-up <u>Welcome to Kentucky Town!</u>	KFC	Universal McCann	VMLY&R
2nd Runner-up <u>Aiken Prebiotic Sunscreen Partner Creators</u>	Aiken	PHD Media	Mediabrand Content Studio
MASTERS OF MEDIA			
1st Runner-up <u>No Drama, Just Quality Used Cars</u>	Carro		
2nd Runner-up N/A			
BEST BRAND STORY			
1st Runner-up <u>No Drama, Just Quality Used Cars</u>	Carro		
2nd Runner-up <u>It All Starts With A Pocketful of Dreams</u>	GXBank Malaysia	M&C Saatchi Performance	VaynerMedia Asia Pacific
BRANDS & CREATORS			
1st Runner-up N/A			
2nd Runner-up N/A			
THE LONG & SHORT			
1st Runner-up N/A			
2nd Runner-up N/A			

Congratulations! Below is the list of campaigns that have been selected as YouTube Works Awards Malaysia runners-up.

RUNNERS-UP

Campaign Name	Brand	Media Agency	Creative Agency
BEST OF GOOGLE AI			
1st Runner-up <u>Aiken Prebiotic Sunscreen Partner Creators</u>	Aiken	PHD Media	Mediabrand Content Studio
2nd Runner-up N/A			
BEST OF FESTIVE (Tết, Ramadan, etc.)			
1st Runner-up <u>Prosperity Burger</u>	McDonald's Malaysia	OMD Malaysia	Leo Burnett
2nd Runner-up <u>Maxis Gawai & Kaamatan</u>	Maxis	Publicis Groupe	Leo Burnett
FORCE FOR GOOD			
1st Runner-up <u>Acceptance</u>	RHB Bank		FCB SHOUT
2nd Runner-up N/A			
BEST OF COUNTRY			
1st Runner-up <u>ZUS Coffee Buatan Malaysia</u>	ZUS Coffee		Fishermen Integrated
2nd Runner-up <u>Forgiveness</u>	RHB Bank		FCB SHOUT