

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

## WINNERS

Campaign Name	Brand	Media Agency	Creative Agency
<b>THE BIG BANG</b>			
<a href="#"><u>Best Taste by Nescafé RTD</u></a>	Nescafe CLC Espresso Roast	UM Thrive Thailand	Leo Burnett
<b>MASTERS OF MEDIA</b>			
<a href="#"><u>GrabFood The Greatest Knockout</u></a>	GrabFood	M&C Saatchi Performance	Spa-Hakuhodo
<b>BEST BRAND STORY</b>			
<a href="#"><u>Sammakorn NOT Sanpakorn</u></a>	Sammakorn	Heroleads	Choojai and Friends
<b>BRANDS &amp; CREATORS</b>			
<a href="#"><u>Best Taste by Nescafé RTD</u></a>	Nescafe CLC Espresso Roast	UM Thrive Thailand	Leo Burnett
<b>THE LONG &amp; SHORT</b>			
N/A			
<b>BEST OF GOOGLE AI</b>			
<a href="#"><u>All-New Yaris Cross move to the max</u></a>	All-New Toyota Yaris Cross	i-dac Bangkok	Hakuhodo First
<b>BEST OF FESTIVE (Tết, Ramadan, etc.)</b>			
<a href="#"><u>Gift It Yourself</u></a>	Central Department Store	iProspect	Wolf BKK
<b>FORCE FOR GOOD</b>			
<a href="#"><u>The Power of Gentle Touch</u></a>	Babi Mild	i-dac Bangkok, Media Insight	Mana Production
<b>BEST OF COUNTRY</b>			
<a href="#"><u>Sammakorn NOT Sanpakorn</u></a>	Sammakorn	Heroleads	Choojai and Friends

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

## RUNNERS-UP

Campaign Name	Brand	Media Agency	Creative Agency
<b>THE BIG BANG</b>			
1st Runner-up <a href="#"><u>Lay's Up-gram</u></a>	Lay's	Publicis	Brains & Brawn
2nd Runner-up <a href="#"><u>M- Pire "Live Life beyond 100%"</u></a>	M-150	i-dac Bangkok, Media insight	Hakuhodo International Thailand
<b>MASTERS OF MEDIA</b>			
1st Runner-up <a href="#"><u>Grab The Grandtastic Discounts</u></a>	GrabUnlimited & GrabFood	M&C Saatchi Performance	TBWA\Thailand
2nd Runner-up <a href="#"><u>All-New Yaris Cross move to the max</u></a>	All-New Toyota Yaris Cross	i-dac Bangkok	Hakuhodo First
<b>BEST BRAND STORY</b>			
1st Runner-up <b>N/A</b>			
2nd Runner-up <a href="#"><u>GrabFood The Greatest Knockout</u></a>	GrabFood	M&C Saatchi Performance	Spa-Hakuhodo
<b>BRANDS &amp; CREATORS</b>			
<b>N/A</b>			
<b>THE LONG &amp; SHORT</b>			
<b>N/A</b>			
<b>BEST OF GOOGLE AI</b>			
1st Runner-up <a href="#"><u>Fight x Plaque Reduction</u></a>	Listerine	UM Thailand	YDM (Thailand)

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Campaign Name	Brand	Media Agency	Creative Agency
<b>BEST OF FESTIVE (Tết, Ramadan, etc.)</b>			
1st Runner-up <a href="#"><u>KitKat VDay 2024 : Let Love Be Love</u></a>	KitKat	UM Thrive Thailand	VML Thailand
<b>FORCE FOR GOOD</b>			
1st Runner-up <a href="#"><u>Vaseline Skin for Skin</u></a>	Vaseline	Mindshare Thailand	Ogilvy Group Thailand
2nd Runner-up <a href="#"><u>Coffee that's fair to all</u></a>	Café Amazon	Mindshare Thailand	Ogilvy Group Thailand
<b>BEST OF COUNTRY</b>			
1st Runner-up <a href="#"><u>Best Taste by Nescafé RTD</u></a>	Nescafe CLC Espresso Roast	UM Thrive Thailand	Leo Burnett
2nd Runner-up <a href="#"><u>GrabFood The Greatest Knockout</u></a>	Grab	M&C Saatchi Performance	Spa-Hakuhodo