

**Congratulations! Below is the list of YouTube Works Awards Vietnam 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>Milo's Relaunch: Meeting the New Need of Vietnamese Moms</u></a>	MILO	OpenMind	Ogilvy
<b>MASTERS OF MEDIA</b>			
<a href="#"><u>Milo's Relaunch: Meeting the New Need of Vietnamese Moms</u></a>	MILO	OpenMind	Ogilvy
<b>BEST BRAND STORY</b>			
<a href="#"><u>Never Miss A Meal, Choose Saver</u></a>	Grab Vietnam	Mindshare	Nomades
<b>BRANDS &amp; CREATORS</b>			
<a href="#"><u>Bold GrowPLUS+ with Youtube Creator2Cart</u></a>	GrowPLUS+	MSix	
<b>THE LONG &amp; SHORT</b>			
<a href="#"><u>Pepsi Brings Tet Home: The Journey of Significance</u></a>	Pepsi	Publicis Media	Ki Saigon, Dentsu
<b>BEST OF GOOGLE AI</b>			
<a href="#"><u>Nestlé's AI-Driven Campaign Drove Wish Fulfillment</u></a>	Nestlé Corporate	OpenMind	Ogilvy
<b>BEST OF FESTIVE (Tết, Ramadan, etc.)</b>			
<a href="#"><u>Keep pace with Vietnam &amp; breath Tet into city's veins</u></a>	Grab Vietnam	Mindshare	Nomades
<b>FORCE FOR GOOD</b>			
<a href="#"><u>Once Drink, Then Grab - Revitalizing Vietnam's Nightlife</u></a>	Grab Vietnam	Mindshare	Grab In-house Creative Team
<b>BEST OF COUNTRY</b>			
<a href="#"><u>Keep pace with Vietnam &amp; breath Tet into city's veins</u></a>	Grab Vietnam	Mindshare	Nomades

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

## RUNNERS-UP

Campaign Name	Brand	Media Agency	Creative Agency
<b>THE BIG BANG</b>			
1st Runner-up <a href="#"><u>Let your child freely explore!</u></a>	Gadopax Forte	ST.319 Entertainment	ST.319 Entertainment
2nd Runner-up <a href="#"><u>Lay's – Smile for Blessings on YouTube</u></a>	Lay's	Publicis Media, Yeah1	Dentsu Redder
<b>MASTERS OF MEDIA</b>			
1st Runner-up <a href="#"><u>La Vie's Evolution To Become Regeneration Partner</u></a>	Nestlé Waters/ La Vie	OpenMind	Ogilvy
2nd Runner-up <a href="#"><u>Once Drink, Then Grab - Revitalizing Vietnam's Nightlife</u></a>	Grab Vietnam	Mindshare	Grab In-house Creative Team
<b>BEST BRAND STORY</b>			
1st Runner-up <a href="#"><u>Sting Xperience - Micro Moments Mega Surprises</u></a>	Sting	Publicis Media	Dentsu Redder
2nd Runner-up <a href="#"><u>Pepsi Brings Tet Home: The Journey of Significance</u></a>	Pepsi	Publicis Media	Ki Saigon, Dentsu
<b>BRANDS &amp; CREATORS</b>			
1st Runner-up <a href="#"><u>GS2 Tay Du VNG Launch</u></a>	Tây Du VNG Đại Náo Tam Giới	VNGGames	
2nd Runner-up <a href="#"><u>Comfort Gentle – Easy Mom Formula</u></a>	Comfort	Mindshare	
<b>THE LONG &amp; SHORT</b>			
1st Runner-up <a href="#"><u>Lay's – Smile for Blessings on YouTube</u></a>	Lay's	Publicis Media, Yeah1	Dentsu Redder
2nd Runner-up <a href="#"><u>Sting Xperience - Micro Moments Mega Surprises</u></a>	Sting	Publicis Media	Dentsu Redder

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Campaign Name	Brand	Media Agency	Creative Agency
<b>BEST OF GOOGLE AI</b>			
1st Runner-up <a href="#"><u>Long-form Emotional Story Recruited +40% More New Users</u></a>	Ensure Gold	Spark Foundry VN, Publicis Groupe	Publicis Worldwide
2nd Runner-up <a href="#"><u>GS2 Tay Du VNG Launch</u></a>	Tây Du VNG Đại Nào Tam Giới	VNGGames	
<b>BEST OF FESTIVE (Tết, Ramadan, etc.)</b>			
1st Runner-up <a href="#"><u>Live Your Tet Wishes with Nestlé Family</u></a>	Nestlé Corporate	OpenMind	Ogilvy
2nd Runner-up <a href="#"><u>Pepsi Brings Tet Home: The Journey of Significance</u></a>	Pepsi	Publicis Media	Ki Saigon, Dentsu
<b>FORCE FOR GOOD</b>			
1st Runner-up <a href="#"><u>NESCAFÉ Sustainability - The Surreal Internship</u></a>	Nescafé	OpenMind	Publicis Worldwide
2nd Runner-up <a href="#"><u>MILO unfolding GRIT for Vietnam's future generation</u></a>	MILO	OpenMind	Ogilvy
<b>BEST OF COUNTRY</b>			
1st Runner-up <a href="#"><u>Once Drink, Then Grab - Revitalizing Vietnam's Nightlife</u></a>	Grab Vietnam	Mindshare	Grab In-house Creative Team
2nd Runner-up <a href="#"><u>Milo's Relaunch: Meeting the New Need of Vietnamese Moms</u></a>	MILO	OpenMind	Ogilvy