

Congratulations! Below is the list of YouTube Works Awards Philippines 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> <u>Sorry</u>	GrabCar	M&C Saatchi Performance	GIGIL Manila
<b>MASTERS OF MEDIA</b> <u>Sorry</u>	GrabCar	M&C Saatchi Performance	GIGIL Manila
<b>BEST BRAND STORY</b> <u>Cool</u>	CoCo Tea		GIGIL Manila
<b>BRANDS &amp; CREATORS</b> <u>Night Classroom</u>	McDonald's Philippines	OMD Philippines	Leo Burnett
<b>THE LONG &amp; SHORT</b> <u>GCash Spotlight</u>	GCash	Rebel Manila, UM, Yapparazzi Productions	Publicis JimenezBasic
<b>BEST OF GOOGLE AI</b> <u>Mom, you're my #1</u>	Nido 3+	OpenMind Philippines	Publicis
<b>BEST OF FESTIVE (Tết, Ramadan, etc.)</b> <u>Valentine's Day</u>	Grab	M&C Saatchi Performance	GIGIL Manila
<b>FORCE FOR GOOD</b> <u>TNT Sim Registration</u>	TNT	Wavemaker Philippines	GIGIL Manila
<b>BEST OF COUNTRY</b> <u>Cool</u>	CoCo Tea		GIGIL Manila

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

RUNNERS-UP

Campaign Name	Brand	Media Agency	Creative Agency
THE BIG BANG			
1st Runner-up <u>GCash "GSafeTayo"</u>	GCash	ADA, Rebel Manila, Universal McCann	VML, Loudbox Studios, Artillerie
2nd Runner-up <u>Better Chicken McDo</u>	McDonald's	OMD Philippines	Leo Burnett
MASTERS OF MEDIA			
1st Runner-up <u>GCash Spotlight</u>	GCash	Rebel Manila, UM, Yapparazzi Productions	Publicis JimenezBasic
2nd Runner-up <u>Mom, you're my #1</u>	Nido 3+	OpenMind Philippines	Publicis
BEST BRAND STORY			
1st Runner-up <u>TNT Sim Registration</u>	TNT	Wavemaker Philippines	GIGIL Manila
2nd Runner-up <u>Kami Naman, Ma</u>	McDonald's Philippines	OMD Philippines	Leo Burnett
BRANDS & CREATORS			
1st Runner-up <u>#MaPaSelectaMuna</u>	Selecta Philippines	Mindshare Philippines	
2nd Runner-up <u>GCash Spotlight</u>	GCash	Rebel Manila, UM, Yapparazzi Productions	Publicis JimenezBasic

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RUNNERS-UP

Campaign Name	Brand	Media Agency	Creative Agency
THE LONG & SHORT			
1st Runner-up <u>Mom, you're my #1</u>	Nido 3+	OpenMind Philippines	Publicis
2nd Runner-up <u>GCash "Tara, Summer Na!"</u>	GCash	Universal McCann	VML, Loudbox Studios, Artillerie
BEST OF GOOGLE AI			
1st Runner-up <u>Samsung S24 Launch</u>	Samsung	Starcom	Cheil
2nd Runner-up <u>NOVAmazing Moments</u>	Jack 'n Jill Nova	Spark Foundry	Seven A.D.
BEST OF FESTIVE (Tết, Ramadan, etc.)			
1st Runner-up <u>Mom, you're my #1</u>	Nido 3+	OpenMind Philippines	Publicis
2nd Runner-up <u>Kami Naman, Ma</u>	McDonald's Philippines	OMD Philippines	Leo Burnett
FORCE FOR GOOD			
1st Runner-up <u>#ImWorthIt</u>	L'Oreal Paris	Wavemaker Philippines, WPP	Ogilvy, Litlab Studios
2nd Runner-up <u>Ang Batang Matibay, may tibay matuto sa buhay</u>	Bear Brand Powdered Milk Drink	OpenMind Philippines	Publicis
BEST OF COUNTRY			
1st Runner-up <u>Sorry</u>	GrabCar	M&C Saatchi Performance	GIGIL Manila
2nd Runner-up <u>TNT Sim Registration</u>	TNT	Wavemaker Philippines	GIGIL Manila