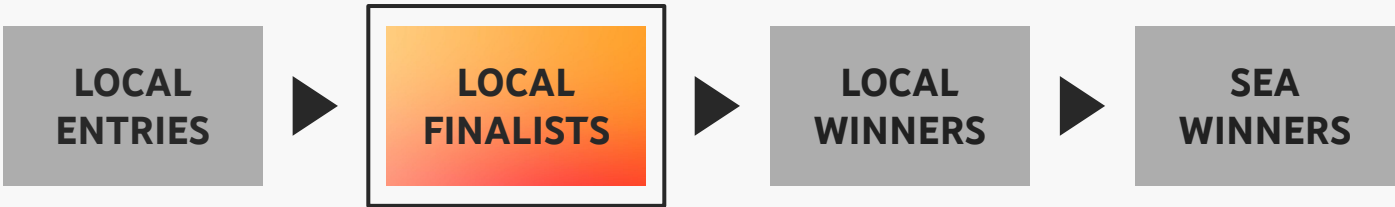


Below is the list of campaigns shortlisted by Malaysia’s YouTube Works Awards jury panel. These campaigns have advanced to the final deliberation round, where Malaysia’s winners will be determined.

Campaign Name	Brand	Media Agency	Creative Agency
<u>Acceptance</u>	RHB Bank		FCB SHOUT
<u>Aiken Brightening - CNY 2024</u>	Aiken	PHD Media	Mediabrand's Content Studio
<u>CelcomDigi's ProjekMyMalaysia - Uniting Malaysians Through AI Imaginations</u>	CelcomDigi	Fastbridge at UM	One Team (Naga DDB Tribal and M&C Saatchi)
<u>Building an Iron Strong Generation</u>	Dumex Dugro	Wavemaker	Muma Malaysia
<u>Forgiveness</u>	RHB Bank		FCB SHOUT
<u>Maxis Gawai & Kaamatan</u>	Maxis	Publicis	Leo Burnett
<u>Grab Reverse Vending Machines</u>	Grab	M&C Saatchi Performance	Grab Creative Studio
<u>It All Starts With A Pocketful of Dreams</u>	GXBank Malaysia	M&C Saatchi Performance	VaynerMedia Asia Pacific
<u>Magic At Home</u>	Maxis	Publicis Groupe	Leo Burnett
<u>No Drama, Just Quality Used Cars</u>	Carro		
<u>Prosperity Burger</u>	McDonald's Malaysia	OMD Malaysia	Leo Burnett

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY



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Campaign Name	Brand	Media Agency	Creative Agency
<u>Reimagining Homes with CelcomDigi</u>	CelcomDigi	Fastbridge, OMD	Naga DDB, M&C Saatchi Performance
<u>Aiken Prebiotic Sunscreen Partner Creators</u>	Aiken	PHD Media	Mediabrand Content Studio
<u>Vibe Kopi Susu Blending Coffee & Culture</u>	McDonald's Malaysia	OMD Malaysia	Leo Burnett
<u>Watsons Happy Beautiful Year</u>	Watsons Malaysia		Accenture Song, Leo Burnett
<u>Welcome to Kentucky Town!</u>	KFC	Universal McCann	VMLY&R
<u>ZUS Coffee Buatan Malaysia</u>	ZUS Coffee		Fishermen Integrated

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