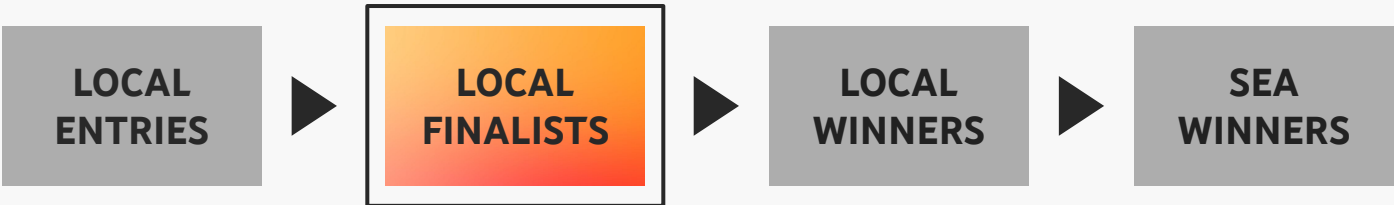


Below is the list of campaigns shortlisted by the Philippines’ YouTube Works Awards jury panel. These campaigns have advanced to the final deliberation round, where Philippine winners will be determined.

Campaign Name	Brand	Media Agency	Creative Agency
<u>Ang Batang Matibay. may tibay matuto sa buhay</u>	Bear Brand Powdered Milk Drink	OpenMind Philippines	Publicis Manila
<u>Better Chicken McDo</u>	McDonald’s	OMD Philippines	Leo Burnett
<u>Cool</u>	CoCo Tea		GIGIL Manila
<u>Dove Creator2Cart: Power of Creative Partnerships and Personalized Content</u>	Dove Shampoo	Mindshare Philippines	
<u>Enjoy creamy aromanamnam with the NEW Great Taste Cream-O coffee!</u>	Great Taste Cream-O	Spark Foundry	Blackpencil
<u>GCash “GSafeTayo”</u>	GCash	ADA, Rebel Manila, Universal McCann	VML Manila, Loudbox Studios, Artillerie
<u>GCash “Tara, Summer Na!”</u>	GCash	Universal McCann	VML Manila, Loudbox Studios, Artillerie
<u>GCash Spotlight</u>	GCash	Rebel Manila, UM, Yapparazzi Productions	Publicis JimenezBasic
<u>#ImWorthIt</u>	L’Oreal Paris	Wavemaker Philippines, WPP	Ogilvy, Litlab Studios
<u>Kami Naman, Ma</u>	McDonald’s Philippines	OMD Philippines	Leo Burnett
<u>Maggi Magic Sarap Cook with Magic</u>	Maggi Magic Sarap	OpenMind Philippines	

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Campaign Name	Brand	Media Agency	Creative Agency
<u>Mom. you're my #1</u>	Nido 3+	OpenMind Philippines	Publicis Manila
<u>NESCAFÉ Kape’t Bisig</u>	NESCAFÉ	WPP-Openmind, GOAT	Dentsu Creative Philippines
<u>Niel</u>	GrabUnlimited	M&C Saatchi Performance	GIGIL Manila
<u>Night Classroom</u>	McDonald's Philippines	OMD Philippines	Leo Burnett
<u>NOVAmazing Moments</u>	Jack 'n Jill Nova	Spark Foundry	Seven A.D.
<u>Samsung S24 Launch</u>	Samsung	Starcom	Cheil
<u>#MaPaSelectaMuna</u>	Selecta Philippines	Mindshare Philippines	
<u>Sorry</u>	GrabCar	M&C Saatchi Performance	GIGIL Manila
<u>TNT Sim Registration</u>	TNT	Wavemaker Philippines	GIGIL Manila
<u>Valentine’s Day</u>	Grab	M&C Saatchi Performance	GIGIL Manila

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