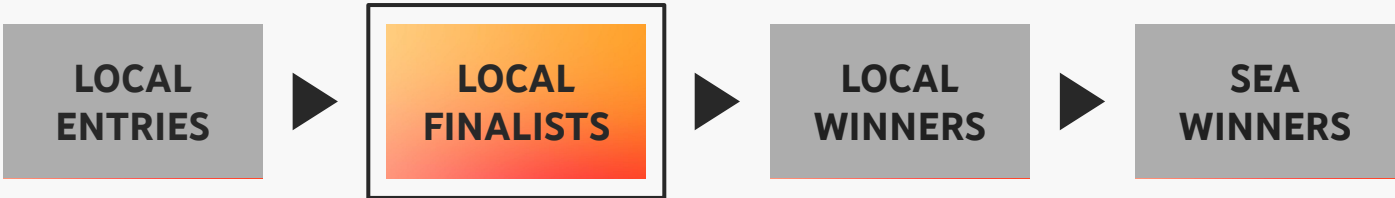


Below is the list of campaigns shortlisted by Vietnam’s YouTube Works Awards jury panel. These campaigns have advanced to the final deliberation round, where Vietnam’s winners will be determined.

Campaign Name	Brand	Media Agency	Creative Agency
<u>150 Years - Enjoyed One Way Or Another</u>	Heineken	Dentsu Redstar	
<u>Aquafina Ripple Maker Community - Green is a new Blue</u>	Aquafina	Publicis	Click Media
<u>Bloody Awesome Campaign</u>	Kotex	Mindshare	Friday, METUB
<u>Bold GrowPLUS+ with Youtube Creator2Cart</u>	GrowPLUS+	MSix	
<u>Let your child freely explore!</u>	Gadopax Forte	ST.319 Entertainment	ST.319 Entertainment
<u>Pepsi Brings Tet Home: The Journey of Significance</u>	Pepsi	Publicis Media	Ki Saigon, Dentsu
<u>Comfort Gentle – Easy Mom Formula</u>	Comfort	Mindshare	
<u>Dove The Best Pink Care Reminder</u>	Dove	Mindshare	
<u>Endless Facets Of Tet - One Nescafé (Muôn Nét Tết - Một Nescafé)</u>	Nescafé	OpenMind	Publicis Worldwide
<u>La Vie’s Evolution To Become Regeneration Partner</u>	Nestlé Waters/ La Vie	OpenMind	Ogilvy
<u>GS2 Tay Du VNG Launch</u>	Tây Du VNG Đại Náo Tam Giới	VNGGames	
<u>Nestlé’s AI-Driven Campaign Drove Wish Fulfillment</u>	Nestlé Corporate	OpenMind	Ogilvy
<u>Milo’s Relaunch: Meeting the New Need of Vietnamese Moms</u>	MILO	OpenMind	Ogilvy

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY



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Campaign Name	Brand	Media Agency	Creative Agency
<u>Keep pace with Vietnam & breath Tet into city’s veins</u>	Grab Vietnam	Mindshare	Nomades
<u>Lavie Transforms From Healthy Hydration Brand To Purposeful Nature’s Regeneration Partner</u>	Nestlé	OpenMind	Ogilvy
<u>Lay’s – Smile for Blessings on YouTube</u>	Lay’s	Publicis Media, Yeah1	Dentsu Redder
<u>Live Your Tet Wishes with Nestlé Family</u>	Nestlé Corporate	OpenMind	Ogilvy
<u>MILO unfolding GRIT for Vietnam’s future generation</u>	MILO	OpenMind	Ogilvy
<u>NESCAFÉ Sustainability - The Surreal Internship</u>	Nescafé	OpenMind	Publicis Worldwide
<u>Never Miss A Meal, Choose Saver</u>	Grab Vietnam	Mindshare	Nomades
<u>Once Drink, Then Grab - Revitalizing Vietnam’s Nightlife</u>	Grab Vietnam	Mindshare	Grab In-house Creative Team
<u>Real connection, Real Bonding</u>	Coca Cola	EssenceMediacom	T&A Ogilvy
<u>Sting Xperience - Micro Moments Mega Surprises</u>	Sting	Publicis Media	Dentsu Redder
<u>Tet of Hope</u>	Omo	Mindshare	Ustudio, Mullenlowe, Biz-Eyes
<u>Long-form Emotional Story Recruited +40% More New Users</u>	Ensure Gold	Spark Foundry VN, Publicis Groupe	Publicis Worldwide

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY

