

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

Campaign Name	Brand	Media Agency	Creative Agency	Speciality Agency
Aiken: Double the Brightness for a Brighter Year	Aiken	PHD Media	MBCS	-
Astro: Ramadan Raya 2025	Astro Malaysia	Mindshare	Talon Creative	-
CelcomDigi ONE Plan: The Seamless, connected life	CelcomDigi	OMD	M&C Saatchi Performance, Naga DBB	-
CelcomDigi: Celebrating Resilience & Belonging	CelcomDigi	OMD	M&C Saatchi Performance, Naga DDB	-
CelcomDigi: Network to Cultural Connections	CelcomDigi	OMD	M&C Saatchi Performance, Naga DDB	-
Clear Men: Naim Daniel's Cabaran	Clear Men	Mindshare	Denhouse Productions	Astro
Enchanteur Luxe Violette: Sales Uplift with Iman Troye	Enchanteur	PHD Media	Mutiara Harrison	
Garnier: When You Shine, Raya Shines	Garnier	Zenith	Publicis	-
Kiehl's x 3P: The Sound of Glow	Kiehl's	Zenith	-	-
Maggi: Maggi Dikaulah Jiwa Raya	Maggi	OpenMind	Publicis	-
Malaysia Airlines: Epicurean Journey to Chiang Mai	Malaysia Airlines	Trapper Media	Malaysia Airlines Creative Team	Reservoir World

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY



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

Campaign Name	Brand	Media Agency	Creative Agency	Speciality Agency
Maxis: Makna Raya Si Menantu	Maxis	Publicis Media	Leo Burnett	Directors Think Tank
Prosperity Burger: Winning Back Malaysia	McDonalds	OMD	Leo Burnett	C27
Safi Raya 2025: Serlah Seri Diri	Safi	PHD Media	MBCS	-
Sunsilk: BOOM! The Gen Z Takeover	Sunsilk	Mindshare	Astro	Astro
The Scent of Raya: A Cat's Tale	Enchanteur & Scentify	PHD Media	Ogilvy	-
Time WiFi 7	Time	PHD Media	Fishermen Integrated	Layar Lucida
U Mobile: Brand Resonance	U Mobile	Initiative	MBCS	-
Watsons #HappyBeautifulYear	Watsons Malaysia	Accenture Song	Leo Burnett	-
ZUS Coffee: BerZUSah-ZUSah Dahulu, Beraya-Raya Kemudian	ZUS Coffee	ZUS Internal Media	Fishermen Integrated	Imagineers Film

YOUTUBE WORKS AWARDS SOUTHEAST ASIA JOURNEY

