

Cat1 Best use of Video : Digital					
SILVER	45	Live Your Way	2022	Boonthavorn	Wavemaker Thailand
Cat2 Best use of Print					
FINALIST	13	The Small Issue Newspaper	2023	Women And Men Progressive Movement Foundation	MI Group
Cat3 Best use of OOH and Transit					
Sub : Best use of Non-movable					
GOLD	37	The Eyeballs Heist	2022	Netflix	Wavemaker Thailand
FINALIST	142	Sprite 'Heat Happens, Stay Cool'	2022	Sprite	EssenceMediacom for WPP Open X
FINALIST	24	Zero Label	2023	Sprinkle	MI Group
BRONZE	39	Hunger	2023	Netflix	Wavemaker Thailand
FINALIST	127	มูยั้งใจให้รวยจริง	2023	Kratingdaeng	Initiative
FINALIST	147	AZAY Insurance	2023	AZAY	Starcom
FINALIST	149	Visa Contactless	2023	visa	Starcom
FINALIST	218	M-150 Honey 10-10-10	2023	M-150	Media Insight
Sub : Best use of Movable					
FINALIST	80	Lay's Very-Thai, Thai that you can taste	2023	Lay's	Zenith
Cat4 Ambient and Special Events					
Sub : Best use of ambient media					
SILVER	38	The Eyeballs Heist	2022	Netflix	Wavemaker Thailand
FINALIST	106	Sunrise to Sunset - The Vaseline SPF Ambient Journey to Daily Protection	2022	Vaseline	Mindshare Thailand
BRONZE	40	Hunger	2023	Netflix	Wavemaker Thailand
FINALIST	226	มูยั้งใจให้รวยจริง	2023	Kratingdaeng	Initiative
FINALIST	243	NESCAFÉ MIXES ESPRESSO ROAST CLUB	2023	NESCAFÉ MIXES	UM Thrive Thailand
Sub : Best use of special events and stunt/ live advertising awards					
FINALIST	69	พร้อมสู้ไหวกับอ้ายบ	2023	Ford Thailand	Mindshare Thailand
FINALIST	111	Renewal Japan Expo Thailand 2023 with Japanese idols	2023	JAPAN EXPO THAILAND 2023	dentsuX Thailand
FINALIST	119	Meiji Sensation Art	2023	CP-Meiji Co., Ltd.	Carat
FINALIST	152	Energize Cheering Spirit	2023	Sponsor	Initiative
SILVER	228	Wheel For One	2023	KFC	Initiative
Sub : Best Use Ambient and Special Event – In-store Activation					
SILVER	154	Bucket Basket	2022	KFC	Initiative
FINALIST	100	Find Your Sports กีฬาที่ใช่หาได้ที่นี่	2023	Decathlon Thailand	Carat Thailand
FINALIST	239	Coca-Cola: Zaa Experience with K-Pop	2023	Coca-Cola	EGG Digital
Cat6 Best use of Mobile					
BRONZE	56	Krungthai Bank Next is Now	2022	Krungthai Bank	iProspect
BRONZE	130	Let's Celebrate with Central Department Store	2023	Central Department Store	iProspect
Cat7 Best use of Search					
BRONZE	22	Krungthai Bank Next is Now	2022	Krungthai Bank	iProspect
BRONZE	63	Win quality leads in real estate with Tech and Data	2023	Sansiri	iProspect
BRONZE	227	คู่หูสายกิน	2023	Malee Coco	Initiative
Cat8 Best use of Social					
SILVER	30	Unboxing 'Pink' Party	2022	Smirnoff ICE	PHD
FINALIST	53	Saint Laurent: Connect you to RUNWAY anywhere	2022	Saint Laurent	iProspect
SILVER	6	Social Petition	2023	KFC	BRILLIANT & MILLION
BRONZE	9	Smirnoff #Sogu – Sparking a Movement around a Brand in a Dark Market	2023	Smirnoff #Sogu	PHD Media Thailand
SILVER	67	OhMyDos	2023	Dos Life	MI Group
GOLD	94	Fried Chicken Incense Stick	2023	KFC	Initiative
BRONZE	95	BREAKTHROUGH INFLUENCER APPROACH TO WIN OVER 9.9 BATTLEFIELD	2023	Lazada	iProspect
BRONZE	126	Better Together	2023	true-dtac	Initiative
FINALIST	131	Let's Celebrate with Central Department Store	2023	Central Department Store	iProspect
FINALIST	136	Ignite The Fire on Social	2023	Honda Scoopy	Initiative
FINALIST	144	Nestle Fruity Sea Salt	2023	Nestle Ice Cream	UM Thrive Thailand
FINALIST	159	#เสื้อยืดคุณภาพ	2023	Uniqlo	EssenceMediacom Thailand
FINALIST	181	KITKAT Valentine's DAY 2023 : LOVE is full of shades	2023	KitKat Thailand	UM Thrive Thailand
FINALIST	185	VOIZ Eye View 2023	2023	VOIZ Thailand	we are innosense.co.,Ltd
BRONZE	217	Rabbit Chemical Fertilizer on Tiktok	2023	Rabbit Fertilizer (Pui Tra Kratai)	Media Insight
BRONZE	238	NESTLÉ PURE LIFE : Summer 2023	2023	NESTLÉ PURE LIFE	UM Thrive Thailand
FINALIST	245	NIVEA Acne Repair	2023	NIVEA	OMD
Cat10 Best use of Branded Content : Original Content					
GOLD	242	NESCAFÉ MIXES - THE ORIGINAL TIKTOK SERIES "FIRST-JOB-DER"	2023	NESCAFÉ MIXES	UM Thrive Thailand
SILVER	246	NIVEA THE FEATURING	2023	NIVEA	OMD
11. IMC/ Multiple Platforms awards					
Sub : Using 3 or more medium					
FINALIST	14	The Obsess (Impulse Craving)	2022	Dreamy Bubble Milk Tea	Initiative/ MBCS

FINALIST	58	The Story from The North	2022	Norwegian Seafood Council (NSC)	iProspect
BRONZE	84	Bucket Basket	2022	KFC	Initiative
FINALIST	110	All New Toyota Yaris ATIV	2022	Toyota Yaris ATIV	dentsu X Thailand
FINALIST	134	Metaverse X Mediaverse	2022	Krungsri First Choice	Initiative
FINALIST	18	เทสโต ทรงอย่างแมด ลีนไม่แดง ไม่มีแรงว้าก	2023	Tasto	MI Group
FINALIST	23	Zero Label	2023	Sprinkle	MI Group
FINALIST	31	All-New Yaris Cross "Move to the Max"	2023	All-New Yaris Cross	MI Group
FINALIST	81	EGAT The Alien	2023	EGAT	iProspect
FINALIST	83	AXE Beat Drop: Syncing Urban Pulse with Multi-Channel Mastery	2023	AXE	Mindshare Thailand
BRONZE	151	ชีวิตง่ายได้ทุกวัน moment planning	2023	Krungsri Corporate	Initiative
SILVER	153	Energize Cheering Spirit	2023	Sponsor	Initiative
FINALIST	172	Branding (Perfecting the air For All)	2023	DAIKIN AIR CONDITIONER	MI Group
FINALIST	211	Transforming Lotus's Stamp Collection Program into a Catalyst for Retail Success	2023	Lotus's retail store	Mindshare Thailand
SILVER	229	Wheel For One	2023	KFC	Initiative
FINALIST	233	360 Expert Care: the impact of Hygiene 5x fragrance	2023	Hygiene	EGG Digital
		<b>Sub : Using 3 or more online platforms</b>			
FINALIST	135	Let's Celebrate with Central Department Store	2023	Central Department Store	iProspect
BRONZE	195	Nescafe RTD Espresso Roast - Upgrade Arabica 2023	2023	NESCAFÉ READY TO DRINK	UM Thrive Thailand
FINALIST	203	Brand's Essence of Chicken: For every tiring moment, there's Brand's!	2023	Suntory Beverage & Food (Thailand) Co., Ltd.	Mindshare Thailand
<b>Cat13</b>		<b>Best Media Strategy</b>			
GOLD	232	Listerine Decisive Moment Triggers	2022	Listerine	EGG Digital
BRONZE	25	Zero Label	2023	Sprinkle	MI Group
BRONZE	43	Oreo x Black Pink	2023	Oreo	Wavemaker Thailand
GOLD	120	Hello Hong Kong	2023	Hong Kong Tourism Board	Carat Thailand
FINALIST	187	Hi-Q Super Gold Plus C	2023	Hi-Q Super Gold Plus C	Wavemaker Thailand
BRONZE	194	Nescafe RTD Robusta Black Roast "KHEM SUD KUA" in 2023	2023	NESCAFÉ READY TO DRINK	UM Thrive Thailand
FINALIST	256	Sunlight's Heartfelt Glow: Nurturing Bonds this Mother's Day	2023	Sunlight	Mindshare Thailand
<b>Cat14</b>		<b>Best Full-Funnel Strategy</b>			
BRONZE	42	Smile Out Loud	2022	Colgate Toothpaste	Wavemaker Thailand
FINALIST	57	The Story from The North	2022	Norwegian Seafood Council (NSC)	iProspect
FINALIST	107	All New Toyota Veloz	2022	Toyota Veloz	dentsu X Thailand
FINALIST	15	All New Triton	2023	Mitsubishi triton	MI Group
SILVER	44	Oreo x Black Pink	2023	Oreo	Wavemaker Thailand
BRONZE	47	Samsung Galaxy ZFold ZFlip5 - Best Full-Funnel Strategy	2023	Samsung	Starcom
FINALIST	71	Cornetto's Esports Triumph - Engaging Millions, Tripling Sales	2023	Cornetto	Mindshare Thailand
FINALIST	76	Empowering Well-Being and Happiness: A Complete & Balanced Full-Funnel Strategy by Ensure & P'Kong	2023	Ensure	Spark
FINALIST	101	Sunlight's Heartfelt Glow: Nurturing Bonds this Mother's Day	2023	Sunlight	Mindshare Thailand
FINALIST	113	Estee Lauder	2023	Estee Lauder	Carat Thailand
BRONZE	125	Better Together	2023	True-dtac	Initiative
FINALIST	133	Let's Celebrate with Central Department Store	2023	Central Department Store	iProspect
FINALIST	161	Dermatrix Full Brand	2023	Dermatrix	EssenceMediacom Thailand
SILVER	188	Hi-Q Super Gold Plus C	2023	Hi-Q Super Gold Plus C	Wavemaker Thailand
FINALIST	234	360 Expert Care: the impact of Hygiene 5x fragrance	2023	Hygiene	EGG Digital
FINALIST	244	NESCAFÉ MIXES LESS SUGAR "หวานน้อยอยู่น๊ะ"	2023	NESCAFÉ MIXES	UM Thrive Thailand
FINALIST	247	NIVEA THE FEATURING	2023	NIVEA	OMD
<b>Cat15</b>		<b>Effectiveness Awards</b>			
BRONZE	55	Krungthai Bank Next is Now	2022	Krungthai Bank	iProspect
BRONZE	72	AI for Dine In	2022	KFC	Initiative
FINALIST	108	Birdy RTD Robusta	2022	Birdy RTD Robusta	dentsu X Thailand
BRONZE	61	Win quality leads in real estate with Tech and Data	2023	Sansiri	iProspect
BRONZE	68	Cornetto's Esports Triumph - Engaging Millions, Tripling Sales	2023	Cornetto	Mindshare Thailand
SILVER	103	Find Your Sports กีฬาที่ใช่หาได้ที่นี่	2023	Decathlon Thailand	Carat Thailand
SILVER	118	Hello Hong Kong	2023	Hong Kong Tourism Board	Carat Thailand
BRONZE	121	Win O2O with Robinson's Wonder Celebration	2023	Robinson Department Store	iProspect
BRONZE	122	Genaissance de La Mer & Holiday	2023	La Mer	Carat Thailand
FINALIST	140	Best Partner for Best Cooking	2023	Versuni (Thailand) Ltd.	Carat
FINALIST	155	Beauty Hub Pro: Unilever's Data Revolution for Unprecedented Sales Impact	2023	Unilever Thailand - Beauty & Well Being Business	Mindshare Thailand
SILVER	219	Twelve Plus Aura Brighten The Moments	2023	Twelve Plus	Media Insight
BRONZE	235	360 Expert Care: the impact of Hygiene 5x fragrance	2023	Hygiene	EGG Digital
SILVER	248	NIVEA THE FEATURING	2023	NIVEA	OMD
BRONZE	254	EUCERIN x SHOPEE SUPER BRAND DAY	2023	Eucerin	OMD
<b>Cat16</b>		<b>Best use of Data</b>			
BRONZE	21	Krungthai Bank Next is Now	2022	Krungthai Bank	iProspect
BRONZE	48	Best Use of Data (Samsung Galaxy S23 Ultra)	2023	Samsung	Starcom



FINAL 2024 MAAT MEDIA AWARDS

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<b>FINALIST</b>	201	Transforming Lotus's Stamp Collection Program into a Catalyst for Retail Success	2023	Lotus's retail store	Mindshare Thailand
<b>BRONZE</b>	224	ROAS Bliss: Fixing Ad Spend Leaks with Data Signals	2023	WATSONS	Carat (Thailand) Co., Ltd.
<b>Cat17 Media Innovation Awards</b>					
<b>FINALIST</b>	26	Krungthai Bank Next is Now	2022	Krungthai Bank	iProspect
<b>GOLD</b>	191	Garnier AI Synthetic Voice	2023	Garnier	Wavemaker Thailand
<b>Cat18 Best use of technology</b>					
<b>BRONZE</b>	32	Krungthai Bank Next is Now	2022	Krungthai Bank	iProspect
<b>SILVER</b>	182	Sprite 'Heat Happens, Stay Cool'	2022	Sprite	EssenceMediacom for WPP Open X
<b>BRONZE</b>	241	NESCAFÉ MIXES SNAPJOY	2022	NESCAFÉ MIXES	UM Thrive Thailand
<b>GOLD</b>	192	Garnier AI Synthetic Voice	2023	Garnier	Wavemaker Thailand
<b>Cat19 Best use of Small Budget</b>					
<b>GOLD</b>	92	Fried Chicken Incense Stick	2023	KFC	Initiative
<b>BRONZE</b>	98	Dog Bone Tie	2023	KFC	Initiative
<b>Cat20 Best Commerce</b>					
<b>FINALIST</b>	79	PepsiCo 7-11 CPAS: Plan the Unplanned Purchase	2023	Pepsi	Zenith
<b>FINALIST</b>	156	Beauty Hub Pro: Unilever's Data Revolution for Unprecedented Sales Impact	2023	Unilever Thailand - Beauty & Well Being Business	Mindshare Thailand
<b>FINALIST</b>	253	EUCERIN x SHOPEE SUPER BRAND DAY	2023	Eucerin	OMD
<b>Cat21 Best use of Media for Good</b>					
<b>GOLD</b>	96	Dog Bone Tie	2023	KFC	Initiative
<b>Cat22 Best Use of Media for Market Disruption</b>					
<b>FINALIST</b>	65	Win quality leads in real estate with Tech and Data	2023	Sansiri	iProspect
<b>SILVER</b>	89	Fried Chicken Incense Stick	2023	KFC	Initiative
<b>FINALIST</b>	97	Dog Bone Tie	2023	KFC	Initiative
<b>FINALIST</b>	104	BREAKTHROUGH INFLUENCERS APPROACH TO WIN OVER 9.9 BATTLEFIELD	2023	Lazada	iProspect
<b>SILVER</b>	169	Roza x Hunger - Crybaby Sauce	2023	Roza	Kinesso
<b>GOLD</b>	184	B-QUIK BRAND OF THE MATCH	2023	B-Quik	Plan B Media Public Company Limited