



2025 MAAT Media Awards

14.11.2025

Cat1		Best use of Video			
		Sub : Digital			
BRONZE	293	It Must be Sting- How a 6-second sonic meme became Thailand's loudest energy drink ad without looking like one	2024-2025	Zenith Thailand	Sting
FINALIST	318	Sunsilk Power Shots: Meme Power Meets Hair Power	2025	Spark Foundry Thailand	Sunsilk
FINALIST	331	Vaseline x The White lotus : Skin in the Spotlight	2025	Spark Foundry Thailand	Vaseline
GOLD	381	True Fern Fun	2024	Initiative	true corporation
FINALIST	414	Mommories	2024	OMD	McDonald's
FINALIST	421	Every Day... Life is good	2025	iPROSPECT	Sansiri
FINALIST	514	La Te - Latte 100% Real Milk	2025	OPENMIND Thailand	NESCAFÉ Latte RTD
FINALIST	557	BBM – The Sound of Instinct	2024	Team Media Insight, MI GROUP & i-dac Bangkok	Baby Mild
FINALIST	653	Fuel Haters	2025	Yell Bangkok	PPT Station
FINALIST	684	ข้าวร้านลุง	2024	Initiative	KFC
		Sub : Screen (Non-Cinema)			
BRONZE	533	Trade-in (Closed Loop) Circular Product (ไฮมโปรแลกเก่าเพื่อโลกใหม่)	2024-2025	Team Magenta, MI GROUP	HomePro
FINALIST	619	Money Hero	2025	Dentsu X	Promise
Cat3		Best use of OOH and Transit			
		Sub : Best use of Large-scale Media			
FINALIST	484	Kentucky Town	2024	Initiative	KFC
SILVER	587	Takabb (The Moment You See It, You Know)	2025	Team Indigo, MI GROUP & i-dac Bangkok	Takabb
		Sub : Best use of Movable and Non-movable Media			
SILVER	312	Squid Game Season 2	2025	Team Magenta, MI GROUP & JONGLUCKDEE	Netflix
FINALIST	403	Nicorette : Relief at 30,000 feet	2025	Starcom Thailand	Nicorette
BRONZE	416	FROM MESSAGE TO MISSION : HOW KAYARI BREAKTHROUGH OUT-OF-HOME MEDIA PARADIGM	2024	iPROSPECT	Kayari
FINALIST	517	Nestle Pure Life Summer Campaign	2025	OPENMIND Thailand	Nestle Pure Life
FINALIST	542	MAMA OK : INK IS OK GENERATION	2024	Team Indigo, MI GROUP	MAMA OK
SILVER	688	Do the copy right thing	2025	Yell Bangkok	Carrier
SILVER	690	Nescafe RTD Kra Pong+ Rot May Aroi Trong Spec	2025	OPENMIND Thailand	Nescafe RTD
		Sub : Best use of Non-movable			
GOLD	262	The Eye-Diagnostic Billboard	2025	Plan B Media Public Company Limited	Praram 9 Hospital
FINALIST	264	MEA Let me charge your AD	2024	Plan B Media Public Company Limited	การไฟฟ้านครหลวง (MEA)
SILVER	290	The energy detection screen when people feel exhaust : Sting M.R.T. (Motivation-Reaction-Trial station)	2025	Zenith Thailand	Sting
Cat4		Ambient and Special Events			
		Sub : Best Use Ambient and Special Event – In-store Activation			
GOLD	569	KFC Bucketware	2024	Initiative	KFC
		Sub : Best use of ambient media			
BRONZE	270	VISA Contactless: Tap to Go Bangkok	2025	Starcom Thailand	VISA
FINALIST	289	The Best holy offering - The sacred ambient hack that turned shrines into Thailand's most shared billboards.	2024	Zenith Thailand	Sting
FINALIST	525	Rod Plod Lock: FUNancial Freedom	2024-2025	i-dac Bangkok & Media Insight	Rod Plod Lock by CIMB
FINALIST	551	Toyota's Parking Lot Takeover	2025	Team Magenta, MI GROUP & HAKUHODO FIRST	Toyota
SILVER	647	The Omegang	2024	Yell Bangkok	UFarm



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		Sub : Best use of special events and stunt/ live advertising awards			
FINALIST	295	Sting Restination – the Guardian Pit Stop : The Pit Stop that Energizes and Blesses People to Return Home Safely	2025	Zenith Thailand	Sting
FINALIST	325	Master of Flavor House: Transforming 30 Years of Heritage into Thailand's Ultimate Live Flavor Experience	2025	Zenith Thailand	Lay's
FINALIST	485	Kentucky Town	2024	Initiative	KFC
BRONZE	640	Clear The Itchy Monster	2025	Spark Foundry	Clear
FINALIST	680	Garnier Micellar Pride : AI-Personalised DOOH	2024	WPP Media	Garnier
SILVER	692	Nescafe RTD Kra Pong+ Rot May Aroi Trong Spec	2025	OPENMIND Thailand	Nescafe RTD
	Cat5	Best use of Audio			
FINALIST	321	The Earworm Effect: How One Song Made Thailand Choose Lay's Only	2024	Zenith Thailand	Lay's
FINALIST	354	Unilever Food Solution (UFS) Muketing: The Sound of prosperity	2025	Spark Foundry Thailand	Unilever Food Solution
FINALIST	543	MAMA OK : INK IS OK GENERATION	2024	Team Indigo, MI GROUP	MAMA OK
SILVER	674	KFC อนันต์บิตซิลส์	2025	Initiative	KFC
	Cat6	Best use of Mobile			
FINALIST	326	Lay's Master of Joy: Turning Every Phone into a Snackable Adventure	2025	Zenith Thailand	Lay's
BRONZE	645	ALive: Powering Wellness & Growth	2025	WPP Media	AIA Alive
	Cat8	Best use of Social			
BRONZE	294	It Must be Sting -From meme to movement: how social platforms made 'It Must Be Sting' a phrase Thais repeated more than any tagline.	2024-2025	Zenith Thailand	Sting
FINALIST	311	Squid Game Season 2	2024-2025	Team Magenta, MI GROUP & JONGLUCKDEE	Netflix
SILVER	504	KitKat "Have a Break and Go for Love" campaign	2025	OPENMIND Thailand	KitKat
BRONZE	672	NESCAFÉ Aroi TumTueng	2024-2025	OPENMIND Thailand	NESCAFÉ Blend & Blew
BRONZE	676	KFC อนันต์บิตซิลส์	2025	Initiative	KFC
	Cat10	Best use of Branded Content			
		Sub : Original Content			
SILVER	509	KFC คัมสุทริคุณ	2025	Initiative	KFC
FINALIST	563	M-150 สงกรานต์นี้โคตรซิ่ง	2024	Team Media Insight, MI GROUP & i-dac B	M-150
FINALIST	572	KFC Bucket Search	2025	Initiative	KFC
		Sub : Use of available Content			
SILVER	382	MAMA OK - SQUIDINK 2024	2024-2025	Team Scarlet, MI GROUP	MAMA OK
	Cat11	IMC/ Multiple Platforms awards			
		Sub : Using 3 or more medium			
SILVER	308	สงคราม สงด่วน	2025	Team Magenta, MI GROUP & JONGLUCKDEE	Netflix
GOLD	310	Squid Game Season 2	2024-2025	Team Magenta, MI GROUP & JONGLUCKDEE	Netflix
FINALIST	315	From Scroll to Shelf: Sunsilk's Parody-Powered Multi-Platform Success	2025	Spark Foundry Thailand	Sunsilk
BRONZE	344	Unilever Food Solution (UFS)-Muketing everywhere	2025	Spark Foundry Thailand	Unilever Food Solution
FINALIST	361	โทษที่สาหร่ายพื้เยอะ	2024	Team Lava, MI GROUP	Tasto
SILVER	478	True Fern Fun	2024	Initiative	true corporation
BRONZE	498	KFC x Butter Bear	2025	Initiative	KFC
SILVER	500	KFC ข้าวมันไก่	2025	Initiative	KFC
FINALIST	536	Hatari พัดไทยให้ไกลกว่าเดิม	2024	Team Scarlet, MI GROUP	Hatari



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GOLD	540	MAMA OK : INK IS OKGENERATION	2024	Team Indigo, MI GROUP	MAMA OK
SILVER	631	Dutchie – Fight For Thais' Gut #คนไทยไส้ต้องดี	2024	Prakit Holdings PCL.	Dutchie
BRONZE	656	Maybelline Super Stay Teddy Tint	2024	WPP Media	Maybelline
SILVER	671	NESCAFÉ Aroi TumTueng	2024-2025	OPENMIND Thailand	NESCAFÉ Blend & Blew
		Sub : Using 3 or more online platforms			
FINALIST	300	a Multichannel eCommerce success story	2024-2025	EGG Digital	Lotus's
FINALIST	373	Every Meal Needs a Pepsi	2024	Zenith Thailand	Pepsi
FINALIST	404	Neutrogena Visible Repair: The Retinol Revolution	2025	Starcom Thailand	Neutrogena
BRONZE	420	Magnum Strawberry Panna : Where Fashion Meets Flavor	2025	Spark Foundry Thailand	Magnum
BRONZE	449	#HerShe: Celebrate, Connect & Share the Women Who Inspire	2025	UM Thailand	Hershey
FINALIST	548	AIS 5G Green Citizen	2025	Team Indigo, MI GROUP	AIS
GOLD	638	Clear 100	2025	Spark Foundry	Clear
SILVER	663	Butter Bear	2025	Jenosize	7-Eleven
	Cat13	Best Media Strategy			
SILVER	292	It Must be Sting!- The brand that rewrote media rules by turning memes into its media plan	2024-2025	Zenith Thailand	Sting
FINALIST	347	TIKTOK SHOP – Igniting a Live-Commerce Revolution	2024	Carat	TIKTOK SHOP
FINALIST	392	Easy to Digest : How Meiji Reeducated the Market	2025	Carat (Thailand) Co., Ltd.	Meiji Lactose Free
SILVER	481	True Fern Fun	2024	Initiative	true corporation
FINALIST	502	KitKat “Have a Break and Go for Love” campaign	2025	OPENMIND Thailand	KitKat
BRONZE	519	La Te - Latte 100% Real Milk	2025	OPENMIND Thailand	NESCAFÉ Latte RTD
FINALIST	549	AIS 5G Green Citizen	2025	Team Indigo, MI GROUP	AIS
SILVER	568	KFC x Buldak	2025	Initiative	KFC
SILVER	582	MAMA OK: the Interactive Squid Game experience	2024-2025	EGG Digital	MAMA OK
BRONZE	593	Garnier: personalized facial care, proven performance	2024	EGG Digital	Garnier
BRONZE	600	Gong Yoo's Golden Gift: Lotus's 30th Anniversary Dream Unlocked	2024	WPP Media	Lotus's
FINALIST	602	Maggi Dipping Sauce campaign	2025	OPENMIND Thailand	Maggi
BRONZE	608	Colgate Optic White Purple	2024	WPP Media	Colgate Optic White
SILVER	630	Dutchie – Fight For Thais' Gut #คนไทยไส้ต้องดี	2024	Prakit Holdings PCL.	Dutchie
FINALIST	650	All New Camry: Progress Beyond Perfection	2024	dentsu X Thailand	Camry
SILVER	696	Nescafe RTD Kra Pong+ Rot May Aroi Trong Spec	2025	OPENMIND Thailand	Nescafe RTD
	Cat14	Best Full-Funnel Strategy			
SILVER	383	KTB - DGL Krungthai JaiPump 2024	2024	Team Scarlet, MI GROUP	Krungthai JaiPump
FINALIST	424	Coway No.1 Subscription: The Heartfelt No.1	2025	Starcom Thailand	Coway
GOLD	499	KFC x Butter Bear	2025	Initiative	KFC
SILVER	505	KitKat “Have a Break and Go for Love” campaign	2025	OPENMIND Thailand	KitKat
FINALIST	660	Hi-Q S-KOOL Milk for elementary school kids	2025	WPP Media	Hi-Q
	Cat15	Effectiveness Awards			
SILVER	261	The Eye-Diagnostic Billboard	2025	Plan B Media Public Company Limited	Praram 9 Hospital
FINALIST	303	Mitsubishi Xforce HEV - Xperience the Force (Soft Launch)	2025	Team Lava, MI GROUP	Mitsubishi Xforce HEV
FINALIST	358	Samsung Galaxy S25: Premium Wins in a Promo World	2025	Starcom Thailand	Samsung Galaxy S25
BRONZE	359	Krungsri Lady Titanium Credit Card: Your Extraordinary, Your Pride	2024	Carat (Thailand) Co., Ltd.	Krungsri Lady Titanium Credit Card
GOLD	418	Rajadamnern Immersive Muay Thai	2024-2025	GLOBAL SPORT VENTURES CO., LTD	Rajadamnern Stadium
FINALIST	440	Mineré – Stay Young Stay You	2025	OPENMIND Thailand	Mineré
FINALIST	443	Wall's SkyRocket (Ice Ball) : When Innovation Meets Impact	2025	Spark Foundry Thailand	Wall's Ice Ball
FINALIST	515	Nestle Pure Life Summer Campaign	2025	OPENMIND Thailand	Nestle Pure Life



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BRONZE	522	HONOR X9c: The Ultimate in Toughness with Value	2025	i-dac (Bangkok) Co.,Ltd.	HONOR X9c
SILVER	558	BBM – The Sound of Instinct	2024	Team Media Insight, MI GROUP & i-dac Bangkok	Baby Mild
GOLD	567	KFC x Buldak	2025	Initiative	KFC
GOLD	570	KFC Bucketware	2024	Initiative	KFC
SILVER	632	Garnier: personalized facial care, proven performance	2024	Egg Digital	Garnier
BRONZE	655	Fuel Haters	2025	Yell Bangkok	PPT Station
BRONZE	661	Hi-Q S-KOOL Milk for elementary school kids	2025	WPP Media	Hi-Q
Cat17 Media Innovation Awards					
FINALIST	291	The billboard that detect people energy - Sting M.R.T. (Motivation-Reaction-Trial station)	2025	Zenith Thailand	Sting
GOLD	319	Smile Your Way: Turning Every Pack into an AI Media Channel	2024	Zenith Thailand	Lay's
FINALIST	411	FROM MESSAGE TO MISSION : HOW KAYARI BREAKTHROUGH OUT-OF-HOME MEDIA PARADIGM	2024	iPROSPECT	Kayari
Cat18 Best use of media Technology					
Sub : Best use of gaming and gamification					
SILVER	324	Precision Smile Technology: How AI-Powered AR Revolutionized Thai Cultural Expression	2024	Zenith Thailand	Lay's
FINALIST	594	Glade Spraycation x Ahn Hyo-Seop	2025	PHD	Glade Spray
SILVER	698	Alpha Only	2024	Yell Bangkok	CP XTREME Cheese Lava sausages
Sub : Best use of technology for precision marketing					
FINALIST	268	MG3 Hybrid+ From Signal to Sale	2024	Starcom Thailand	MG3 Hybrid
FINALIST	372	Pepsi Meals Made Smarter	2024	Zenith Thailand	Pepsi
FINALIST	396	Magnum's first-in-market masterstroke: How adding programmatic digital out-of-home to its media mix drove 19x more store visits	2025	The Trade Desk (submitting on behalf of Publicis)	Magnum
FINALIST	397	Wall's sets a new global standard in data-powered retail campaign	2025	The Trade Desk (submitting on behalf of Publicis)	Wall's Ice Ball
FINALIST	405	Honda Motor Expo : Programmatic Precision Driving Real Foot	2024	iPROSPECT	Honda
BRONZE	448	From Social Signals to Sales: Comfort's Programmatic Data-Driven Omnichannel Breakthrough	2025	The Trade Desk (submitting on behalf of Publicis)	Comfort
BRONZE	480	True Fern Fun	2024	Initiative	true corporation
BRONZE	624	Go wherever your heart beeps – Discover the next level of you with Visa.	2025	Starcom Thailand & AnyMind Group	Visa
FINALIST	652	All New Camry: Progress Beyond Perfection	2024	dentsu X Thailand	Camry
Cat19 Best use of Small Budget					
SILVER	273	The Best holy offering - The campaign that hacked shrines to launch an energy drink with no media budget	2024	Zenith Thailand	Sting
FINALIST	336	The Frame x Bad Meaw - Groundbreaking Art Toy Collaboration	2024	Starcom Thailand	Samsung
GOLD	489	KFC Bucketware	2024	Initiative	KFC
SILVER	571	KFC Bucket Search	2025	Initiative	KFC
Cat20 Best Commerce					
Sub : Best eCommerce and Social Commerce					
SILVER	693	Oreo x Coke: Unlock Bestie Mode!	2024	WPP Media Thailand	Oreo



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	Cat21	Best use of Media for Good			
FINALIST	305	ลดเปลี่ยนโลก Experience Thailand 2025	2025	Team Magenta, MI GROUP & HAKUHODO FIRST	Toyota
FINALIST	493	KFC Bucket Search	2025	Initiative	KFC
GOLD	649	Road Safety: Save Speeding Loss	2024-2025	dentsu X Thailand	ถนนสีขาว
BRONZE	669	FinFit การเงินฟิต ชีวิตแข็งแรง	2024-2025	Digitas Thailand	KTB FinFit
	Cat22	Best Use of Media for Market Disruption			
		Sub : Challenger brand			
FINALIST	348	TIKTOK SHOP – TikTok Shop's Revolutionary Arrival	2024	Carat	TIKTOK SHOP
FINALIST	503	KFC ข้าวมันไก่	2025	Initiative	KFC
FINALIST	528	Rod Plod Lock: FUNancial Freedom	2024-2025	i-dac Bangkok & Media Insight	Rod Plod Lock by CIMB
FINALIST	662	Hi-Q S-KOOL Milk for elementary school kids	2025	WPP Media	THAI AUTO
		Sub : Local brand			
BRONZE	561	M-150 ปลดหนี้ทุกชั่วโมง	2025	Team Media Insight, MI GROUP & i-dac Bangkok	Hi-Q
BRONZE	584	MAMA OK: the Interactive Squid Game experience	2024-2025	EGG Digital	M-150
		Sub : New launch/ relaunch			
FINALIST	349	TIKTOK SHOP – Igniting a Live-Commerce Revolution	2024	Carat	MAMA OK
FINALIST	366	Grab Food Mega Sale - Announcing Supremacy	2024	Carat (Thailand) Co., Ltd.	TIKTOK SHOP
FINALIST	436	Minéré – Stay Young Stay You	2025	OPENMIND Thailand	Grab Food
FINALIST	605	Koomver	2024	WPP Media	Minéré
					Koomver

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