



List of Final Round for 2022 MAAT Media Awards
(May 27th, 2022)

Cat1	Best use of Video			
381	Dhipaya Insurance: Human-Based VDO Planning	2019	Initiative Thailand and Ensemble Thailand	Dhipaya Insurance
462	Halls Breath of Thailand	2021	Spark Foundry	Halls
Cat3	Best use of OOH and Transit			
358	NESCAFÉ BLEND & BREW Wat Mungkon	2019	UM Thailand	NESCAFÉ BLEND & BREW
394	The One for Nature	2020	dentsu X (Thailand) Ltd.	Tourism Authority of Thailand (TAT)
470	Enjoy the Rivalry!	2021	Carat Thailand	Heineken
339	Fakranpanjor	2021	Plan B Media Public Company Limited	SME
355	Mazda คนไทยสู้ไปด้วยกัน (Fighting Together)	2021	Mindshare	Mazda Sales (Thailand) Co., Ltd.
	Sub cat : 3.2.Best use of Non-movable			
517	Burned Billboard is a Reminder of Thugs Intentions	2021	Wavemaker Thailand	Netflix
518	Crash Back Down to Earth	2021	Wavemaker Thailand	Netflix
516	Curiosity Can Lead to Danger	2021	Wavemaker Thailand	Netflix
Cat4	Ambient and Special Events			
383	KFC x ROV	2020	Mindshare	KFC
350	Mirinda Creator Camp	2021	Mindshare	Mirinda
388	Team Thailand – The Power of Unity	2021	dentsu X (Thailand) Ltd.	National Olympic Committee of Thailand
Cat5	Best use of Audio			
448	Triton	2019	Media Intelligence	Mitsubishi Triton
430	Hope Therapy, the healing platform	2021	Initiative Thailand and Ensemble Thailand	MSD
Cat6	Best use of Mobile			
367	dtac application: a COVID-19 fighting buddy for Thais	2021	UM Thailand	dtac
Cat8	Best use of Social			
387	Clear Thailand: Clear Anti-Wife Shampoo	2019	Mindshare	Clear Anti-dandruff Shampoo
396	Knorr Thailand: Mae Aim Chatbot for Moms	2019	Mindshare	Knorr
385	KFC x ROV	2020	Mindshare	KFC
494	Olay Deversity	2020	MediaCom	Olay
464	Halls Breath of Thailand	2021	Spark Foundry	Halls
523	McDonald's Soft Serve Smash	2021	OMD	McDonald's
351	Mirinda Creator Camp	2021	Mindshare	Mirinda
Cat9	Best use of Online Display			
377	Clear Thailand: AR Facial	2020	Mindshare	Clear Anti-dandruff Shampoo
363	MILO Pack to School	2021	UM Thailand	Milo
Cat10	Best use of Branded Content			
376	Bear Brand IMMD	2020	UM Thailand	Bear Brand IMMD
453	Bite Me Series กินได้	2021	Starcom	LINEMAN Wongnai
365	dtac #GoodforAll	2021	UM Thailand	dtac
	Sub cat : 10.1.Original Content			
515	Create in Public, An Oasis of Private	2021	Wavemaker Thailand	HUAWEI
Cat11	IMC/Multiple Platforms Awards			
485	Vitamiik – 55 Provinces	2019	MediaCom	Vitamiik
359	dtac Lucky Number	2020	UM Thailand	dtac Thailand
384	KFC x ROV	2020	Mindshare	KFC
512	Smiles that can change the world for the better	2020	Wavemaker Thailand	Colgate Toothpaste
455	Bite Me Series กินได้	2021	Starcom	LINEMAN Wongnai
471	NESCAFÉ TRIPPLE ESPRESSO	2021	UM Thailand	NESCAFÉ
395	Team Thailand – The Power of Unity	2021	dentsu X (Thailand) Ltd.	National Olympic Committee of Thailand
340	THE RETURN OF THE GRANDMASTER	2021	Media Intelligence and I-DAC Bangkok	Hatakabb (Sim Tien Hor) Co., Ltd.
425	ไก่ใจเด็ด: Hyper-Local Spicy Benchmarking	2021	Initiative Thailand	KFC
	Sub cat : 11.1.Using 3 or more medium			
522	Future is Ready with ORA Good Cat	2021	Media Insight and I-DAC Bangkok	ORA
Cat12	Creative used of Media Awards			
392	Clear Thailand: Changing The Way We Look at Social Anxiety	2019	Mindshare	Clear Anti-dandruff Shampoo
486	Vitamiik – 55 Provinces	2019	MediaCom	Vitamiik
375	Clear Thailand: AR Facial	2020	Mindshare	Clear Anti-dandruff Shampoo
401	The One for Nature	2020	dentsu X (Thailand) Ltd.	Tourism Authority of Thailand (TAT)
467	Songkran Stranger - First immersive movie experience that YOU can be part of it	2021	Zenith	TikTok
Cat13	Media Vendor Awards			
487	Vitamiik – 55 Provinces	2019	MediaCom	Vitamiik
474	Songkran Stranger - First immersive movie experience that YOU can be part of it	2021	Zenith	TikTok
Cat14	Best Media Strategy			
382	Dhipaya Insurance: "Human-Centric Media"	2019	Initiative Thailand	Dhipaya Insurance
491	Gillette 2nd shave	2019	MediaCom	Gillette
489	Vitamiik – 55 Provinces	2019	MediaCom	Vitamiik
389	Clear Thailand: Clear Anti-Wife Shampoo	2020	Mindshare	Clear Anti-dandruff Shampoo
361	dtac Lucky Number	2020	UM Thailand	dtac Thailand
399	Pepsi x BlackPink: No Sugar No Regrets	2020	Mindshare	Pepsi
356	Mazda คนไทยสู้ไปด้วยกัน (Fighting Together)	2021	Mindshare	Mazda Sales (Thailand) Co., Ltd.
524	NIVEA MEN DEEP RAPID ACNE CLEAR	2021	OMD	NIVEA MEN
423	ไก่ใจเด็ด: Hyper-Local Spicy Benchmarking	2021	Initiative Thailand	KFC

Cat15 Best Full-Funnel Strategy				
490	Vitamilk – 55 Provinces	2019	MediaCom	Vitamaik
477	Hold on! H6's coming & about to breaking the norm.	2021	DIGITHAIS	HAVAL
341	THE RETURN OF THE GRANDMASTER	2021	Media Intelligence and I-DAC Bangkok	Hatakabb (Sim Tien Hor) Co., Ltd.
Cat16 Effectiveness Awards				
410	Dhipaya Insurance: "Human Planning Insurance"	2019	Initiative Thailand and Ensemble Thailand	Dhipaya Insurance
510	Eat What You Want and Get in Slimma Shape!	2020	Media Insight and I-DAC Bangkok	Slimma
521	M-150 : Changing the game with M-Point	2020	Media Insight and I-DAC Bangkok	M-150
495	Olay Deversity	2020	MediaCom	Olay
457	Polident Cleanser ขายดิบขายดีเพราะมีดี	2020	Zenith	Polident
369	Wall's Thailand: Bring Happiness Home	2020	Mindshare	Wall's Ice Cream
466	Halls Breath of Thailand	2021	Spark Foundry	Halls
429	Lotto Lucky Day	2021	Initiative Thailand	KFC
526	NIVEA MEN DEEP RAPID ACNE CLEAR	2021	OMD	NIVEA MEN
342	THE RETURN OF THE GRANDMASTER	2021	Media Intelligence and I-DAC Bangkok	Hatakabb (Sim Tien Hor) Co., Ltd.
Cat17 Best use of Data				
416	End-To-End Data Navigation	2020	Initiative Thailand	SB Furniture
435	Data-led Happiness Contagious.	2021	Initiative Thailand	Krungsri Mobile App (KMA)
Cat18 Media Innovation Awards				
374	dtac Blink Innovation	2021	UM Thailand	dtac Thailand
Cat19 Best use of Technology				
418	Win Back with Personalization Automation	2020	Initiative Thailand	SB Furniture
Cat20 Best use of Small Budget				
492	Gillette 2nd shave	2019	MediaCom	Gillette
472	Heineken Zero's Effect	2019	Carat Thailand	Heineken 0.0
378	Bear Brand IMMD	2020	UM Thailand	Bear Brand IMMD
496	Olay Deversity	2020	MediaCom	Olay
519	Crash Back Down to Earth	2021	Wavemaker Thailand	Netflix
419	Mitr Phol Priceless Innovation of less sugar	2021	Initiative Thailand and Ensemble Thailand	Mitr Phol
476	Songkran Stranger - First immersive movie experience that YOU can be part of it	2021	Zenith	TikTok
520	Tamjai : How to best reach agricultural target audience	2021	Media Insight	Tamjai
514	VDO TESTIMONIAL Spring Onion with Rabbit Fertilizer	2021	Media Insight and I-DAC Bangkok	Rabbit Fertilizer (Pui Tra Kratai)
Cat22 Best use of Media for Good				
393	Clear Thailand: Changing The Way We Look at Social Anxiety	2019	Mindshare	Clear Anti-dandruff Shampoo
493	Gillette 2nd shave	2019	MediaCom	Gillette
446	Safe Sex, please!	2019	INNOVS	Durex
479	Teen Club LINE Communication	2020	Ensemble Thailand	Teen Club
415	The One for Nature	2020	dentsu X (Thailand) Ltd.	Tourism Authority of Thailand (TAT)
511	Smiles that can change the world for the better	2020	Wavemaker Thailand	Colgate Toothpaste
482	สิ่งทุกทีคือใกล้ซิดทุกความสิ้นพันธ์	2020	Ensemble Thailand and Initiative Thailand	Thailand Post
504	Brand's Essence of Chicken: Hueb for Hero	2021	Mindshare	Brand's Essence of Chicken
442	Foremost For Million Smiles	2021	dentsu X (Thailand) Ltd.	FrieslandCampina
499	The Survival Hacks for SMEs เทคนิคพารากรอด 2022	2021	Media Intelligence Group Co., Ltd.	MI GROUP
Cat23 Best response to COVID-19				
366	dtac Lucky Songkran	2020	UM Thailand	dtac Thailand
447	PHILIPS AIRFRYER – "Fly Higher the AirFryer"	2020	CARAT	Philips Domestic Appliance Thailand
411	Toyota Corolla Cross	2020	Media Intelligence Co., Ltd.	Toyota
426	Virtual Marathon @ Home	2020	Initiative Thailand	Malee Coco
372	Wall's Thailand: Bring Happiness Home	2020	Mindshare	Wall's Ice Cream
438	AIS Point - ฝึกกำลังกิน ฟินอยู่บ้าน กับ เอไอเอส พอยท์	2021	dentsu X (Thailand) Ltd.	Advanced Info Service (AIS)
454	Bite Me Series กินได้	2021	Starcom	LINEMAN Wongnai
502	Brand's Essence of Chicken: Hueb for Hero	2021	Mindshare	Brand's Essence of Chicken
371	dtac application: a COVID-19 fighting buddy for Thais	2021	UM Thailand	dtac
344	Fakranpanjor	2021	Plan B Media Public Company Limited	SME
444	Foremost For Million Smiles	2021	dentsu X (Thailand) Ltd.	Foremost
443	Mitsubishi ร่วมด้วยช่วยไทย	2021	Media Intelligence	Mitsubishi Triton
475	Songkran Stranger - First immersive movie experience that YOU can be part of it	2021	Zenith	TikTok
427	The New Ye(AR) Celebration Bucket	2021	Initiative Thailand	KFC
343	THE RETURN OF THE GRANDMASTER	2021	Media Intelligence and I-DAC Bangkok	Hatakabb (Sim Tien Hor) Co., Ltd.
509	นักข่ามีอาชีพ	2021	Media Intelligence	Daikin

Remark : The shortlist cases are ranked alphabetically