



MAAT Media Award 2016 : Shortlists for Final Round

Cat.1 Best use of video format (non-cinema)

115	Best Start	Unicef Thailand	Mediavest Spark
116	Nescafé Look Up & Cheer Euro 2016	Nestle (Thailand) Ltd./Nescafé RTD	Mindshare
117	dtac Super4G	Dtac	OMD
118	Johnson's Baby - The Magic of Bubbles	Johnson's Baby	Initiative

Cat.4 Best use of Magazines

124	Downy Detergent Beautiful and Powerful	P&G	Mediacom
125	Samsung Galaxy S6 (Lips Magazine)	Thai samsung electronics Co.,Ltd	Starcom

Cat.5 Best use of OOH and Transit

106	OOH Media Helps Find Missing Children	Plan B Media	Plan B Media
107	Snail White	Do Day Dream Co., Ltd.	Vizeum
108	IKEA Experience	IKEA Thailand Co., Ltd.	Vizeum
109	Samsung Note 4 - Note it...do it	Thai samsung electronics Co.,Ltd.	Starcom
110	Odor Detector billboard	Unilever	Mindshare
111	Alive Billboard	Unilever	Mindshare
112	TMB All Free Pain Point Ad	TMB	Mediaedge: CIA
113	Johnson's Baby - The Magic of Bubbles	Johnson's Baby	Initiative
114	The New "Live" Testdrive Experience	Chevrolet Sales (Thailand) Co., Ltd.	Carat

Cat.6 Ambient and Special Events

46	The rough carpet	Tesco Lotus	Mindshare
51	SANTA FE	K.T. Restaurant Co., Ltd.	Carat
52	Pay by Move	Unilever	Mindshare
53	Oishi Kyoho – Finding Fun in every Moment using the Aroma Shelf Divider In-store Execution	Oishi Group Public Company Limited	Mediacom
55	Chang - Field of Dreams Sub-Cat : Best use of special events and stunt/ live advertising awards	ThaiBev	Initiative
56	Chang - Field of Dreams Sub-Cat : Best use of ambient media	ThaiBev	Initiative
57	Johnson's Baby - The Magic of Bubbles Sub-Cat : Best use of ambient media	Johnson's Baby	Initiative

Cat.7 Best use of Audio format

126	Beat The Ordinary	Thai samsung electronics Co.,Ltd	Starcom
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Cat.8 Best use of Mobile



112	Auntie Reply	Unilever	Mindshare
Cat.10 Best use of Social			
85	Avenger : Age of Ultron	เดอะ วอลท์ ดิสนีย์ (ประเทศไทย) จำกัด	Starcom
87	DESIGNING VERANDA	VERANDA RESORT AND SPA	Rabbit's Digital Group
89	Doi Kham - I'm Sorry	Doi Kham	BPN
91	Brand's Best Nest - The Fountain of Youth	Cerebos	Initiative
Cat.12 Best use of Branded Content			
33	Nissan GT Academy	Nissan	OMD
Cat.13 IMC/ Multiple platforms award			
94	Lay's Smile	Pepsi-Cola (Thai) Trading Co., LTD.	Mindshare/mlteraction
95	Best Start	Unicef Thailand/Best Start	Starcom
97	Taste The Feeling Launch @Parc Paragon	Coca-Cola (Thailand) Limited/Taste The Feeling Launch @Parc Paragon	Starcom
98	Coke Banners Make Your Journey Home More Spacial (Songkarn)	Coke Banners Make Your Journey Home More Spacial (Songkarn)	Starcom
100	Samsung Note 4 - Note it...do it	Thai samsung electronics Co.,Ltd./Samsung	Starcom
101	Ruk Kum Toh Toh	Betagro	Media Intelligence
102	Brand's Best Nest - The Fountain of Youth	Cerebos	Initiative
103	UPTIME Co-creation	Chevrolet Sales (Thailand) Co., Ltd.	Carat
Cat.14 Effectiveness Award			
1	Krungsri First Choice - I Want Mother's Day too	Krungsri	Initiative
2	OLAY REGENERIST - REDEFINING THE WHEEL TO WIN AT ZMOT	P&G	Mediacom
3	Nestle's KoKo Krunch "Bring Back the Love"	Nestle (Thailand) Ltd	Mindshare
4	Auntie Reply	Unilever	Mindshare
5	Beat The Ordinary	Thai Samsung electronics Co.,Ltd.	Starcom
6	Algorhythm	Thai Samsung electronics Co.,Ltd.	Starcom
7	Big C - At the Heart of the Matter	Big C Supercenter Public Company	UM
8	Brand's Best Nest - The Fountain of Youth	Cerebos	Initiative
10	Colorado Effectiveness	Chevrolet Sales (Thailand) Co., Ltd.	Carat
Cat.16 Media Innovation Award			
11	TOT SMART PHONE BOX	STREET VISION CO.,LTD.	Street Vision Co.,Ltd
13	Nescafé Look Up & Cheer Euro 2016	Nestle (Thailand) Ltd.	Mindshare



14	Wall's Man 2.0	Unilever	Mindshare
15	Auntie Reply	Unilever	Mindshare
16	Samsung Note 4 - Note it...do it	Thai samsung electronics Co.,Ltd.	Starcom
Cat.17 Creative Used of Media Award			
19.	Wall's Man 2.0	Unilever	Mindshare
21.	Auntie Reply	Unilever	Mindshare
22	Samsung Note 4 - Note it...do it	Thai samsung electronics Co.,Ltd.	Starcom
23	Beat The Ordinary	Thai samsung electronics Co.,Ltd.	Starcom
24.	Chang - Field of Dreams	ThaiBev	Initiative
25.	Johnson's Baby - The Magic of Bubbles	Johnson's Baby	Initiative
Cat.18 Best Communication Strategy			
36	Sienta	Toyota Motor Thailand	Media Intelligence
37	SK-II Change Your Destiny Featuring Sha	P&G	Mediacom
38	Ruk Kum Toh Toh	Betagro	Media Intelligence
39	Krungsri First Choice - I Want Mother's Day too	Krungsri	Initiative
40	Big C - At the Heart of the Matter	Big C Supercenter Public Company	UM
41	Brand's Best Nest - The Fountain of Youth	Cerebos	Initiative
42	Always Original	Yum/KFC	Mindshare
Cat.19 Best Engagement Strategy			
62	Joox Music Application, World Music Day	Coca-Cola (Thailand) Limited/Joox Music Application	Starcom
65	Samsung Note 4 - Note it...do it	Thai samsung electronics Co.,Ltd.	Starcom
69	Doi Kham - I'm Sorry	Doi Kham	BPN