



MAAT Media Award 2016 : Awards

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

115	Best Start	Unicef Thailand	Mediavest Spark	Publicis ONE	GOLD
116	Nescafé Look Up & Cheer Euro 2016	Nestle (Thailand) Ltd./Nescafé RTD	Mindshare	WPP	BRONZE

Cat.4 Best use of Magazines

125	Samsung Galaxy S6 (Lips Magazine)	Thai samsung electronics Co.,Ltd./Samsung	Starcom	Publicis ONE	SILVER
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Cat.5 Best use of OOH and Transit

106	OOH Media Helps Find Missing Children	Plan B Media	Plan B Media		GOLD
108	IKEA Experience	IKEA Thailand Co., Ltd.	Vizeum	Dentsu Agis Network	BRONZE
109	Samsung Note 4 - Note it...do it	Thai samsung electronics Co.,Ltd.	Starcom	Publicis ONE	BRONZE
110	Odor Detector billboard	Unilever	Mindshare	WPP	SILVER
111	Alive Billboard	Unilever	Mindshare	WPP	SILVER
113	Johnson's Baby - The Magic of Bubbles	Johnson's Baby	Initiative	IPG	GOLD

Cat.6 Ambient and Special Events

46	The rough carpet	Tesco Lotus	Mindshare	WPP	GOLD
56	Chang - Field of Dreams Sub-Cat : Best use of ambient media	ThaiBev	Initiative	IPG	BRONZE
57	Johnson's Baby - The Magic of Bubbles Sub-Cat : Best use of ambient media	Johnson's Baby	Initiative	IPG	BRONZE

Cat.7 Best use of Audio format (NO WINNER)

Cat.8 Best use of Mobile

112	Auntie Reply	Unilever	Mindshare	WPP	GOLD
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Cat.10 Best use of Social

85	Avenger : Age of Ultron	เดอะ วอลท์ ดิสนีย์ (ประเทศ ไทย) จำกัด	Starcom	Publicis ONE	GOLD
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87	DESIGNING VERANDA	VERANDA RESORT AND SPA	Rabbit's Digital Group		BRONZE
89	Doi Kham - I'm Sorry	Doi Kham	BPN	IPG	BRONZE
Cat.12 Best use of Branded Content					
33	Nissan GT Academy	Nissan	OMD	Omnicom	BRONZE
Cat.13 IMC/ Multiple platforms award					
94	Lay's Smile	Pepsi-Cola (Thai) Trading Co., LTD.	Mindshare/mInteraction	WPP	GOLD
100	Samsung Note 4 - Note it...do it	Thai samsung electronics Co.,Ltd./Samsung	Starcom	Publicis ONE	BRONZE
101	Ruk Kum Toh Toh	Betagro	Media Intelligence		SILVER
Cat.14 Effectiveness Award					
1	Krungsri First Choice - I Want Mother's Day too	Krungsri	Initiative	IPG	BRONZE
3	Nestle's KoKo Krunch "Bring Back the Love"	Nestle (Thailand) Ltd	Mindshare	WPP	BRONZE
4	Auntie Reply	Unilever	Mindshare	WPP	SILVER
7	Big C - At the Heart of the Matter	Big C Supercenter Public Company	UM	IPG	BRONZE
8	Brand's Best Nest - The Fountain of Youth	Cerebos	Initiative	IPG	SILVER
Cat.16 Media Innovation Award					
14	Wall's Man 2.0	Unilever	Mindshare	WPP	GOLD
15	Auntie Reply	Unilever	Mindshare	WPP	SILVER
Cat.17 Creative Used of Media Award					
19.	Wall's Man 2.0	Unilever	Mindshare	WPP	BRONZE
21.	Auntie Reply	Unilever	Mindshare	WPP	GOLD
Cat.18 Best Communication Strategy					
38	Ruk Kum Toh Toh	Betagro	Media Intelligence		SILVER
40	Big C - At the Heart of the Matter	Big C Supercenter Public Company	UM	IPG	BRONZE
41	Brand's Best Nest - The Fountain of Youth	Cerebos	Initiative	IPG	SILVER
Cat.19 Best Engagement Strategy					



62	Joox Music Application, World Music Day	Coca-Cola (Thailand) Limited/Joox Music Application	Starcom	Publicis ONE	SILVER
65	Samsung Note 4 - Note it...do it	Thai samsung electronics Co.,Ltd.	Starcom	Publicis ONE	SILVER
69	Doi Kham - I'm Sorry	Doi Kham	BPN	IPG	BRONZE

Cat.20 Small Budget (NO WINNER)

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