



# TURNING BRAND **CONFUSION** INTO A **TRIUMPH**

YouTube Works  
AWARDS SOUTHEAST ASIA

**WINNER**

***Sammakorn NOT Sanpakorn***  
GRAND PRIX & BEST BRAND STORY  
Sammakorn

## BACKGROUND

The brand Sammakorn had been challenged with the **name confusion** with the Thai revenue department called “Sanpakorn” for many years.

The campaign was designed to **boost visibility** among audiences especially younger demographics, **shift public perception** to highlight positive attributes, **clarify the brand's identity** and differentiation, and **drive substantial growth in viewership and engagement** across platforms.

## APPROACH

To address a major branding challenge, Sammakorn used **Thai-style humor** and self-mockery in a character-driven campaign featuring a frustrated salesperson to playfully clarify their identity, **reinforce brand recall**, and distinguish themselves from the Thai Revenue Department, effectively showcasing their real estate portfolio.

YouTube powered campaign success with precise targeting through **skippable in-stream ads** and **high engagement with long-form videos**, achieving impactful results at a low cost.

## RESULTS

**1.9M**  
views

**25%**  
completion rate for  
5-min videos

**70%**  
uplift in search demand  
name of brand

*“It is an all-rounder, having clear direction pairing with interesting market strategy which distinguishes the brand from other real estate brands.”* – Supphasit Chokmongkolsatian, Chief Strategy Officer, Ogilvy



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