



YouTube Works

AWARDS HONG KONG

SUBMISSION GUIDE

2023 YouTube Works Awards HK

1. INTRODUCING THE 2023 YOUTUBE WORKS AWARDS

Over the past decade, marketers have redefined the way they communicate with consumers. From heartwarming stories, to inspirational stories, and the myriad of stories that exist in between, we've seen how amazing digital content can deliver.

The YouTube Works Awards is an advertising awards ceremony that selects and celebrates the brands and campaign creators who have created the most innovative and effective campaigns using YouTube's media platform.

Winning the YouTube Works Awards means being recognized locally and internationally for best practices in YouTube marketing. For each category, a case study content including not only the contents of the award entries but also the analysis of the success factors of the campaign will be created, which can be used as promotional materials for both brands and YouTube.

2. MAIN SCHEDULE

The main schedule for the 2023 YouTube Works Awards is as follows:

Submissions begin: July 03, 2023

Submissions end: September 01, 2023

Judging: September-October 2023

Winners announced: November 14, 2023

3. ENTRY QUALIFICATIONS AND REGULATIONS

Submissions for YouTube Works Awards 2023 are free of cost, regardless of industry or field, and all marketing, media, and creative agency teams using YouTube are welcome. All entries that comply with the qualifications and regulations below will be judged equally.

Eligibility for entry

- Campaigns run on YouTube from October 1, 2022 - September 1, 2023 (in part or in whole).

Entry regulations

- Do not contain or use any content, material or element that is illegal or otherwise violates or contradicts applicable laws and regulations.
- Contempt, insult, threat, defamation, accusation, slander, or inappropriate, sexual, disrespectful, obscene or discriminatory content that Google and Kantar deem to be against the spirit of the contest may result in disqualification.
- It must not contain any content, material or elements that infringe on the rights of third parties.
- It must be written by the participant.
- It must be a campaign that places ads on YouTube using any of the YouTube ads solutions.

4. AWARD CATEGORY INFORMATION

The award categories for the 2023 YouTube Works Awards are listed below. Please select one of the categories below that best represents the entry you are submitting. If there is more than one category you want to submit for your entry, you can select multiple categories on the submission form (up to three) and you don't need to submit duplicate entries for each category.

An entry may win more than one award category (at the judges' discretion). The Grand Prix award may be chosen from the category winners, or given to an entry that is not an existing category winner.

Tips: Select the award categories that best represent your campaign objective and results.

Keep in mind that each award category may have different marketing priorities and measure of success. You are expected to submit supplementary information to help the judges understand how your entry excels in a particular category. Reference the table in Section 5 of the KPIs associated with each award category.

2023 YouTube Works Awards Categories

Tips: It is highly recommended to take reference of [previous winners](#) including ones from other APAC regions for award category 1-3 & 5-6 to understand what is expected for each category. See more information in section 5.

1. Best Brand Channel
2. The Changemaker
3. [NEW] Best Full Funnel Campaign
4. [NEW] Best Creative : Shorts
5. [NEW] Best Creative: Multi-video Storytelling
6. Best Collaboration - Brand and Creator

5. GUIDANCE ON FILLING OUT THE SUBMISSION FORM

When filling out the application form, please refer to the guide for each category you wish to submit and describe in detail the content required for each question. In order to make the screening process fair and objective, it is recommended that information on the campaign is provided as diverse and rich as possible.

Cautions when filling out the submission form

1. You can select multiple categories (up to 3) for a single entry. Even if multiple categories are selected, the entry application is only completed once.
2. If your entry is suitable for multiple categories, ensure that your entry details highlight and speak to the needs of the different categories.
3. All contents of the application form must be based on facts. If it is found that false information is included in the application form, it will be disqualified.
4. When filling out the application form, please follow the minimum/maximum number of characters and spelling required for each question.

How to fill out the application form (Step-by-step instructions)

1. **Identify which category or categories best fits** for your campaign.
2. **Clearly state the campaign objectives.** Differentiate between Primary and Secondary objectives.
 - E.g. The Primary Objective of the campaign could be to drive Brand Awareness, while the Secondary Objective could be to enhance certain image perceptions like Innovation or Value for Money.

3. **Outline and draw a clear picture of YouTube's role in the campaign.** What was different about how it was utilized in terms of solutions, collaboration, analytics etc.

- For multimedia campaigns, briefly outline how various channels (TV, Social Media, OOH etc) were used to paint an overall picture for the judges.
- Deep dive into the role of YouTube - its specific role in meeting objectives.

4. **Explain how different YouTube products were used to achieve different objectives. For example:**

E.g. Was YouTube Trueview In-stream Ads used to drive Awareness or Consideration?

- What objective was the collaboration with YouTube Creators meant to achieve – consideration, trial or image building?

5. **Include campaign, brand, and sales metrics** to highlight campaign success and business results.

6. Ensure metrics used are relevant to the campaign objectives and the YouTube Solutions used.

7. Each entry will be judged on the basis of creative, media, overall campaign and business impacts.

8. Specify the Source of the data indicated in the entry form.

The metrics you choose to include will ultimately depend on what your campaign objectives were, however you may want to consider including any number of the following metrics:

TYPES OF CAMPAIGN OBJECTIVES	YOUTUBE SOLUTIONS	KPIS
<p>AWARENESS</p> <ul style="list-style-type: none"> • Driving Brand Saliency • Building Overall Awareness • Building Awareness within specific demographic groups 	<p>Masthead</p> <p>TrueView for Reach</p> <p>Bumpers</p> <p>Non-skippable</p> <p>In-stream</p> <p>YouTube Select</p> <p>Connected TV Ads</p> <p>Video Reach Campaigns</p>	<ul style="list-style-type: none"> • TOM Awareness • Brand Awareness • Product awareness • Reach • Ad Recall • Recall lift • Brand Awareness Lift • Unique Reach
<p>CONSIDERATION</p> <ul style="list-style-type: none"> • Driving Consideration • Driving Purchase Intent 	<p>Trueview In-Stream</p> <p>In feed Video for Consideration (fka TrV Discovery)</p> <p>YouTube Select</p> <p>[NEW] Video View Campaigns (Including Shorts)</p>	<ul style="list-style-type: none"> • Improve Consideration • Retention & loyalty • Increase purchase intent • Views / View-through-rate • Consideration lift • Favorability lift • Purchase intent lift • Search lift
<p>ACTION / SALES</p> <ul style="list-style-type: none"> • Driving Sales • Conversions • Lead Generation 	<p>Video Action Campaign</p> <p>(Including Shorts)</p>	<ul style="list-style-type: none"> • Online Sales • Cross-sell & Upsell • Leads • Website Actions and Leads • Brand Interest Lift • Online Conversions • Market share
<p>BRAND IMAGE</p> <ul style="list-style-type: none"> • Brand Image Building • Changing certain perceptions 		<ul style="list-style-type: none"> • Uplift in specific image attributes
<p>LOYALTY/ EQUITY</p> <ul style="list-style-type: none"> • Driving Long term Equity 		<ul style="list-style-type: none"> • Uplift in Brand Equity metrics

2023 YouTube Works Awards categories guide

CATEGORY	GUIDE & EXAMPLES
<p>BEST BRAND CHANNEL</p> <p>Celebrating the campaign that best manages YouTube as a platform/content hub to regularly engage with the audience.</p> <p>Campaign Marketing Objective Priority:</p> <ul style="list-style-type: none"> • Engagement - Average Engagement Rate • Average VTR • No of Views • Shares & Comments 	<ul style="list-style-type: none"> • Show us how your brand regularly crafts content informed by consumer trends and knows how to nurture passionate online communities. • Highlight the ways in which the content met audiences viewing habits and how it delivered entertainment and inspiration. • E.g. Binggrae: Banana-Flavored Milk [Hello Danji] channel is an excellent example of how YouTube has gone beyond being a platform for simply posting advertisements and evolved into a space where brands can communicate and establish fandom, providing brands with insight into building brand fandom. The campaign was recognized for its content production and media plan reflecting YouTube’s characteristics and MZ’s target audience. It also served as an exemplary brand that well-communicated with fans through customer-engaging content to create a familiar and long-lasting image for young consumers. • Case Study Video Link
<p>THE CHANGEMAKER</p> <p>Celebrating the campaign that best demonstrates inclusivity and diversity in marketing, and/or campaigns that support social or environmental causes.</p> <p>We’re looking for campaigns that demonstrate a brand’s fierce commitment to diversity, inclusion, sustainability, environmental issues, or other social causes.</p> <p>Campaign Marketing Objective Priority:</p> <ul style="list-style-type: none"> • Awareness - TOM, Total Awareness • Consideration/ Loyalty • Brand Imagery • Sustainability Goals 	<ul style="list-style-type: none"> • Elaborate on how your campaign balanced your brand’s purpose with a tangible impact that extends beyond the bottom line? How did you inspire and empower your audience to take action? • E.g. Tinder sought to combat Bi+ erasure and underrepresentation common in media. The business goal was to spark conversation about the Bi+ community, especially among Gen Z 18-24 year olds. By partnering with Bi+ YouTube creators Anna Akana and Miles McKenna, Tinder was able to reframe the conversation about bisexuality with its core audience, strategically using TrueView In-Stream and leveraging Content Creator YouTube Channels. • Campaign Video Link

CATEGORY	GUIDE & EXAMPLES
<p>BEST FULL FUNNEL CAMPAIGN</p> <p>Best campaign that drives full-funnel marketing strategy (from Awareness to Consideration to Action).</p> <p>Campaign Marketing Objective Priority</p> <ul style="list-style-type: none"> • Awareness - TOM, Total Awareness • Consideration/ Loyalty • Purchase/Action/Lead Generation/ Conversion • Brand Imagery 	<ul style="list-style-type: none"> • Tell us why a full funnel impact was needed and how your campaign was phased to achieve this. • Show us how your campaign has designed content and planned media to cater to different aspects of the brand funnel. • Highlight how different YouTube products were used to have an impact on the brand funnel. • E.g. HSBC’s “This is My Family” campaign in 2022 was designed to deliver full funnel impact. From Audience segmentation to varied use of YouTube products to video ad sequencing HSBC displayed a creative use of different solutions at the right time to drive impacts across awareness, consideration and conversion. • Case Study Video Link
<p>BEST CREATIVE: SHORTS</p> <p>Best use of YouTube Shorts incorporated within the overall creative and media strategy to drive effective business results.</p> <p>Campaign Marketing Objective Priority:</p> <ul style="list-style-type: none"> • Engagement - Average Engagement Rate, Average VTR, No of Views, Shares & Comments • Awareness - TOM, Total Awareness • Brand Imagery • Conversion Action 	<ul style="list-style-type: none"> • Tell us how YouTube Shorts is incorporated in your overall campaign. What purpose was it intended to serve? • Elaborate on how you went about creating specific content for YouTube Shorts - How did it fit in with the other content?

CATEGORY	GUIDE & EXAMPLES
<p>BEST CREATIVE: MULTI-VIDEO STORYTELLING</p> <p>Celebrating the campaign that best adapts original storytelling for video formats of all sorts.</p> <p>Campaign Marketing Objective Priority</p> <ul style="list-style-type: none"> Engagement - Average Engagement Rate, Average VTR, No of Views, Shares & Comments Awareness - TOM, Total Awareness Consideration/ Loyalty Purchase/Action/Lead Generation/ Conversion Brand Imagery 	<ul style="list-style-type: none"> Show us how you used different ad formats – long, short, vertical, or skippable – to meet your audience expectations. How did you navigate the changing tides of what viewers expect from their video content? Show us how you have used different YouTube products to build on your story and potentially impact different aspects of the brand funnel. Tell us if you have created bespoke content for different target audiences. E.g. HSBC’s Buy Now Pay later campaign showcased how different video solutions can be used for story-telling. The campaign used a combination of Bumper, Instream, Long form content, Video Extension and Discovery ads at various stages of the campaign to deliver different messages. Case Study Video Link
<p>BEST COLLABORATION: BRAND & CREATOR</p> <p>Celebrating the campaign that best demonstrates the best strategic and creative collaboration between the brand & YouTube Creator.</p> <p>Campaign Marketing Objective Priority</p> <ul style="list-style-type: none"> Awareness Consideration 	<ul style="list-style-type: none"> How did you ride on the YouTube Creator’s wave of avid followers to create meaningful brand integration and authentic engagement with its audience? Here, we’re looking for campaigns that have perfected this art of collaboration. E.g. In their 2022 campaign for ion water, Pocari collaborated with popular YouTube content creators Mill Milk to create a piece of content called “The 7 Days Workaholic Transformative Project” which was uniquely HK in its style and relevance. It was long form content, created specifically for YouTube in a style that appealed to the brand’s target audience. Case Study Video Link

6. CREATIVE AND ADDITIONAL MATERIALS SUBMISSION GUIDE

CORE

1. Fully Filled Submission Form
2. Video ads from the campaign. If multiple ads were used, kindly upload the different ads.
3. Creatives are to be primarily submitted in the form of YouTube links. Participants can also submit video links and other supplementary materials through other platforms (ie. Google Drive) so long as the links are accessible by the Google team.
4. There is no limit to the number of YouTube links that can be submitted.

If multiple links are submitted, creatives that should be reviewed intensively during the judging process must be stated in the submission application. If not specified in the application form, the Kantar Secretariat will randomly select and judge the main creative of the campaign.

OPTIONAL BUT HELPFUL

5. Video case study highlighting the business issue, the role and objectives of the campaign, the role of YouTube within this campaign and the impact delivered.
6. PowerPoint slide of up to 5 pages in PDF file format. Failure to comply with the file format and size will not be accepted as additional material.
7. *When submitting additional data, please check your Google Drive access rights in advance. If the Kantar Secretariat is unable to access the material file while reviewing the application, the material will be excluded from the review process without contacting us.*

7. GUIDE TO THE SCREENING PROCESS

Screening stage

PRE-DOCUMENT SCREENING	All entries are first reviewed by Kantar and YouTube for entry form to ensure compliance with entry regulations.
PRELIMINARY SCREENING	A panel of judges made up of industry experts evaluates the entries that have passed the first document review and selects the final entries for the judging.
FINAL SCREENING	Grand Jury representing industry experts will go through in-depth discussions to select the final winners by category, and select the Grand Prix winner.

** Final screening entries may be further reviewed through additional YouTube internal data.*

** In order to ensure fairness and objectivity in the review process, the Kantar Secretariat allocates the submissions to be judged in consideration of the interests between each judge and each submission. We will guide you to withdraw from the judging of individual entries that are in conflict or that conflict.*

JUDGING CRITERIA

Both juries during the preliminary screening and final screening will evaluate entries according to the following criteria.

JUDGING CRITERIA		CORRESPONDING QUESTIONS IN THE SUBMISSION FORM (IN RED)	WEIGHT
1	How well did the creative execution bring to life the creative idea?	<ul style="list-style-type: none"> • What was the creative idea, and what was the final creative execution? Please upload any creative materials the audience saw • Are your planning intent and ideas well expressed in the creative? 	15%
2	How well did the creative expression deliver on the strategic purposes/ reasoning for using YouTube?	<ul style="list-style-type: none"> • What was your strategy for delivering on these objectives and goals? • Was the creative format well reflected in the media characteristics of YouTube? • Were ads modified or adapted to suit specific YouTube solutions? • Were the ads created specifically for YouTube? 	15%
3	How strategically/ thoughtfully was YouTube leveraged?	<ul style="list-style-type: none"> • Which YouTube capabilities did you leverage? • What role did it / they play in helping achieve your campaign goal(s)? • How did the strategic media planning on YouTube tie to audience insights identified for the campaign? • How were the different YouTube solutions mapped against specific objectives? • Was there analytics used in identifying specific target audiences? 	20%

JUDGING CRITERIA		CORRESPONDING QUESTIONS IN THE SUBMISSION FORM (IN RED)	WEIGHT
4	How well was the YouTube-specific goal achieved? (i.e. did using YouTube, and using it effectively, deliver on the role it was supposed to within the campaign?)	<ul style="list-style-type: none"> What were your results against the specific goals and KPIs you aimed to achieve? Did using YouTube, and using it effectively, deliver on the role it was supposed to within the campaign? 	25%
5	How Significant was the ultimate effect on the business (relative to what could be expected within the category and the budget of the campaign)?	<ul style="list-style-type: none"> What was the broader business impact of your campaign? How do you think the campaign's performance has had a significant impact on the brand's business goals? 	25%

Thank you for your interest in submitting for
THE 2023 YOUTUBE WORKS AWARDS HK