



Crafting a winning submission

Looking for inspiration on how to craft a winning submission for this year's YouTube Works Awards Southeast Asia?

This guideline will provide key tips on how to best answer each question in the submission form but also provide inspiration from former winning submissions.

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1) The big question on every entrant's mind - How can I win?

- Set the scene: your story should help judges understand the context in which you were operating, as they may not work in your industry or know about the challenges of your category or any creative challenges you faced. This includes providing cultural and/or category contexts, local insights, industry and/or category benchmarks and past performance.
- Clearly state your KPIs and business metrics to showcase your success. Judges will be looking for cases which have strategically and effectively leveraged YouTube to achieve clear business objectives and which can demonstrate clear business impact. Ensure that you close the loop on any KPIs indicated with concrete and verifiable results.
- Provide submission category nuance: Ensure that your write-up is tailored to the Award category/ies you're submitting for. While a single submission form can be used for a campaign being submitted for multiple categories, entrants are recommended to have separate paragraphs per category highlights the reason to qualify for the same.

2) Tips for answering each question of the submission form

1. **Why the selected category/ies?**
Why do you think your campaign is a good fit for the category/ies you have selected? How does this campaign best exemplify the category/ies?

Your response here will frame how the Jury will assess your entry's fit for the category/ies you submit for. Your category rationale should display how your campaign is deeply rooted, end-to-end, in the category description and KPIs, rather than simply the outcome of the campaign. The objective, strategy, execution and result of a campaign should justify its category submission. Provide separate rationale per category, if you are submitting for multiple categories.

2. **Background and Business Context**
What is the story you want to tell the judges about your campaign? Some important elements to

cover are: What role does your brand play in the category? What is the competitive environment like? What important information about the market conditions specific to your industry should we be aware of? What barriers did you need to overcome? Who was your primary target for this campaign? What important information on your audience behavior and culture should we be aware of?

Clear cultural and category nuance should be displayed, as this sets the stage for why the creative and YouTube strategy would be appropriate for your campaign. Be sure to set the scene: your story should help judges understand the context in which you were operating, as they may not work in your industry or know about the challenges of your category and the marketplace in which you play.

3. Campaign Objective

What metrics were set to determine the success of your campaign? Include concrete objectives that are quantifiable and as specific as possible. Include Media, Brand, and Business KPIs to showcase your campaign's full influence. Judges will be interested in any relevant background (e.g. targets, previous performance, KPIs etc.) around the goal set. Note that your response to this question will be considered when judges are assessing overall effectiveness with an eye to how business-critical the objectives were and how well they were achieved.

Clear outline of brand, media and business metrics should be provided, with an indication of benchmarks the metrics were set against (E.g. category, industry, or own past performance). It's often the difficulty jurors face - how to deliberate among entries that have different results within different contexts; by providing clear benchmarks with reasonable foundations, there will be a clear stage to lay out what true success means for your campaign.

4. Creative Strategy and Execution

What was the creative strategy, idea, and final execution? Include, if applicable, any customer or market research, organizational reality or imperative, human truth or audience insights (wants, needs, attitudes, behaviors), or any other context that led to the idea and final execution.

Be sure to expose the tangible and measurable human insight or truth behind your creative idea, with some backing of how your team distilled that truth. Your insights should also be rooted in the category or product type of the brand, to emphasize a deeply tailored campaign. This question tells us the role of creativity in engaging with audiences, specifically in a digital video. Judges will assess how the actual creative compares to the stated creative idea and how well the core idea, insights, imperative, context, etc. referenced translate to and manifest in the actual creative. How well did the creative placement on YouTube work to execute on the stated goals?

5. YouTube Strategy and Execution

What was the YouTube strategy you used to bring your campaign to life? Include the YouTube capabilities you had chosen and why they made most sense given your target and core idea. If you are able to share your budget or scope, that would help the judges understand your approach. Judges will look at a unique-to-YouTube strategy and innovative media thinking, planning and execution to justify YouTube's suitability to meet the objectives set.

Plotting out the specific YouTube solutions used and why they were used exactly is crucial to defend the YouTube strategy, and its appropriateness in relation to the category it was submitted for. While it may be simple to default to a generic set of YouTube solutions used, mapping out why a specific solution achieves a specific objective within the category sets a clear stage for deliberation. Does the key role / function of each selected tool make sense given the nature of that tool and its unique value proposition? Also consider YouTube-specific activation relative to other channels / media / creative formats used in this campaign. Does it make sense why this approach was taken / why YouTube was specifically leveraged? Explain the effect that YouTube had on the campaign's success, relative to the campaign's goals and objectives. Did the role of YouTube have the intended impact i.e., through reaching new/specific audiences, creating engagement, amplifying the campaign?

6. Results

What were your results against the specific goals and KPIs set? How did YouTube capabilities

help achieve your campaign objectives? Include any relevant benchmarks to illustrate your achievements. Judges will be assessing your entry based on campaign results against Media, Brand and Business KPIs you've stated in the Campaign Objectives section.

Always tie results to the previous metrics set in either media, brand and/or business metrics cited in the previous questions. There must be clear indications of why specific results are impressive (category, industry or own past performance). There should also be a clear tie-back to the category submitted for, and why a specific result shows success for that specific category. Explain the outcomes/end results relative to the campaign's goals and objectives, as well as specific goals and KPIs targeted. Judges will be looking for relevant benchmarks and evaluating the breadth of your campaign's impact.

3) Inspiration from prior submissions

To help, please see some sample entries, inspired by previous years' winning campaigns across the region. Brand names and details have been masked or altered from original submissions.

EXAMPLE 1 - CPG / FMCG

1. Why the selected category/ies?

Why do you think your campaign is a good fit for the category/ies you have selected? How does this campaign best exemplify the category/ies?

How do you uplift brand love among Gen-Z as a humble biscuit that has to share their attention with 800+ other biscuit brands? For [country] biscuit brand [brand B], the goal wasn't only to appeal to the masses, but also build a new consumer base of Gen-Zs.

Given that Gen-Zs are denizens and super active on social media and YT is Gen-Z's most-used social media platform, the use of YT as the platform of choice was a no-brainer.

The eye-catching 1-minute films and entertaining 15-second cut downs were able to capture Gen-Z attention through its fresh, quick and hilarious twist of the shareable snacking occasion that no other biscuit brand has dared to claim as its own: [brand B] is so irresistibly delicious, you should assume anyone offering to share it is lying!

The mix of short video bursts and long form stories allowed us to capture a young generation's fleeting attention with viral, snackable stories that made it fun and shareable, and followed through in the audience journey by building deep consideration and brand love through long form storytelling with the hero asset.

2. Background and Business Context

What is the story you want to tell the judges about your campaign? Some important elements to cover are: What role does your brand play in the category? What is the competitive environment like? What important information about the market conditions specific to your industry should we be aware of? What barriers did you need to overcome? Who was your primary target for this campaign? What important information on your audience behavior and culture should we be aware of?

"AN ULTRA-CLUTTERED SEA OF BISCUITS

The sweet biscuits market in [country] is worth over US \$x million, but it is ultra-cluttered and moving even 1.0% in brand shares is extraordinarily difficult, with over 300 new brands launched in 2021, totaling to more than 800 brands and 9000 SKUs. The market being fragmented leads to consumers having a repertoire of biscuits in their basket. The average consumer is extremely unfaithful with a repertoire of 7 to 10 different options. Therefore, building brand love is a challenge.

MEET [brand B]

[brand B] is a sweet biscuits brand that launched in [country] x years ago. In 2021, as businesses re-emerged post-covid and market growth soared, [brand B] barely managed to make it through as #x in the national biscuit rankings and just under x% in market share. Now that everybody's back,

[brand B]'s hard-won share is under threat from fully-active competitors.

GEN-Z'S LOVE IS HARD-EARNED

Although [brand B] wants to appeal to everyone, Gen-Z aged 13 to 19 years will create the largest consumer base by 2026. They are key for [brand B] to secure its place in the market and a new generation of consumers, but Gen-Z possess a higher willingness to try different snacks and don't have a pre-existing nostalgic relationship with [brand B], unlike big-name competitors like [brand C] and [brand D], whom they grew up seeing on-screen and on-shelf. How can [brand B] win Gen-Z over?"

3. Campaign Objectives

What metrics were set to determine the success of your campaign? Include concrete objectives that are quantifiable and as specific as possible. Include Media, Brand, and Business KPIs to showcase your campaign's full influence. Judges will be interested in any relevant background (e.g. targets, previous performance, KPIs etc.) around the goal set. Note that your response to this question will be considered when judges are assessing overall effectiveness with an eye to how business-critical the objectives were and how well they were achieved.

BUSINESS OBJECTIVE

Lift brand ranking within the industry in [country]

Objective: Secure xth place in [country] national biscuit brand rankings, x spots higher than previous year

KPI: Lift brand shares to over x%

BRAND OBJECTIVE

Increase brand awareness

Objective: Secure a top-5 spot in brand awareness, x spots higher than previous year

KPI: Achieve high top-of-mind and spontaneous brand awareness

COMMUNICATION OBJECTIVE

High branded impact, especially with Gen-Z

Objective: Increase brand recognition and engagement

KPI: xm+ total views, y%+ post-ad brand recall with highest recall among Gen-Z, zk+ engagements, CPV lower than last year's, and CVR of more than last year's"

4. Creative Strategy and Execution

What was the creative strategy, idea, and final execution? Include, if applicable, any customer or market research, organizational reality or imperative, human truth or audience insights (wants, needs, attitudes, behaviors), or any other context that led to the idea and final execution.

"SELFISH BY NATURE

In investigating consumer behavior in post-covid [country], we discovered a human truth that persisted around the world: the selfishness of human nature. Remember the toilet paper hoarding phenomena that swept the globe during the early stages of covid-19? Thailand didn't miss out on the panic buying either as people rushed to stores to purchase essential goods. The rise in self-centeredness meant a rise in deception, showing that we are all prepared to lie for our own benefit in the right conditions.

This fundamental insight revealed an opportunity to highlight a new twist in [brand B]'s creative platform: [brand B] is so irresistibly delicious, you should assume anyone offering to share it is lying.

CREATIVE IDEA

The eyes can't lie, and your eyes are telling me you want to keep [brand B] to yourself.

EXECUTIONAL IDEA

Eyes popping out into life-sized children to reveal the truth.

IDEA ACTIVATION

The campaign was activated through a series of short online films: four unique 1-minute films for

each of [brand B]'s variants and four 15-second cutdowns. The films featured a girl, Ally, and a boy at an art studio, whose eyes pop to reveal how much they really don't want to share [brand B]."

5. YouTube Strategy and Execution

What was the YouTube strategy you used to bring your campaign to life? Include the YouTube capabilities you had chosen and why they made most sense given your target and core idea. If you are able to share your budget or scope, that would help the judges understand your approach. Judges will look at a unique-to-YouTube strategy and innovative media thinking, planning and execution to justify YouTube's suitability to meet the objectives set.

"How can [brand B] maximize impact and uplift brand love through online-only channels and a smaller budget against its big-name competitors? By going to where all the Gen-Zs are: YouTube.

While more likely to use Instagram and TikTok than older generations, [nationality] Gen-Zs actually use YouTube as their #1 platform. YouTube is their go-to social media to access quality entertainment, escape the stressors of life, and connect with others. Gen-Zs are also more likely to share ads that they find "funny" or "creative and cool," making it ideal for [brand B] – as a fun and mischievous brand – to optimize their brand awareness.

[brand B] created four 1-min films with fun storylines along with four 15-second cutdowns activated through YouTube Shorts that allowed [brand B] to drive brand intrigue, shareability and brand love beyond the hero films. With sarcastic titles such as "It Hurts From the Inside " and "Can't Take It Anymore," the cutdown versions appealed to Gen-Z's emotions to trigger brand loyalty. The cut downs also enjoyed a halo effect from the hero films that engaged the consumer in product-heavy content without alienating them.

As 92% of [nationality] viewers like to follow and watch the next episode of their favorite content on YouTube, [brand B] decided to execute an overlapping launch tactic strategy where a new hero film and its 15-second cutdown were uploaded on YouTube 6-8 weeks apart, ensuring that there was always new content for consumers to look forward to watching."

6. Results

What were your results against the specific goals and KPIs set? How did YouTube capabilities help achieve your campaign objectives? Include any relevant benchmarks to illustrate your achievements. Judges will be assessing your entry based on campaign results against Media, Brand and Business KPIs you've stated in the Campaign Objectives section.

"COMMUNICATION RESULTS

High branded impact, especially with Gen-Z

Objective: Increase brand recognition and engagement

Results:

- *xm total YouTube views*
- *Achieved x% total [brand B] brand recognition among consumers aged 13-49 years who had seen the ad, with 100% recall among Gen-Zs aged 13-19 years*
- *x engagements*
- *x CPV*
- *X % CVR*

BRAND RESULTS

Increase brand awareness

Objective: Secure a top 5 spot in brand awareness

Results:

- *Achieved x place top of mind brand awareness and y place spontaneous brand awareness (uplift of y points/percentage)*
- *Secured z place total brand awareness as a result*

BUSINESS RESULTS

Maintain a top ranking

Objective: Secure a 7th place in [country] national biscuit brand rankings

Results:

- Rose from xth to yth place in the national biscuit brand rankings
- Continues to maintain its share of the market with an increase from x% in 2021 to y% (the highest share [brand B] has achieved since 2018) in 2022, translating to roughly \$z million in incremental sales"

EXAMPLE 2 - FINANCE

1. Why the selected category/ies?

Why do you think your campaign is a good fit for the category/ies you have selected? How does this campaign best exemplify the category/ies?

"Fraudsters, fraud cases, and victims continuously grow over the years; [brand A] as one of the leading banks in [country], has a bigger purpose to battle this ongoing scheme in the whole financial industry.

With the understanding that it takes a village to do so, [brand A] decided to create a 'movement' of rejecting fraud through education for its users in a hope to change the current scenario in financial fraudulent cases. This campaign is well suited for Force For Good, as it was created with our brand's fierce commitment to eliminating financial fraud, and enabling safety and freedom in financial transactions, in mind."

2. Background and Business Context

What is the story you want to tell the judges about your campaign? Some important elements to cover are: What role does your brand play in the category? What is the competitive environment like? What important information about the market conditions specific to your industry should we be aware of? What barriers did you need to overcome? Who was your primary target for this campaign? What important information on your audience behaviour and culture should we be aware of?

"Financial fraud can have devastating consequences. In 2020, National Cyber and Crypto Agency found a total loss of [currency] 246.5 billion in the banking industry due to financial fraud cases (source).

To help combat the issue, [brand A] conducted a research among [x] bank users from a balanced proportion of Gen Z, Millennials, and Gen X to determine who is most vulnerable to fraud and why they fall victim to it. The survey revealed that, by demographic, Gen X is the most vulnerable generation due to their lower digital literacy. However, this does not mean that other generations are free from the threat because not everyone understands the importance of data privacy and keeping personal data from being spread to the wrong hands.

[brand A] then feels the urge to do something because keeping [brand A] customers safe from fraud is essential. We carry out a unique approach as we tap into something that is close to our audience without instilling fear or portraying customers as victims. Hence, [brand A] launched The [campaign name] campaign, a groundbreaking initiative in the banking industry that addresses the constantly evolving threat of banking-related fraud.

It is crucial to educate and build awareness to protect personal banking data (ATM card number, PIN, OTP code, CVV/CVC code) and reject fraudsters who ask for it because customers are the ones who hold power to keep that information safe."

3. Campaign Objectives

What metrics were set to determine the success of your campaign? Include concrete objectives that are quantifiable and as specific as possible. Include Media, Brand, and Business KPIs to showcase your campaign's full influence. Judges will be interested in any relevant background

(e.g. targets, previous performance, KPIs etc.) around the goal set. Note that your response to this question will be considered when judges are assessing overall effectiveness with an eye to how business-critical the objectives were and how well they were achieved.

"With raising awareness for financial fraud in mind, [Brand A] has set the following benchmarks in order to exceed industry benchmarks for finance in [country]:

- *Achieve xM impressions, yM views and z% VTR within launch period through Video Reach Campaign & Truview for Reach*
- *Achieve x ppt+ lift in brand awareness post campaign*
- *Achieve x ppt+ ad recall lift*
- *Reduce Cost per lift by x*
- *Generate x% engagement (eg shares, comments) on the asset, as a proxy for our audience spreading the message on financial fraud to even more people*
- *Generate x% more transactions in xyz services, as a result of higher confidence and education on avoiding financial fraud"*

4. Creative Strategy and Execution

What was the creative strategy, idea, and final execution? Include, if applicable, any customer or market research, organizational reality or imperative, human truth or audience insights (wants, needs, attitudes, behaviors), or any other context that led to the idea and final execution.

"As we observed from the results and audience reception of our past creative campaigns, audiences are more interested in, and deeply engage with, non-normative educational content that feels more relatable to their everyday life. Therefore, through [campaign name], [brand A] takes a unique approach by tapping into a phenomenon of pranksters in a form of rejection towards fraudsters. Narrated by [celebrity name], a renowned singer known for her elegance, the campaign encourages customers to confront fraud with confidence and grace. We selected [celebrity name] as an inspiring figure and because her name's double meaning, which aligns with our message.

In a playful yet elegant manner, this video showcasing how people reject fraudsters in various creative approaches. We launch this movement to encourage people to proactively safeguard their finances by emphasizing the idea that anyone can reject fraud if they know the information that should never be shared: ATM Card number, Personal Identification Number, OTP and CVV/CVC code.

This sets the campaign apart from traditional educational campaigns given that the audience favors non-normative educational campaigns, applicable to their lives. By empowering customers through its message, [brand A] changed consumer perception from being victims to empowered individuals in the fight against financial fraud."

5. YouTube Strategy and Execution

What was the YouTube strategy you used to bring your campaign to life? Include the YouTube capabilities you had chosen and why they made most sense given your target and core idea. If you are able to share your budget or scope, that would help the judges understand your approach. Judges will look at a unique-to-YouTube strategy and innovative media thinking, planning and execution to justify YouTube's suitability to meet the objectives set.

"Since financial fraud affects the wider public of [country], we intended to scale the campaign as much as possible.

To educate as many people as we could, the campaign utilized the YouTube Reach Planner to forecast the number of audiences that could be exposed to the campaign.

The campaign was made scalable by using a Video Reach Campaign with both full and cutdown formats, and Efficient Reach optimization was utilized to reach as many people as possible. To increase the possibility of recall, a Target Frequency campaign was run with a 3x-4x frequency capping.

During the launch period, a Masthead placement was utilized with hourly blocking to maximize

hype with a guaranteed 100% SOV for one hour. To encourage the audience to watch the full video and get the campaign's full message, a Trueview Skippable campaign was run, optimizing on Video Views. Additionally, to promote advocacy and chain messaging, a Video For Action campaign was utilized to retarget the audience and optimize for 'share' button clicks on the landing page.

The overall campaign spent approximately around [currency] 2 bio on YouTube inventories."

6. Results

What were your results against the specific goals and KPIs set? How did YouTube capabilities help achieve your campaign objectives? Include any relevant benchmarks to illustrate your achievements. Judges will be assessing your entry based on campaign results against Media, Brand and Business KPIs you've stated in the Campaign Objectives section.

"[brand A]'s campaign managed to achieve the following results due to YouTube capabilities:

- *Get more than xM impressions in just 1 hour of its launch period with y% CTR (highest ever vs all CPH Masthead in [country] for 2022)*
- *Achieved xM+ impressions from Video Reach Campaign & Truview for Reach (up to yx achievement vs KPI)*
- *Ran Brand Lift Study that shows x ppt+ higher uplift compares to industry benchmark*
- *+x% ad recall lift for Target Frequency campaign (more than yx higher than the industry benchmark)*
- *+x% ad recall lift for Efficient Reach campaign (more than yx higher than the industry benchmark)*
- *Cost per lift has hit the lowest ever at x (best in class across industries in [country])*
- *Generated xM+ video views with y% VTR*
- *Generated x conversion - number of actions people took to spread the message to even more people*

Besides creating this campaign, [brand A] also keep innovating in technology through routine compliance updates, new safety technology developments and increase their customer service system to quickly handle fraud cases. Keeping [brand A] customers safe from any kind of fraud is essential because it is closely related to customer satisfaction."

4) How will judges be evaluating submissions?

They will look at the effectiveness of the creative from a business impact angle – ultimately YouTube Works is an award program that demonstrates how advertising on YouTube can drive business results.

- Are the objectives clearly laid out?
- Do the business results align with the objectives?
- Are there metrics included that demonstrate campaign success?
- Did YouTube play a key role in the campaign's success and/or delivering the business results, and was this clearly demonstrated in the entry? Business results include:
 - Clear metrics / KPIs as part of campaign outcomes
 - Significant lift in metric(s)
 - Demonstrate a behavioral change
- Was the campaign highly original, engaging and innovative across both media strategy and orchestration, as well as in creativity, enough to pave the way for the future of content?

5) What judging criteria will be used?

Judges will be using the following judge rubric when evaluating entries:

Overall Marketing Strategy	<p>How clear, insightful and actionable was the overall campaign strategy, in relation to the broader business needs to be solved? How well does the overall strategy address consumer insights, industry realities and business opportunities?</p>
Creative Strategy & Execution	<p>How well did the creative execution bring to life the creative idea? Is your strategic intent and ideas well expressed in the Creative? Was the creative format well reflected/matched in the media characteristics of YouTube?</p>
YouTube Strategy & Execution	<p>How strategically have you used YouTube as a medium to effectively achieve your brand goals? How suitable and meaningful were the YouTube capabilities that were leveraged?</p>
Results	<p>How has the campaign's performance had a significant impact on overall results? Did using YouTube, and using it effectively, deliver on the KPIs set for the campaign, the brand and the business?</p> <ul style="list-style-type: none"> • <u>Media Impact</u>: View-through rate, Views, Reach, etc. • <u>Brand Impact</u>: Brand Association, Brand Lift, etc. • <u>Business Impact</u>: Conversions, Sales, ROI, etc.