

The logo features a stylized play button icon in shades of red and grey, positioned behind the text.

YouTube Works

AWARDS SOUTHEAST ASIA

SUBMISSION GUIDE

2024 YouTube Works SEA Awards

1. **INTRODUCING THE 2024 YOUTUBE WORKS SEA AWARDS**

As the world has changed in the span of a few years, marketers have redefined how they communicate with consumers. From the heartwarming to the heart-racing – and everything in between – YouTube has seen how incredible digital content can drive equally powerful results.

The YouTube Works Awards, in partnership with Kantar, is back to honor the brightest minds behind groundbreaking and effective YouTube campaigns of the past period.

This year's Awards comes packed with new categories, new all-star jurors, and more chances to celebrate wins locally and across Southeast Asia.

Submit your best work that ran from **Mar 1, 2023 to April 30, 2024** to be reviewed by our panel of industry leaders in two rounds.

Shortlists from each country will be reviewed by a local jury to determine the local winners for each category, and select the best work of the country.

The local winners will then be collated and reviewed by a SouthEast Asian jury to select the SouthEast Asia winners. A Grand Prix will be awarded to the submission that best demonstrates brilliant results, storytelling, and effectiveness.

Case studies may be created for the winner in each category, analyzing the elements that drove campaign success. These can be used as promotional materials for YouTube and the respective brands.

2. **MAIN SCHEDULE INFORMATION**

The *main schedule for the 2024 YouTube Works SEA Awards is as follows:

Entry start:

March 11, 2024

Entry deadline:

April 30, 2024

Judgment:

May – July 2024

Announcement of Winners:

October 2024

* The above schedule is subject to change; participants will be notified in advance if the schedule is changed.

3. **SUBMISSION QUALIFICATIONS AND REGULATIONS**

Entering the 2024 YouTube Works SEA Awards is easy, and even better, it's free. If you're part of a marketing, media, creative, or agency team, show us your best-in-class digital work for the chance to be seen around the world. All entries that comply with the qualifications and regulations below will be judged equally.

ELIGIBILITY FOR ENTRY

Campaigns run on YouTube from Mar 1, 2023 to April 30, 2024 (in part or in whole).

Campaigns that are supported with media spend, unless otherwise stated in category criteria.

Campaigns that have garnered a minimum view count of 20,000 for organic content, and 200,000 for paid content throughout the eligibility period.

Campaigns with the majority of media spend targeted primarily to Indonesia, Thailand, Vietnam, Philippines, Malaysia and/or Singapore.

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.

4.

AWARDING LEVELS AND WINNER COUNT

	LOCAL WINNERS who will serve as SEA finalists	SEA WINNERS
BEST BRAND STORY	6 (1 per country)	1
BEST OF GOOGLE AI	6 (1 per country)	1
BEST OF FESTIVE Tết, Ramadan, etc.	6 (1 per country)	1
THE BIG BANG	6 (1 per country)	1
BRANDS & CREATORS	6 (1 per country)	1
FORCE FOR GOOD	6 (1 per country)	1
THE LONG & SHORT	6 (1 per country)	1
MASTERS OF MEDIA	6 (1 per country)	1
BEST OF COUNTRY / GRAND PRIX	6 (1 per country)	1

5.

AWARD CATEGORY INFORMATION

Entry categories for the 2024 YouTube Works SEA Awards are listed below. Please select all that apply among the categories below that best represents the entry you are submitting. A panel of industry leaders will judge entries submitted in all categories listed below. In addition, the judges can add categories for special awards and will select the Grand Prix from all eligible entries, with special consideration to the category winners. If there is more than one category you want to submit, you can select multiple categories; there is no need to submit duplicate entries for each category.

For detailed descriptions of all the categories and examples of Key Performance Indexes (KPIs) for each category to be noted in the review process, please refer to the following.

THE BIG BANG

Awarded to the most effective launch to build awareness for a new product or launch. The launch (or relaunch) includes new brand or product, new positioning, new tagline, etc.

SAMPLE CASE STUDY

The Innocent Eyes, Voiz Thailand (Winner, 2023)

REQUIREMENTS

The entry must be a launch campaign where YouTube is a significant paid portion of the media plan

The entry must have utilized at least 1 of the following YouTube campaign types: Video Reach Campaigns, YouTube Mastheads or Roadblocks.

KPIs FOR DELIBERATION

Media impact: Reach %, Frequency

Brand impact: Awareness lift, Ad Recall lift

Business impact: Sales Impact, Return on Ad Spend

CRITERIA WEIGHTAGE

Overall Marketing Strategy: 20%

Creative Strategy & Execution: 20%

YouTube Strategy & Execution: 20%

Results: 40%

MASTERS OF MEDIA

Celebrating the campaign that best demonstrates brilliant and innovative media strategy that drove business results across the funnel. Did you delight your intended audience with the right story at the right time? Did you guide your campaign with compelling media insights that brought your creative to life? Did you boldly test and learn to step-change your media strategy? This award recognizes the vital role of media planning and strategy in separating the good campaigns from the great.

SAMPLE CASE STUDY

Spotify On toh Mazza On, Spotify India
(Winner, 2023)

KPIs FOR DELIBERATION

Media impact: Views, Reach / Impressions, View-through rate, Cost Efficiency (eg CPM, CPR, CPV)

Brand impact: New Buyers, Brand / Search/ Conversion Lift, Brand Health (Top of Mind Awareness, Consideration)

Business impact: Sales/Market Share Impact, Return on Ad Spend, ROI, Conversion Rate

CRITERIA WEIGHTAGE

Overall Marketing Strategy: 20%

Creative Strategy & Execution: 10%

YouTube Strategy & Execution: 30%

Results: 40%

BEST BRAND STORY

Celebrating the campaign that executed the most captivating and original creative vision. This category champions your singular vision of creating something exciting and wholly original. How did your story punch through the page and onto the screen? What key creative decisions were made along the way to delight and excite? This category celebrates the creative milestones that made your campaign effective, bold, and unforgettable.

SAMPLE CASE STUDY

[Love Your Gut - Dutchie Thailand \(Winner, 2023\)](#)

REQUIREMENTS

The entry must have made use of at least 1 YouTube long-form ad [>30 sec].

KPIs FOR DELIBERATION

Media impact: Views, % Organic Views, View-Through Rate, Engagement Rate

Brand impact: Awareness Lift, Ad Recall Lift, Brand Association Lift

Business impact: ROI, Return on Ad Spend

CRITERIA WEIGHTAGE

Overall Marketing Strategy: 10%

Creative Strategy & Execution: 35%

YouTube Strategy & Execution: 15%

Results: 40%

BRANDS & CREATORS

Awarded to the best collaboration between brands and YouTube Creators that strategically and creatively drove incredible results across the funnel. Campaigns that demonstrate strategic and creative collaboration between creators and brands that ultimately drive incredible social buzz and positive brand associations.

SAMPLE CASE STUDY

Recharged Hair, Recharged Me - Pantene Indonesia (Winner, 2023)

REQUIREMENTS

The entry must have displayed a collaboration between a brand and a YouTube Creator. Collaborating creators should have a YouTube channel with a sizable audience and self created content pipeline.

Special consideration is given to campaigns that have utilized YouTube Creator collaboration solutions such as Creator Promotions and Creator 2 Cart.

KPIs FOR DELIBERATION

Media impact: Views, Reach / Impressions, Incremental Reach, View-Through Rate

Brand impact: Brand Lift, Search Lift, Consideration Lift

Business impact: Sales Impact, Return on ad spend, Conversion Rate

CRITERIA WEIGHTAGE

Overall Marketing Strategy: 20%

Creative Strategy & Execution: 20%

YouTube Strategy & Execution: 20%

Results: 40%

THE LONG AND SHORT

Awarded to the campaign that best adapts original storytelling for different ad durations. How well did you flex your chameleon muscles to adapt to the audience's expectations from their video content using different ad lengths, across different formats and devices?

SAMPLE CASE STUDY

Ummm... - Boonthavorn Thailand (Winner, 2023)

REQUIREMENTS

The entry must have made use of at least 1 YouTube long-form ad [>30 sec], and at least 1 YouTube short-form ad [6 sec].

Special consideration is given to campaigns that created custom assets specific to the ad format, ad duration and/or ad length.

KPIs FOR DELIBERATION

Media impact: Reach %, Frequency, Views

Brand impact: Brand Lift survey, Consideration Lift

Business impact: Sales, Return on Ad Spend

CRITERIA WEIGHTAGE

Overall Marketing Strategy: 10%

Creative Strategy & Execution: 25%

YouTube Strategy & Execution: 25%

Results: 40%

BEST OF GOOGLE AI

Celebrating the campaign that best demonstrates how marketers effectively and responsibly leverage Google AI to enhance marketing performance and business impact. This could include using AI-powered solutions to optimize campaign objectives, generate assets, spark ideas, and scale creative across devices, platforms, and formats.

SAMPLE CASE STUDY

Cadbury Celebrations - Mondelez India
(Winner, 2023)

REQUIREMENTS

The entry must have utilized at least 1 AI solution to power their campaign, such as the following:

AI-Powered Media Solutions: Video Reach

Campaigns, Video View Campaign, Performance Max, Demand Gen

AI-Powered Creative Solutions: Video Ads

Sequencing, Ads Creative Studio, Flip Video, Trim Video, Gemini (Formerly Known as Bard), Shorts Maker, AdClip

KPIs FOR DELIBERATION

Media impact: Reach, Views, View-Through Rate

Brand impact: Brand Lift, Search Lift,
Consideration Lift

Business impact: Sales Impact, Return on Ad Spend,
Cost per Acquisition, Conversion Rate,
Conversion Volume

CRITERIA WEIGHTAGE

Overall Marketing Strategy: 10%

Creative Strategy & Execution: 30%

YouTube Strategy & Execution: 20%

Results: 40%

BEST OF FESTIVE

Tết, Ramadan, etc.

Awarded to the most outstanding campaign that celebrates key festive seasons. This award recognizes work that is able to build a connection with consumers in a locally relevant yet refreshing story, and compliment their message with strategic media orchestration to maximise impact in this key moment.

SAMPLE CASE STUDY

#TibaTibaTenang, BCA Indonesia (Winner, 2023)

REQUIREMENTS

The entry must have had a central theme around festive moments such as Tết, Ramadan, Christmas, Songkran, Valentine's Day, etc., clearly manifested in its creative assets, messaging, etc.

KPIs FOR DELIBERATION

Media impact: Views, % Organic Views, View-Through Rate, Engagement Rate

Brand impact: Brand Association

Business impact: Sales, Return on Ad Spend

CRITERIA WEIGHTAGE

Overall Marketing Strategy: 15%

Creative Strategy & Execution: 20%

YouTube Strategy & Execution: 25%

Results: 40%

FORCE FOR GOOD

Awarded to the campaign that walked the walk on social or environmental issues. We're looking for campaigns that demonstrate a brand's fierce commitment to diversity, inclusion, sustainability, environmental issues, or other social causes. How did your campaign balance 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?

SAMPLE CASE STUDY

[#TolakDenganAnggun, BCA Indonesia \(Winner, 2023\)](#)

REQUIREMENTS

The entry must have had a central theme around environmental or social causes clearly manifested in its creative assets, messaging, etc.

KPIs FOR DELIBERATION

Media impact: Reach / Impressions, Views, View-Through Rate, Incremental Reach, % Organic Views

Brand impact: Brand Lift, Consideration Lift

Business impact: Social Impact

CRITERIA WEIGHTAGE

Overall Marketing Strategy: 15%

Creative Strategy & Execution: 25%

YouTube Strategy & Execution: 20%

Results: 40%

GRAND PRIX

The ultimate accolade awarded to the campaign that breaks barriers across Southeast Asia, and demonstrates excellence throughout the entire process, from creative idea, to media execution, and measurable results. The Grand Prix will be awarded at the Grand Jury's discretion, with special consideration granted to the winners of all submissions-based categories.

REQUIREMENTS

The entry must have been declared a category winner from the Southeast Asia level deliberations.

KPIs FOR DELIBERATION

Media impact: Views, % Organic Views, View-Through Rate, Engagement Rate

Brand impact: Brand Association

Business impact: Sales, Return on Ad Spend

CRITERIA WEIGHTAGE

Overall Marketing Strategy: 20%

Creative Strategy & Execution: 20%

YouTube Strategy & Execution: 20%

Results: 40%

BEST OF COUNTRY (FOR LOCAL)

Awarded to the most effective, outstanding and innovative campaign of each country - from insight to media to creative. This will be awarded at the Local Jury's discretion, with special consideration granted to the winners of all submissions-based categories.

REQUIREMENTS

The entry must have been declared a category winner from the local level deliberations.

KPIs FOR DELIBERATION

Media impact: Views, % Organic Views, View-Through Rate, Engagement Rate

Brand impact: Brand Association

Business impact: Sales, Return on Ad Spend

CRITERIA WEIGHTAGE

Overall Marketing Strategy: 20%

Creative Strategy & Execution: 20%

YouTube Strategy & Execution: 20%

Results: 40%

6. GUIDANCE ON FILLING OUT THE SUBMISSION FORM

When filling out the submission form, please refer to the table above for guidance on each category you wish to enter and describe in detail the content required for each question. Please ensure all questions are answered fully and thoroughly. Submissions that are incomplete or lack the full details necessary to be evaluated will not be judged.

CAUTIONS WHEN FILLING OUT THE SUBMISSION FORM

If a single campaign is to be submitted for multiple categories, you may submit a single entry. In that entry, select all relevant categories, and provide justification for each category selected. The more tailored the responses are to each selected category, the better case it can make during deliberations.

The more tailored an entry is to the category details, requirements and KPIs it's being submitted for, the better case it can make during deliberations.

An entry may be saved as a draft in the submission form for up to 24 hours prior to submission. Please ensure to press the save button upon filling in the submission form to ensure the saved version is the latest and most updated draft. All copies inputted prior to pressing save will remain on the form for up to 24 hours. Do bear in mind that fields containing PII information, such as Entrant Name, Entrant Company, Entrant Email Address, Contributing Agencies, will not be saved within the draft of the submission form.

All contents of the submission form must be based on facts. If it is found that false information is included in the submission form, you will be disqualified.

In order to facilitate the screening process, when filling out the submission form, please follow the minimum/maximum number of characters and spelling required for each question.

HOW TO FILL OUT THE SUBMISSION FORM

Please include your campaign's performance against the KPIs listed above that correspond to the category you wish to submit for. The better the relationship between the campaign and the entry category becomes apparent through KPI performance.

Describe the organic causal relationship between individual items, such as the purpose of the campaign, KPIs, creative ideas, campaign strategy, key YouTube features used in the campaign, and campaign results.

When describing campaign performance, please include objective and specific figures. For example, specific numbers showing changes in brand metrics before and after a campaign can be a great help for judges to understand campaign performance.

Example:

Achieved the target conversion performance and operated with an efficient CPA. It recorded more than 10,000 event participants, which is 166% of the target number of conversions. The CPA achieved the lowest 63% of the campaigns to date.

If possible, please also specify the source of the data indicated on the submission form. A clear source and detailed description of the data that supports the performance of the campaign increases the credibility of the submission.

7. **CREATIVE AND ADDITIONAL MATERIALS SUBMISSION GUIDE**

CREATIVE SUBMISSION (REQUIRED)

When entering an award, you must submit the campaign creatives in the form of YouTube links. Please ensure to fill in the unique YouTube video ID in the respective fields within the submission form. If multiple links are required for one entry, please limit the number of YouTube links to 5 maximum. If multiple links are submitted, please fill in the creatives that should be reviewed intensively during the judging process in order of priority within the submission form. If not specified in the application form, the Kantar secretariat will automatically assume the first link as the main creative of the campaign.

SUBMIT ADDITIONAL DATA (OPTIONAL)

In addition to the campaign creative material, exhibitors may submit an additional reference material file to be provided to the judges. While optional, providing a case study video for the campaign is highly recommended; entries with a case study video would be given special consideration during jury deliberations.

For any additional supporting documents, please collate via PDF file format up to 5 pages. Failure to comply with the file format and size will not be accepted as additional material. 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 submission, the material will be excluded from the review process without contacting us.

8. GUIDE TO THE SCREENING PROCESS

1. SCREENING STAGE

Pre-document screening

All entries are first reviewed for entry form, compliance with entry regulations, and eligibility requirements. For the full list of eligibility filters, please refer to section 3. Eligible entries will be assessed according to minimum quality standards as determined by Kantar and YouTube in relation to an entry's attraction, reaction and consumption metrics, for graduation to the Preliminary screening round.

Preliminary screening

A local panel of judges made up of industry experts evaluates the entries that have passed the first document review and selects the winners per country for the main categories, and the Best of Country winner. The Primary Judging criteria will be used for said screening. For a full list of KPIs to be considered, please refer to section 4.

Final screening

A SEA Grand Jury representing industry experts from across the Southeast Asian markets will go through in-depth discussions to select the final SouthEast Asia winners from the local winners set by category, and select the Grand Prix winner.

2. JUDGING CRITERIA

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

Overall Marketing Strategy

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?

Creative Strategy & Execution

How well did the creative execution bring to life the creative idea? Are your planning intent and ideas well expressed in the Creative? Was the creative format well reflected in the media characteristics of YouTube?

YouTube Strategy & Execution

How strategically have you used YouTube as a medium to effectively achieve your brand goals?

How suitable were the YouTube capabilities that were leveraged?

Results

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?

Media Impact: View-through rate, Views, Reach, etc.

Brand Impact: Brand Association, Brand Lift, etc.

Business Impact: Conversions, Sales, ROI, etc.

* 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.

3. AWARDS

In the final judging, the winners of each category are selected based on the judges' scores, and the Grand Prix award is awarded to the best work among the entries, with special consideration given to the winners. Additionally, the jury can add categories for special awards.

GRAND PRIX

This award is given to the best work the jury believes has used YouTube most effectively to achieve the brand's ultimate results across media, brand health and business. Awarded for work that is creative, innovative and, above all, proves business results based on accurate data.

8. **SUBMIT YOUR ENTRIES**

2024 YouTube Works SEA Awards submissions are accepted online. If you wish to participate, please access the YouTube Works website at yt.be/works/sea, review the terms and conditions, and fill out the submission form.

For further inquiries, please contact youtube-works-sea@google.com.

Thank you for your interest in submitting to the 2024 YouTube Works SEA Awards.