



7 CATEGORIES

of the 2022 YouTube Works Awards Indonesia

Submit your best YouTube campaigns here: yt.be/works/id before 28 July



AWARENESS

1 FORCE FOR GOOD



Keyword: impactful marketing campaigns

Celebrating the campaign that best demonstrates proven impact on the broader Indonesian community.

We're looking for campaigns that broke through the noise and amplified awareness around: Social Community (CSR), Environment (ESG) and Diversity, Equity & Inclusion (DEI).



YouTube Metrics

- + Reach & Frequency
- + View Through Rate
- + Views
- + Incremental Reach

Marketing Metrics

Marketing metrics that prove the campaign's impact on:

- + Brand Awareness
- + Social Impact (i.e. raised IDR 100 million donation for a DEI organization)

Example of YouTube Ads capabilities for Awareness:
TrueView for Reach, Bumpers, Non-Skippable, and Masthead

AWARENESS & CONSIDERATION

2 BEST CREATIVE EFFECTIVENESS

3 BEST STORYTELLING

Keyword: creative <30s ad

Celebrating the campaign utilizing 30s or less ad format that best demonstrates clever creative executions in driving business results.

We're looking for campaigns with powerful scripts, treatments, and little details in the look and feel that made a big impact on your results.

Keyword: creative >30s ad

Celebrating the campaign utilizing 30s or above ad format that best demonstrates brilliant storytelling in driving business results.

We're looking for campaigns with powerful scripts, treatments, and little details in the look and feel that made a big impact on your results.

YouTube Metrics

- + Reach/Impressions
- + View Through Rate
- + Views
- + Completion Rate (for Non Bumper & Non Unskippable)
- + Incremental Reach
- + Ad Recall
- + Consideration Lift/Search Lift

Marketing Metrics

Marketing metrics that prove the campaign's impact on:

- + Brand Awareness
- + and/or Brand Consideration

4 BEST COLLABORATION: BRAND & YOUTUBE CREATORS



Keyword: creator collaboration

Celebrating creative collaboration between Brands and Creators that drives buzz and positive brand associations.

We're looking for campaigns that put creators at the center of the campaign, where they become the advocate for the brand.



YouTube Metrics

- + View Through Rate
- + Views
- + Reach/Impressions

Marketing Metrics

Marketing metrics that prove the campaign's impact on:

- + Brand Awareness, and/or Brand Consideration
- + Brand Image/Brand Association/Brand Salience

5 BEST OF LAUNCH

Keyword: launch campaigns

Celebrating the campaign that effectively drives launches of new brands, new products and/or new product extensions.

We're looking for campaigns that thoughtfully use YouTube at the center of their launch activation strategy.



YouTube Metrics

- + Reach & Frequency
- + Views
- + Impressions
- + Incremental Reach
- + Ad Recall
- + Purchase Intention/Search Lift



Marketing Metrics

Marketing metrics that prove the campaign's impact on:

- + Brand Awareness
- + and/or Brand Consideration

Example of YouTube Ads capabilities for Consideration:
Trueview Instream, TrueView Discovery and YouTube Select

ACTION

6 SMALL BUT MIGHTY

7 ACTION DRIVER

Keyword: SMEs and start up campaigns

Celebrating the campaign that beat the odds to create a big impact.

We're looking for bold campaigns who achieved big ambitions, no matter the size of their companies.

Keyword: drive measurable action

Celebrating the campaign that best demonstrates how YouTube drives customers to action in decision-making moments.

We're looking for campaigns that made audience do something in the real world. Did you drive thousands of sign-ups, prompt consumers down a path to purchase, or even trigger a global movement? Big or small, we want to see how you sparked action.

YouTube Metrics

- + Conversion Rate
- + ROAS/tROAS
- + CTR
- + CPM
- + View Through Rate

Marketing Metrics

- + Sales Impact
- + Cost per Acquisition
- + Conversion Lift



Example of YouTube Ads capabilities for Action:
Video Action Campaigns/Trueview for Action, and Dynamic Lineups (powered by advanced contextual targeting)



Do you have a campaign in mind and want to learn more?

+ Read our submission guideline: goo.gle/youtubeworksguide

+ Speak to us: goo.gle/youtubeworksOH