



7 CATEGORIES

of the 2022 YouTube Works Awards Indonesia

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

AWARENESS

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 that prove the campaign's

Marketing Metrics

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

BEST CREATIVE EFFECTIVENESS

Keyword: creative <30s ad

less ad format that best demonstrates clever creative executions in driving business results.

We're looking for campaigns with powerful

Celebrating the campaign utilizing 30s or

scripts, treatments, and little details in the look and feel that made a big impact on your results.

STORYTELLING

Keyword: creative >30s ad

Celebrating the campaign utilizing 30s or

above ad format that best demonstrates brilliant storytelling in driving business

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

impact on: + Brand Awareness and/or Brand Consideration

Marketing metrics that prove the campaign's

Marketing Metrics

BEST COLLABORATION: BRAND & YOUTUBE CREATORS

Celebrating creative collaboration between Brands and Creators that drives buzz and

Keyword: creator collaboration

become the advocate for the brand.

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



+ Views + Reach/Impressions

YouTube Metrics

+ View Through Rate

- **Marketing Metrics** Marketing metrics that prove the campaign's impact on:

Consideration + Brand Image/Brand Association/Brand Salience

+ Brand Awareness, and/or Brand

LAUNCH

Keyword: launch campaigns Celebrating the campaign that effectively

and/or new product extensions.

use YouTube at the center of their launch activation strategy.

We're looking for campaigns that thoughtfully

drives launches of new brands, new products

Example of YouTube Ads capabilities for Consideration:

+ + +

+ Incremental Reach Ad Recall + Purchase Intention/Search Lift

YouTube Metrics

+ Reach & Frequency

Marketing Metrics

+ Views

+ Impressions

- Marketing metrics that prove the campaign's impact on:
- + Brand Awareness + and/or Brand Consideration

Trueview Instream, TrueView Discovery and YouTube Select

SMALL BUT

ACTION

odds to create a big impact. We're looking for bold campaigns who

Keyword: SMEs and start up campaigns

Celebrating the campaign that beat the

achieved big ambitions, no matter the size of their companies.

YouTube Metrics

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

+ CPM

+ Speak to us:

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

audience do something in the real world. Did you drive thousands of sign-ups, prompt

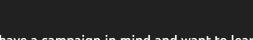
We're looking for campaigns that made

Keyword: drive measurable action

consumers down a path to purchase, or even trigger a global movement? Big or small, we want to see how you sparked action.

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:

YouTube Works In partnership with KANTAR & ...