

Crafting a winning submission

YouTube Work Awards SEA 2025

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.

Contents:

1. [How can you win?](#)
2. [Tips for answering each question of the submission form](#)
3. [Inspiration from prior submissions](#)
4. [How will judges be evaluating submissions?](#)
5. [What judging criteria will be used?](#)

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.

Please remember to include specific metric(s) in the Impact Metrics fields in the submission form. minimum 2 key metrics are mandatory to be included, according to your campaign objectives. Put N/A if any of the metrics field is not relevant to your campaign.

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.

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"*

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	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? Is your strategic intent and ideas well expressed in the Creative? Was the creative format well reflected/matched 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 and meaningful were the YouTube capabilities that were leveraged?
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.