



YouTube Works

AWARDS

SUBMISSION GUIDE

2022 YouTube Works Awards Indonesia

TABLE OF CONTENTS

ABOUT THE AWARDS

1. INTRO: 2022 YOUTUBE WORKS AWARDS INDONESIA
2. KEY DATES
3. QUALIFICATIONS AND REGULATIONS
4. CATEGORIES

SUBMISSION GUIDES & HOW-TOS

5. HOW TO: FILL OUT THE SUBMISSION FORM
6. HOW TO: SUBMIT CREATIVE AND ADDITIONAL MATERIALS
7. GOOD TO KNOW: THE SCREENING PROCESS

SUBMISSION

8. SUBMIT NOW!

1. INTRO: 2022

YOUTUBE WORKS AWARDS INDONESIA

Over the past decade, 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 and P3I, celebrate and champion the brilliant minds that produced the most innovative and effective campaigns on YouTube in Indonesia.

2. KEY DATES

The key dates for 2022 YouTube Works Awards Indonesia is as follows:

Submissions open: June 28, 2022

Submissions end: July 28, 2022*

Judging period: August-September 2022

Winners announced: October 2022

*The submission deadline may be extended depending on the status of entries.

3. QUALIFICATIONS AND REGULATIONS

Entering the 2022 YouTube Works Awards is easy, and even better, it's free.

Eligibility for entry

- Campaigns that ran on YouTube from 1 June 2021- 28 July 2022 (in part or in whole).

Entry regulations

- Campaigns must 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.
- Campaigns must not contain any content, material, or elements that infringe on the rights of third parties.
- Submissions must be written by the participant.

4. CATEGORY

The 7 categories for the 2022 YouTube Works Awards Indonesia are listed below. You only need to submit one entry, where you can choose to enter your work for multiple categories. There is no need to submit duplicate entries for each category.

A panel of industry leaders will judge entries submitted in all the categories listed below. The judges can reassign entries to other categories. They may, at their discretion, award a Grand Prix to a cross-category overall winner. For detailed descriptions of all the categories and the required Key Performance Indexes (KPIs) for each category to be noted in the review process, please refer to the following table.

2022 YouTube Works Awards categories and main KPIs

CATEGORY	FUNNEL	YOUTUBE KPI (MANDATORY)	MARKETING KPI (MANDATORY)
FORCE FOR GOOD Celebrating the campaign that best demonstrates proven impact on social causes including but not limited to: Social Community (CSR), Environment (ESG) and Diversity, Equity & Inclusion (DEI). Bottom line: Show us how you proved these causes matter — and got the results to support it. Criteria keyword: impactful marketing campaigns	Awareness	<ul style="list-style-type: none">• Reach & Frequency• View Through Rate• Views• Incremental Reach	Marketing metrics that prove the campaign's impact on: <ul style="list-style-type: none">• Brand Awareness• Social Impact (i.e. raised IDR 100 million donation for a DEI organization)

CATEGORY	FUNNEL	YOUTUBE KPI (MANDATORY)	MARKETING KPI (MANDATORY)
<p>BEST CREATIVE EFFECTIVENESS (<30s AD)</p> <p>Celebrating the campaign utilizing 30s or less ad format that best demonstrates brilliant creative execution on a digital platform that drives business results.</p> <p>Criteria keyword: creative <30s ad</p>	Awareness Consideration	<ul style="list-style-type: none"> • Reach/ Impressions • View Through Rate • Views • Completion Rate (for Non Bumper & Non Unskippable) • Incremental Reach • Ad Recall • Consideration Lift/Search Lift 	<p>Marketing metrics that prove the campaign's impact on:</p> <ul style="list-style-type: none"> • Brand Awareness • and/or Brand Consideration
<p>BEST STORYTELLING (>30s AD)</p> <p>Celebrating the campaign utilizing 30s or above ad format that best demonstrates brilliant creative execution on a digital platform that drives business results.</p> <p>Criteria keyword: creative storytelling</p>	Awareness Consideration	<ul style="list-style-type: none"> • Reach/ Impressions • View Through Rate • Views • Completion Rate (for Non Bumper & Non Unskippable) • Incremental Reach • Ad Recall • Consideration Lift/Search Lift 	<p>Marketing metrics that prove the campaign's impact on:</p> <ul style="list-style-type: none"> • Brand Awareness • and/or Brand Consideration

CATEGORY	FUNNEL	YOUTUBE KPI (MANDATORY)	MARKETING KPI (MANDATORY)
BEST COLLABORATION: BRAND AND YOUTUBE CREATORS <p>Celebrating the best strategic and creative collaboration between Brands and Creators, that ultimately drive incredible buzz and positive brand associations. Creators must be at the center of the campaign and become the advocate for the brand.</p> <p>Criteria keyword: creator collaboration</p>	Awareness Consideration	<ul style="list-style-type: none"> • View Through Rate • Views • Reach/ Impressions 	<p>Marketing metrics that prove the campaign's impact on:</p> <ul style="list-style-type: none"> • Brand Awareness, and/or Brand Consideration • Brand Image/ Brand Association/ Brand Salience
BEST OF LAUNCH <p>Celebrating the campaign that effectively drives launches of new brands, new products and/or new product extensions.</p> <p>Criteria keyword: launch campaigns</p>	Awareness Consideration	<ul style="list-style-type: none"> • Reach & Frequency • Views • Impressions • Incremental Reach • Ad Recall • Purchase Intention/ Search Lift 	<p>Marketing metrics that prove the campaign's impact on:</p> <ul style="list-style-type: none"> • Brand Awareness • and/or Brand Consideration
SMALL BUT MIGHTY <p>Celebrating the campaign in which a small or medium-sized brand had big-brand ambitions & determinations, and achieved business results to match. The brand may be start-ups, SMEs, new or emerging brands trying to make a comeback.</p> <p>Criteria keyword: SMEs and start up campaigns</p>	Action	<ul style="list-style-type: none"> • Conversion Rate • ROAS/ tROAS • CTR • CPM • View Through Rate 	<ul style="list-style-type: none"> • Sales Impact • Cost per Acquisition • Conversion Lift

CATEGORY	FUNNEL	YOUTUBE KPI (MANDATORY)	MARKETING KPI (MANDATORY)
<p>ACTION DRIVER</p> <p>Celebrating the campaign that utilizes YouTube’s action-oriented ad format to drive direct online lead conversion and effectively achieve their campaign goals.</p> <p>Criteria keyword: drive measurable action</p>	Action	<ul style="list-style-type: none"> • Conversion Rate • ROAS/ tROAS • CTR • CPM • View Through Rate 	<ul style="list-style-type: none"> • Sales Impact • Cost per Acquisition • Conversion Lift

5. HOW TO: FILL OUT THE SUBMISSION FORM

- **LANGUAGE.** You can choose to write your submission in English or Bahasa Indonesia.
- **1 CAMPAIGN = 1 ENTRY.** For one campaign, you only need to submit one entry. In the form, you can choose multiple categories that suit your entry.
- **MARKETING + MEDIA.** For all the essay questions, please be clear what your marketing and media objectives, strategies, executions, and results are.
- **METRICS ARE IMPORTANT.** Please submit all the required media and marketing metrics for each category (see the table above). You can contact your Google partner to ask for metrics.
- **BE FACTUAL.** The content of your submission form must be factually correct. If it is found that false information is included in the submission form, you will be disqualified.
- **BE DIRECT.** To facilitate the screening process, please observe the minimum/maximum character number requirements.
- **CONTEXT IS KEY.** When describing campaign performance, please include benchmark and specific figures. For example, include the brand metrics before and after a campaign. This will help us evaluate your campaign objectively (relative to what could be expected within the category and the budget of the campaign)

EXAMPLE

- The campaign recorded more than 10,000 event participants: 166% of the conversions target. CPA achieved the lowest 63% of the campaign to date.
- Brand awareness was boosted by 20% year over year, exceeding target of 10% YoY.

6. HOW TO: SUBMIT CREATIVE AND ADDITIONAL MATERIALS

Creative submission (required)

To enter, you must submit a creative video from the campaign, in the form of YouTube links. Please include max. two (2) of the best performing creatives.

If multiple links are submitted, please make sure to note which creative the judges should focus on. If this is not specified in the submission form, the Kantar moderator will randomly select and judge the main creative of the campaign.

Submit additional data (optional)

In addition to the campaign creative material, you may submit an additional reference material file to be provided to the judges. Please use the Google Drive link to submit a presentation slide of up to five pages in PDF file format. Additional materials that do not comply with file format and size requirements will not be accepted.

When submitting additional data, please check your Google Drive access rights in advance. If the Kantar moderator is unable to access the material file while reviewing the application, the material will be excluded from the review process.

7. GOOD TO KNOW: THE SCREENING PROCESS

Screening stage

SUBMISSION PRESCREENING	The Kantar team will review all entries to ensure compliance with entry regulations.
ROUND 1 JUDGING	A judging panel of industry experts will evaluate the entries that have passed the first document review, and select entries for the final judging round.
FINAL JUDGING ROUND	Following in-depth discussions, a grand jury of industry experts will select the winners by category.*

* Final judging round entries may be further reviewed through YouTube internal data.

* In order to ensure fairness and objectivity in the review process, the Kantar team will allocate submissions to be judged in consideration of the interests between each judge and each submission. Judges have the opportunity to recuse themselves due to any conflict of interest with any submission they've been assigned to.

Awards

In the final judging round, the winners of each category are selected based on the judges' scores, and the Grand Prix is awarded to the best work among the winners. We're looking for campaigns that leverage YouTube to its fullest potential across the funnel. Additionally, the jury can add categories for special awards.

GRAND PRIX	This is our top prize, awarded to the most effective, creative, innovative, and data-driven campaign that also drove demonstrable business results.
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Judging criteria

The judges evaluate submissions according to the following criteria.

CREATIVE EXECUTION	Are your planning intent and ideas well expressed in the creative?
USE OF YOUTUBE	How strategically have you used YouTube as a medium to effectively achieve your brand goals? How central is YouTube's role in your campaign?
MEDIA/CAMPAIGN PERFORMANCE	How well was the YouTube-specific goal achieved? (i.e did using YouTube, and using it effectively, deliver on the role it was supposed to within the campaign?)
BUSINESS/ MARKETING PERFORMANCE	How significant was the ultimate effect on the business? (relative to what could be expected within the category and the budget of the campaign)

8. SUBMIT NOW!

Submissions for the 2022 YouTube Works Awards Indonesia are accepted online.

If you wish to participate, please access the [YouTube Works Awards website](#), review the terms and conditions, and fill out the submission form.

For further inquiries, please contact ytworks-indonesia@google.com or book a slot to speak to us at the [YouTube Works Office Hours](#) here.

Thank you for your interest in submitting for
**THE 2022 YOUTUBE WORKS AWARDS
INDONESIA**

