

Terms & Conditions

YouTube Works (the "Contest") is run by Google (Hong Kong) Limited ("Google"), whose principal place of business is at 25/F, Tower 2, Time Square, 1 Matheson St, Causeway Bay, Hong Kong.

To enter this Contest, all participants (whether an individual ("Individual"), a participating business ("Business") and/or a representative of Business (e.g. an employee or director) ("Representatives"), together "Participants" or "you") must read and agree to these terms and conditions ("Terms"). By entering the Contest, you agree that these Terms will apply to you. Participants will not be eligible to be considered in this Contest unless they agree to these Terms. Businesses agree that if Representative clicks the checkbox in the submission form, this will constitute agreement to these Terms. The Representative accepting the Terms on behalf of Business warrants that he or she has full power and authority to do so.

1. Eligibility

1.1. To participate in the Contest and be eligible for entry, the following conditions must be satisfied throughout the duration of the Contest:

1. Business must be established in and/or have a billing address in Hong Kong.
2. Participant must not be: (i) resident of a US embargoed country, (ii) ordinarily a resident in a US embargoed country, (iii) otherwise prohibited by applicable export controls and sanctions programs from participating in the Contest, or (iv) a wholly or partially state-owned entity or an employee of the government or of a government-controlled entity.
3. Individuals and Representatives must be at least 18 years of age.
4. Participants must not be employees, officers, or directors of Google, its subsidiaries and affiliated companies, or be the immediate family or living in the households of any such persons.
5. Business will provide its Representatives with a copy of these Terms. Business will, and will ensure that all Representatives will, comply with all laws, regulation and their fiduciary obligations applicable to their entry into this Contest, including but not limited to anti-bribery laws.
6. All YouTube campaigns that have gone live, at least in part, during March 1,2025 - July 23,2026 are eligible to enter.

1.2. Representatives acknowledge that any prizes (if any) will be awarded to their Business and not to them individually.

1.3. All determinations of eligibility will be made at Google's sole and absolute discretion, acting reasonably. Google reserves the right to verify eligibility and to adjudicate on any related dispute at any time. No correspondence will be entered into.

2. How to Participate

Registration

- 2.1. To enter the Contest, you must submit an entry on the Contest website, located at <https://www.youtube.com/yt/advertise/youtube-works/>, that complies with the Submission Requirements described below (as determined by Google in its sole and absolute discretion).
- 2.2. All data provided through the registration process must be complete and correct.

Key Dates

- 2.3. Contest begins at 12:00am GMT on 18th June 2026 and submissions end at 11:59pm GMT on 24th July 2026 ("Submission Period"). All entries must be submitted during the Submission Period. All entries received after the Submission Period are automatically disqualified.
- 2.4. The Winners will be announced by October, 2026

Submission Requirements

- 2.5. Participants will submit their entry via an online form, located at this [link](#), detailing how Participants are using YouTube to deliver highly effective marketing campaigns.
- 2.6. The Submission must meet the following criteria ("Submission Requirements"):
 1. It must not contain, incorporate or otherwise use any content, material or element that is unlawful, or otherwise be in violation of or contrary to all applicable laws and regulations.
 2. It must not be derogatory, offensive, threatening, defamatory, disparaging, libelous or contain any content that is inappropriate, sexual, profane, indecent, torturous, slanderous, discriminatory in any way, or that promotes hatred or harm against any group or person, or otherwise breach the spirit of the Contest, as determined by Google, in its sole discretion.
 3. It must not contain any content, material or element that violates any third party rights.
 4. It must have been written by the Participant.
 5. It must have been regarding a campaign that was live in Hong Kong in March 1,2025 - July 23,2026

3. Determining the Winners

- 3.1. After the Submission Period, the entries will first be screened by Kantar based on eligibility criteria, then judged by an initial panel of independent judges ("Round One"), which will evaluate the entries in accordance with the criteria set out in these Terms.
- 3.2. These Round One judges will agree on the shortlist of submissions to send to the Final Jury. This Final Jury will also be comprised of independent judges, who will also evaluate the shortlisted entries in accordance with the criteria set out in these Terms.
- 3.3. Entries scoring the most points within each of the final subcategories agreed upon by the assembled judges will be reviewed and approved by the Final Jury to determine the winners. Final Jury judges will agree on the Grand Prix winner in the same manner.

Additional Awards

- 3.4. The judges will have discretion to award the following titles to those Winners that they deem to demonstrate the following:
 1. **Best Collaboration: Brand & Creator:** Celebrating the campaign that best demonstrates the strategic and creative collaboration between the Brand & YouTube Creator.

Eligibility: Usage of YouTube Ads Products (any of the below):

- Partnership Ads

- Use of any Ad Format to drive reach & engagement beyond organic content

2. **[New] Best Use of Big Screen:** Celebrating the campaign that masterfully used YouTube's CTV inventories to capture audience's attention on the largest screen in the living room, leaving a lasting impression and building meaningful brand engagement.

Eligibility: Usage of YouTube Ads Products (any of the below):

- Any Auction Format with strategic focus on maximising TV Screen exposure
- Video Reach Campaign
- Video View Campaign
- Demand Gen Campaign
- Partnership Ads
- YouTube Audio Ads
- YouTube Masthead
- CTV 30s/60s Non Skip Ads
- CTV Pause Ads
- DV360 3P CTV
- TV Plus Line-up
- Google TV Masthead
- 100% SOV Creator Takeover
- YouTube Select Line-up
- YouTube Select Shorts Line-up
- Others: please specify

3. **Best in Action:** Celebrating the campaign that best leverages YouTube to drive customers to shift consideration or take action in decision-making moments.

Eligibility:

Usage of YouTube Ads Products (any of the below):

- Demand Gen Campaign

4. **Best Digital Transformer:** Celebrating the pioneering Hong Kong domestic campaign that dared to transform from traditional media to digital, and proved the effectiveness of digital-first thinking.

Eligibility:

1. Usage of YouTube Ads Products
2. Brand & campaign requirement
 - Brand level with 30% YoY increase in YouTube Investment with minimum annual HKD1M YouTube media budget
 - Local YouTube campaign targeting Hong Kong domestic market

5. **[New] Best Use of AI for Creative:** Celebrating the best innovative use of AI in creative development. Entries should demonstrate how AI is able to hyper-personalize assets at scale, foster novel audience interactions, or realize the creative visions in ways unattainable through conventional methods.

Eligibility:

Usage of any AI tools in creative development

Examples of Google AI tools included but not limited to: Nano Banana, Veo, Lyria, Google Vids

6. **The Changemaker:** Celebrating the campaign that best demonstrates inclusivity and diversity in marketing, and/or campaigns that support social or environmental causes.
7. **[New] Creative Agency of the Year**
Awarded to the creative agency contributing to client success, through winning submissions at the YouTube Works Awards HK 2026.
8. **[New] Media Agency of the Year**
Awarded to the media agency contributing to client success, through winning submissions at the YouTube Works Awards HK 2026.
9. **Grand Prix:** Celebrating the campaign that best demonstrates the most effective, creative, innovative and data-driven work with demonstrable business results.

3.5. Creative Agency of the Year & Media Agency of the Year:

Celebrating the media and creative agencies whose winning campaigns at the 2026 YouTube Ads Awards have played a vital role in their clients' success.

Agency earns point(s) if their tagged submissions are placed as:

- Finalist: +10 points/submission
- Winner: +20 points/submission
- Grand Prix: on top of the winner points, will be granted extra +10 points

Judging Criteria:

The judges will evaluate the entries by referring to the following criteria:

1. Successful creative execution of creative idea
2. Effective use of creative to deliver on strategic role of YouTube in campaign
3. Strategic use of YouTube (capabilities leveraged and how)
4. The impact of YouTube on campaign effectiveness or efficiency
5. The effect of the campaign on the business (relative to spend and what could be reasonably expected within the category)

4. Notification of Winners and Winners' Obligations

4.1. If you are a winner, Google will notify you by sending an email to the address you provided on entry to the Contest on or before September 28, 2026.

4.2. You may be required to submit a declaration of eligibility and/or publicity release in order to be declared a winner.

4.3. Google is not responsible for lost, late, misdirected, mutilated, incomplete and illegible entry materials, or for electronic transmission errors, theft or destruction or unauthorized access to or alterations of entry, technical malfunctions of any kind. Entries are void if they are in whole or in part incomprehensible, incomplete, damaged, irregular, altered, counterfeit, produced in error, forged, mechanically reproduced or obtained through fraud or theft.

4.4. Google will not be liable for unsuccessful efforts to notify a winner. If the winning Participant fails to abide by these Terms or is ineligible, Google may select an alternative winner from all remaining Participants.

5. Privacy

5.1. You acknowledge that Google may collect, store, share and otherwise use personally identifiable information provided during registration for the Contest. Google will use this information for the purpose of the Contest only and will process any such personal information in accordance with its Privacy Policy (<http://www.google.com/policies/privacy/>).

5.2. Your information may also be transferred to countries outside your country residence, including the United States. Such other countries may not have privacy laws and regulations similar to those of your country of residence.

5.3. You have the right to request access, review, rectification or deletion of any personal data held by Google in connection with the Contest by writing to Google at YouTube-Works-US@google.com.

6. Intellectual Property Rights

6.1. As between Google and you, you retain ownership of all intellectual property rights (including moral rights) in and to any content submitted by you as part of your entry into the Contest. By submitting an entry into the Contest, you grant Google, its subsidiaries, agents and partner companies, an irrevocable, sub licensable, worldwide, royalty-free, and non-exclusive license for the duration of any intellectual property rights in the entry to use, copy, reproduce, adapt, modify, publish, distribute, publicly perform, create a derivative work from, and publicly display your entry into the Contest for any purpose connected with the Contest, such as, but not limited to: (1) for the purposes of allowing Google and the judges to evaluate your entry for purposes of the Contest and identifying winners to the public, and (2) for the purposes of advertising and promotion, and press and media communications.

6.2. You warrant that you are entitled to any intellectual property rights in your entry and that you have not copied your entry, in whole or in part, from any other existing work.

6.3. By entering the Contest, Participant grants to Google a worldwide, irrevocable, sub-licensable, and non-exclusive license to use Participant's name, business name, brand features and website address for advertising and promotional purposes (including, without limitation, the promotion of the Contest) for the full period of protection of any applicable intellectual property laws.

6.4. Participants agree to participate in any media or promotional activity regarding the Contest if they are a winner and, in that event, will grant to Google a worldwide, irrevocable, sub-licensable, and non-exclusive license to use the Participant's name, image and likeness for advertising and promotional purposes.

7. Right to Cancel, Modify, or Disqualify

If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Google reserves

the right at its sole discretion to cancel, terminate, modify or suspend the Contest. Google further reserves the right to disqualify any entrant who tampers with the submission process or any other part of the Contest or Contest Site. Any attempt by an entrant to deliberately damage any web site, including the Contest Site, or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, Google reserves the right to seek damages from any such entrant to the fullest extent of the applicable law.

8. Severability

If any provision(s) of these Terms are held to be invalid or unenforceable, all remaining provisions will remain in full force and effect.

9. Governing Law and Jurisdiction

These terms shall be governed by, subject to, and construed in accordance with US law and you and Google submit to the exclusive jurisdiction of the US courts in relation to any dispute (contractual or non-contractual) concerning these Terms.

10. Import and Export Laws

Participants acknowledge and agree that the Contest (including the award of prizes (if any)) may be subject to certain export laws and regulations.

11. Warranty, Indemnity, and Release: Entrants warrant that their Submissions are their own original work and, as such, they are the sole and exclusive owner and rights holder of the entered Submission and that they have the right to enter the Submission in the Contest and grant all required licenses. Each entrant agrees not to enter any Submission that (1) infringes any third party proprietary rights, intellectual property rights, industrial property rights, personal or moral rights or any other rights, including without limitation, copyright, trademark, patent, trade secret, privacy, publicity or confidentiality obligations; or (2) otherwise violates the applicable state or federal law.

To the maximum extent permitted by law, each entrant indemnifies and agrees to keep indemnified Google at all times from and against any liability, claims, demands, losses, damages, costs and expenses resulting from any act, default or omission of the entrant and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, each entrant agrees to defend, indemnify and hold harmless Google from and against any and all claims, actions, suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including reasonable attorneys fees) arising out of or accruing from (a) any Submission or other material uploaded or otherwise provided by the entrant that infringes any copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy, (b) any misrepresentation made by the entrant in connection with the Contest; (c) any non-compliance by the entrant with these Rules; (d) claims brought by persons or entities other than the parties to these Rules arising from or related to the entrant's involvement with the Contest; and (e) acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest.

Entrant releases Google from any liability associated with: (a) any malfunction or other problem with the Contest Site; (b) any error in the collection, processing, or retention of entry information; or (c) any typographical or other error in the printing, offering or announcement of any prize or winners.

12. Elimination: Any false information provided within the context of the Contest by any entrant concerning identity, mailing address, telephone number, email address, information accuracy, ownership of right or non-compliance with these Rules or the like may result in the immediate elimination of the entrant from the Contest.

13. Internet: Google is not responsible for any malfunction of the entire Contest Website or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed Submissions due to system errors, failed, incomplete or garbled computer or other telecommunication transmission malfunctions, hardware or software failures of any kind, lost or unavailable network connections, typographical or system/human errors and failures, technical malfunction(s) of any telephone network or lines, cable connections, satellite transmissions, servers or providers, computer equipment, or traffic congestion on the Internet or at the Contest Site, or any combination thereof, including other telecommunication, cable, digital or satellite malfunctions which may limit an entrant's ability to participate.

14. Not an offer or contract of employment: Under no circumstances shall the entrance of a Submission into the Contest, the awarding of a prize, or anything in these Rules be construed as an offer or contract of employment with Google. You acknowledge that you have entered your Submission voluntarily and not in confidence or in trust. You acknowledge that no confidential, fiduciary, agency or other relationship or implied-in-fact contract now exists between you and Google and that no such relationship is established by your submission of a Submission under these Rules.