



**2021 YouTube Works Awards
Submission Guide**

1. Introducing YouTube Works Awards

Over the past decade, marketers have redefined the way they communicate with consumers. From heartwarming stories, to inspirational stories, and the myriad of stories that exist in between, we've seen how amazing digital content can deliver.

The YouTube Works Awards is an advertising awards ceremony that selects and celebrates the brands and campaign creators who have created the most innovative and effective campaigns using YouTube's media platform.

Winning the YouTube Works Awards means being recognized internationally for best practices in YouTube marketing around the world, beyond brands and Indonesia. For each category, a Case Study content including not only the contents of the award entries but also the analysis of the success factors of the campaign will be created, which can be used as promotional materials for YouTube and brands.

2. Main schedule information

The main schedule for the 2021 YouTube Works Awards is as follows:

Entry start: April 12, 2021

Entry deadline: May 31, 2021

Judgment: In June - July 2021

Awards Ceremony: September 2021

* The above schedule is subject to change and will be notified in advance if the schedule is changed.

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

3. Entry qualifications and regulations

The 2021 YouTube Works Awards are free to enter, regardless of industry or field, and all marketing, media, and creative agency teams using YouTube are welcome. All entries that comply with the qualifications and regulations below will be judged equally.

1) Eligibility for Entry

Campaigns run on YouTube from January 1, 2019 to May 30, 2021 (in part or in whole)

2) Entry regulations

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

4. Award category information

Entry categories for the 2021 YouTube Works Awards are listed below. Please select one of the categories below that best represents the entry you are submitting. A panel of judges will judge entries submitted in all categories listed below. In addition, the judges can add categories for special awards and will select the Grand Prix from among all entries. If there is more than one category you want to submit, you can select multiple entries, and there is no need to submit duplicate entries for each category. For detailed descriptions of categories and examples of key performance indexes (KPIs) for each category to be noted in the review process, please refer to the following.

2021 YouTube Works Awards Categories & Key KPIs (KPIs may include but are not limited to)

Category	Marketing KPI examples	Media KPI examples
<p>Grand Prix</p> <p>The best campaign that most effectively utilized YouTube to achieve the brand's ultimate business performance among the winners by category.</p> <p>The winning submission should demonstrate excellence throughout the entire process, from identifying critical consumer insights and building creative</p>	<ul style="list-style-type: none">• Awareness• Conversion• Brand Association• ROI	<ul style="list-style-type: none">• Reach• Views• Viewthrough Rate -% Organic Views• Sales Impact/ ROI / Brand Lift Scores

<p>ideas, to executing the campaign through effective media buying and powerful messaging in all assets and formats. It's results must be effectively measured to track success. We look for submissions with well-rounded performance in all aspects that can truly make a mark in the market.</p>		
<p style="text-align: center;">Best YouTube Innovation</p> <p>This award recognizes the campaign that demonstrates strategic and innovative use of YouTube leading to compelling brand results.</p>	<ul style="list-style-type: none"> ● Awareness ● Conversion ● Brand Association ● ROI 	<ul style="list-style-type: none"> ● Reach (Views) ● ViewthroughRate ● % Organic ● Views ● Brand Lift Scores ● New Formats, New Orchestration, Use of Unique Audience Targeting
<p style="text-align: center;">Best Collaboration: Brand & YouTube Creators</p> <p>Celebrating the best strategic and creative collaboration between brands and YouTube Creators that ultimately drive incredible social buzz and positive brand associations. By riding on a Creator's wave of avid followers and creating meaningful brand integration, brands can evolve and have more authentic conversations with its audience. Here, we're looking for campaigns that have mastered this art of collaboration. Both organic and paid campaigns are eligible for this award.</p>	<ul style="list-style-type: none"> ● Awareness ● Conversion ● Brand Association ● ROI 	<ul style="list-style-type: none"> ● Reach (Views) ● Viewthrough Rate ● % Organic ● Views ● Engagement Rate - %age/ no of seconds of creative ads watched ● Engagement metrics (Comments, Shares, Likes)
<p style="text-align: center;">Best Media Orchestration</p> <p>The award recognises the campaign that best demonstrates brilliant media planning that drove business results by mapping out potential audience profiles, and matching them with strategic media placements and effective buyings that make every single ad spent totally worth it.</p>	<ul style="list-style-type: none"> ● Awareness ● Conversion (Example: site visit, membership registration, purchase conversion, test drive or consultation application and 	<ul style="list-style-type: none"> ● Cost Per Action, Cost Per Lead, Cost Per Install, ● Viewthrough Rate

	<ul style="list-style-type: none"> participation in promotion, app • Brand Association • ROI/ROA • download, in-app action, etc.) 	
<p>The Unskippable</p> <p>This award goes out to the best compelling 5-seconds intro that keeps viewers from clicking the “skip” button.</p>	<ul style="list-style-type: none"> • Awareness • Conversion • Brand Associations 	<ul style="list-style-type: none"> • VTR • Views
<p>Best Storytelling</p> <p>Celebrating the unsung heroes (and heroines) of the creative world who power a campaign to success with the art of storytelling. The award aims to recognize long-form works (beyond 30 seconds) that exhibit a keen understanding of the audience, and an ability to bring a story to life through exceptional copywriting, creative direction and flawless production.</p> <p>Thus, the creative work should evoke a deep emotional impact from the audience and reinforce both positive brand associations as well as campaign results.</p>	<ul style="list-style-type: none"> • Awareness • Conversion • Brand Associations • ROI 	<ul style="list-style-type: none"> • Reach • Views • Viewthrough Rate • % Organic Views • VTR •
<p>Best Creative Personalization</p> <p>Celebrating the campaign that best leverage the power of data - insights and brilliant creative execution to bring contextual or personalised digital ads that drove measurable impact for the Brand</p>	<ul style="list-style-type: none"> • Awareness • Conversion • Brand Association • ROI 	<ul style="list-style-type: none"> • Clickthrough rate (CTR) • Cost-per-view (CPV) • Viewthrough Rate • % Organic Views • Reach
<p>Best Creative Effectiveness</p> <p>Celebrating the campaign that best demonstrates brilliant creative execution on a digital platform that drove measurable impact. (i.e. how creative storytelling and</p>	<ul style="list-style-type: none"> • Awareness • Conversion • Brand Association • ROI 	<ul style="list-style-type: none"> • Clickthrough rate (CTR) • Cost-per-view (CPV) • Viewthrough Rate • % Organic Views • Reach

creative effectiveness drove tangible business results.)		•
<p style="text-align: center;">Force for Good</p> <p>Celebrating the campaign that best demonstrates proven impact on social causes that goes deeper than the bottom line.</p>	<ul style="list-style-type: none"> • Awareness • Conversion (Charity Registrations, Donations, etc.) • Brand Association 	<ul style="list-style-type: none"> • Clickthrough rate (CTR) • Cost-per-view (CPV) • Viewthrough Rate • % Organic Views • Reach

All study case submissions should provide at least 1 Brand KPI and 1 Media KPI for it to be eligible for judging.

5. Guidance on filling out the application form

When filling out the application form, please refer to the guide for each category you wish to submit and describe in detail the content required for each question. In order to make the screening process more fair and objective, it is recommended that information on the campaign is provided as diverse and rich as possible.

1) Cautions when filling out the application form

- If there is more than one category to be submitted, multiple selections are possible. Even if multiple categories are selected, the entry application is only completed once.
- All contents of the application form must be based on facts. If it is found that false information is included in the application form, you will be disqualified.
- In order to facilitate the screening process, when filling out the application form, please follow the minimum/maximum number of characters and spelling required for each question.

2) How to fill out the application form

- Please include at least 1 Brand and 1 Media KPI for the category you wish to submit. The better the relationship between the campaign and the entry category becomes apparent through KPI performance.
- Describe the organic causal relationship between individual items, such as the purpose of the campaign, KPIs, creative ideas, campaign strategy, key YouTube features used in the campaign, and campaign results.

- When describing campaign performance, please include objective and specific figures. For example, specific numbers showing changes in brand metrics before and after a campaign can be a great help for judges to understand campaign performance.

Example: Achieved the target conversion performance and operated with an efficient CPA
It recorded more than 10,000 event participants, which is 166% of the target number of conversions. The CPA achieved the lowest 63% of the campaigns to date.

- If possible, please also specify the source of the data indicated on the entry form. A clear source and detailed description of the data that supports the performance of the campaign increases the credibility of the application.

6. Creative and additional materials submission guide

1) Creative submission (required)

When entering an award, you must submit a creative video from the campaign. Creative creatives are submitted in the form of YouTube links, and there is no limit to the number of YouTube links that can be submitted, but if multiple links are submitted, creative creatives that should be reviewed intensively during the judging process must be stated in the submission application. If not specified in the application form, the Kantar Secretariat will randomly select and judge the main creative of the campaign.

2) Submit additional data (optional)

In addition to the campaign creative material, exhibitors may submit an additional reference material file to be provided to the judges. For additional materials, please use the Google Drive link to submit a PowerPoint slide of up to 5 pages in PDF file format. Failure to comply with the file format and size will not be accepted as additional material.

When submitting additional data, please check your Google Drive access rights in advance. If the Kantar Secretariat is unable to access the material file while reviewing the application, the material will be excluded from the review process without contacting us.

7. Guide to the screening process

1) Screening stage

Pre-document screening

All entries are first reviewed by the Kantar Secretariat for entry form and compliance with entry regulations.

Preliminary screening

A panel of judges made up of industry experts evaluates the entries that have passed the first document review and selects the final entries for the judging.

Final screening

Grand Jury representing industry experts in-depth discussions to select the final winners by category

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

* In order to ensure fairness and objectivity in the review process, the Kantar Secretariat allocates the submissions to be judged in consideration of the interests between each judge and each submission. We will guide you to withdraw from the judging of individual entries that are in conflict or that conflict.

2) Awards

In the final judging, the winners of each category are selected based on the judges' scores, and the Grand Prix award is awarded to the best work among the winners. Additionally, the jury can add categories for special awards.

Grand Prix

This award is given to the best work we believe has used YouTube most effectively to achieve the brand's ultimate business outcome. Awarded for work that is creative, innovative and, above all, proves business results based on accurate data.

3) Judging criteria

The judges evaluate entries according to the following criteria.

Creative evaluation	<ul style="list-style-type: none"> - Are your planning intent and ideas well expressed in the creative? - Was the creative format well reflected in the media characteristics of YouTube?
Media evaluation	<ul style="list-style-type: none"> - How strategic have you used YouTube as a media to effectively achieve your brand goals?
Campaign performance evaluation	<ul style="list-style-type: none"> - How well did you use YouTube in your campaigns to achieve actual performance against your goals? (Whether you've been using YouTube effectively to help YouTube achieve its role within the campaign?)
Business performance	<ul style="list-style-type: none"> - How do you think the campaign's performance has had a significant impact on the brand's business goals?

evaluation

- (Change of brand position in the category, etc.)
- Use Brand's internal sales indexed data or brand lift scores

8. Submit application form

2021 YouTube Works submissions are accepted online. If you wish to participate, please access the YouTube Works website, review the terms and conditions, and fill out the application form.

For further inquiries, please contact ytworks-Indonesia@google.com

Thank you for your interest in submitting to the YouTube Works Awards.