



**YouTube Works Awards 2021
Submission Guide - Philippines**

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 locally and internationally for best practices in YouTube marketing. 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 both brands and YouTube.

2. Main schedule information

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

Entry start: March 15, 2021

Entry deadline: April 12, 2021

Judgment: May 2021

Announcement of Winners: July 2021

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

3. Entry qualifications and regulations

Submissions for YouTube Works Awards 2021 are free of cost, 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, 2020 to December 31, 2020 (in part or in whole).
- Campaigns that are supported with media spend, unless otherwise stated in category criteria.

- Campaigns that have garnered a minimum view count of 20,000 for organic content, and 200,000 for paid content throughout 2020.
- Campaigns that have achieved a minimum View through Rate of 10% for Trueview for Reach buys and a minimum of 30% for Standard Trueview buys throughout 2020.

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 the category winners. 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.

Key Performance Indexes (KPIs) to be noted in the review process are based on the [IMMAP x DMB Digital Metrics framework](#). The said framework can be referred to for a more detailed selection of KPIs for inclusion in your submission. For detailed descriptions of categories, KPIs to be considered, and recommended additional materials to be submitted, please refer to the following.

2021 YouTube Works Awards Categories

CATEGORY	EFFECTIVENES S KPIs	EXPOSURE KPIs	ADDITIONAL MATERIAL
GRAND PRIX Celebrating the most brilliant campaign of 2021 . The winning submission should demonstrate excellence throughout the entire process, from identifying critical consumer insights and building creative ideas, to executing the campaign through effective media buying and powerful messaging in all assets and formats. Its	-Awareness -Conversion -Brand Association -ROI	-Reach (Views) -Viewthrough Rate -% Organic Views	-

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.			
BEST LONG FORM STORYTELLING 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. Thus, the creative work should evoke a deep emotional impact from the audience and reinforce both positive brand associations as well as campaign results. Only paid campaigns are eligible for this award.	-Awareness -Conversion -Brand Association -ROI	-Reach (Views) -Viewthrough Rate -% Organic Views	-
BEST MULTI-VIDEO STORYTELLING Celebrating the unsung heroes (and heroines) of the creative world who power a campaign to success with the art of storytelling . This award aims to recognize campaigns that have been able to weave a continuous, impactful story throughout multiple videos that achieved emotional impact and business results. The full body of work should demonstrate exceptional copywriting, strong creative direction and flawless production. Only paid campaigns are eligible for this award.	-Awareness -Conversion -Brand Association -ROI	-Reach (Views) -Viewthrough Rate -% Organic Views	Link to every video as part of the entire campaign
BEST COLLABORATION 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	-Awareness -Conversion -Brand Association -ROI	-Reach (Views) -Viewthrough Rate -% Organic Views	-

audience. Here, we're looking for campaigns that have mastered this art of collaboration. Both organic and paid campaigns are eligible for this award.			
FORCE FOR GOOD Celebrating the campaign that best demonstrates proven impact on social causes that goes deeper than the bottom line, with a special focus on how brands have acted and communicated in the pandemic year. Both organic and paid campaigns are eligible for this award.	-Awareness -Conversion -Brand Association -ROI	-Reach (Views) -Viewthrough Rate -% Organic Views	-
BEST BRAND CHANNEL Celebrating the brand channel that best exemplifies long-term brand building , consumer engagement and/or customer service with YouTube. The award looks for a strong understanding of full year content planning and diversification, as well as channel hygiene across 2020. As this award looks at the entire channel, both organic and paid content posted within 2020 will be assessed during deliberations.	-Awareness -Conversion -Brand Association -ROI	Full Year results for 2020: -Reach (Views) -% Organic Views -Total Subscribers	Channel Link
	Others: Channel hygiene		
BEST PERSONALIZATION Celebrating the best campaign that maximizes YouTube audiences, signals and intent to drive relevant communications to targeted audiences. We're looking for work that demonstrates a deep understanding of said factors to create highly personalized ads that strongly match creatives and media , ultimately leading to campaign impact. Only paid campaigns are eligible for this award.	-Awareness -Conversion -Brand Association -ROI -Perception shifts	-Reach (Views) -Viewthrough Rate -% Organic Views	Personalization Template
THE DAVID Celebrating the campaign that created a Goliath-sized impact for a David-sized brand . The winning submission should demonstrate strategic and innovative use of a constrained budget on YouTube leading to compelling brand results. Show us your scrappiness, your fresh thinking and	-Awareness -Conversion -Brand Association -ROI	-Reach (Views) -Viewthrough Rate -% Organic Views	

your hunger for success that meant making some noise was more impressive than most. Only paid campaigns are eligible for this award.			
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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 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 one of the KPIs for the category you wish to submit. For a detailed selection of acceptable KPIs, refer to the IMMAP x DMB Digital Metrics framework. 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. Creatives are submitted in the form of YouTube links, and there is no limit to the number of YouTube links that can be submitted; however, if multiple links are submitted, 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 recommendations on best additional materials to provide per category, please refer to section 4.

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 Kantar and YouTube for entry form, compliance with entry regulations and minimum threshold for YouTube VTR and Views. For the full list of eligibility filters, please refer to section 3.

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. The IMMAP x DMB Digital Metrics as well as the Primary Judging criteria will be used for said screening. For a full list of KPIs to be considered, please refer to section 4.

Final screening

Grand Jury representing industry experts will go through in-depth discussions to select the final winners by category, and select the Grand Prix winner.

* Final screening entries may be further reviewed through additional 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) Judging criteria

Both juries during the preliminary screening and final screening will 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 evaluation	<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? (Change of brand position in the category, etc.)

3) 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.

8. Submit application form

YouTube Works Awards 2021 submissions are accepted online. If you wish to participate, please access the YouTube Works website at <https://yt.be/works/ph>, review the terms and conditions, and fill out the application form.

For further inquiries, please contact youtube-works-ph@google.com.

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