

2021 YouTube Works Awards Submission Guide



Campaigns run on YouTube from 1st January 2020 to 31st May 2021

Entry regulations

- Do not enclose or use any content, material or elements that are illegal or otherwise violates or contradicts applicable laws and regulations.
- Contempt, insults, threats, defamation, accusations, slander, or inappropriate, sexual, disrespectful, obscene or discriminatory content that Google and Kantar deem to be against the spirit of the contest could result in disqualification.
- The entry must not contain any content, material or elements that infringe on the rights of third parties.
- The entry must be written by the participant.

The YouTube Works Awards program celebrates brands and campaign creators who have created the most innovative and effective campaigns using YouTube's media platform.

SET YOUR CALENDARS!

Entry deadline

May 2021 **Judgement**

Jun-Jul 2021

Announcement of Winners

> Sep 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.

HOW TO JOIN

- 1. VISIT yt.be/works/th to enter and get more information
- 2. **CHOOSE** your category:

BEST MEDIA INNOVATION

Celebrating the campaign that **best** demonstrates brilliant media planning that drove business results.

BEST STORYTELLING

Celebrating the campaign that best demonstrates a keen understanding of the audience, and an ability to bring a story to life through exceptional copywriting, creative direction, and flawless production in any format of YouTube video.

BEST COLLABORATION:

BRAND & CREATOR

Celebrating the campaign that **best** demonstrates the best strategic and creative collaboration between **Brand & Creator** that drove incredible buzz and positive brand associations.

BEST FULL-FUNNEL

CAMPAIGN

demonstrates the role YouTube played in a campaign driving full-funnel conversion, from building awareness to growing consideration to driving action.

Celebrating the campaign that **best**

SUCCESS

SEARCH FOR

demonstrates the integration of the YouTube platform with Google **Search**, using insights and the ecosystem to drive business results.

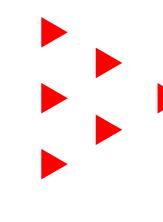
Celebrating the campaign that **best**

SMALL BUDGET, BIG RESULT

Celebrating the campaign that **best** demonstrates strategic and innovative use of a constrained budget* on YouTube leading to compelling brand results.

*Less than THB 1 million spend on YouTube

- 3. CHECK your campaign's eligibility
 - Did your campaign run on YouTube from January 1, 2020 to May 31, 2021 (in part or in whole)?
 - Is the campaign original and created by you? Does it exemplify the positive spirit of the contest? Does it infringe on the rights of any third parties?
- 4. COMPLETE the application form on yt.be/works/th
- 5. SUBMIT the completed form and required campaign materials



All entries must be in by 31 May 2021. For further inquiries, please contact Email: YTworksTH@google.com

ENTER NOW AND LET'S CELEBRATE YOUR BIG IDEAS

In partnership with **KANTAR**

