



2021 **YouTube Works** Awards Submission Guide

1 Eligibility for Entry

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

2 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	Judgement	Announcement of Winners
May 31 2021	Jun-Jul 2021	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:

1

BEST MEDIA INNOVATION

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

2

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.

3

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.

4

BEST FULL-FUNNEL CAMPAIGN

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

5

SEARCH FOR SUCCESS

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

6

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**