

Terms & Conditions - YouTube Works Awards, Netherlands

YouTube Works – Terms and conditions YouTube Works (the “Contest”) is run by Google Netherlands B.V. whose principal place of business is at Claude Debussylaan 34 1082 MD Amsterdam (“Google”).

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 have a billing address in The Netherlands.
2. Participant must not be: (i) resident of a The Netherlands embargoed country, (ii) ordinarily a resident in a The Netherlands 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 2025/2026 are eligible to enter.
7. All Participants must either have full legal ownership of the campaign content, or have all relevant permissions from the content owner to participate in the Contest in accordance with the Terms.

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. The contest begins at 12:01 pm (CEST) on **April 8 2026** and submissions end at 11:59 pm (CEST) on **May 6 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 provisional winners of each Award Category will be notified by email by [June 18,] 2026. The winner of the Grand Prix Award will be publicly announced at the YouTube Festival on September 10, 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 created by the Participant.
 5. It must be regarding a campaign that was live in The Netherlands in 2025/2026.

3. Determining the Winners

- 3.1. After the Submission Period, the entries will be 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 and, at their discretion, the Award Categories set out below.
- 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.

Award Categories

- 3.4. The judges will have discretion to award the following Award Category titles to those winners that they deem to demonstrate the following:
 1. **Creative Innovation:** Celebrating the campaign that best demonstrates a deep understanding of YouTube's culture and creative language to drive business results.
 2. **Masterful Media Planning** Celebrating the campaign that best demonstrates a media-first strategy, turning YouTube into a growth engine through masterful multi-format orchestration.

3. **The Underdog:** Celebrating the small or medium brand that used strategic ingenuity and a modest budget to create an outsized impact.
4. **Changemakers** Celebrating the campaign that authentically used YouTube's cultural influence to drive meaningful progress on social or environmental issues.
5. **AI Visionary:** Celebrating the campaign that used Google AI as a core strategic engine to achieve something that was previously considered impossible.

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)

Grand Prix Award

The Grand Prix is the highest distinction awarded at the YouTube Works Awards. The selection process for the Grand Prix is distinct from that of the five (5) main categories and is governed by the rules stipulated herein.

Eligibility for the Grand Prix

1. Eligibility for the Grand Prix is exclusively limited to the official winners of the five (5) primary Award Categories as determined by the expert jury.
2. Upon being selected as a category winner, a campaign is automatically entered as a nominee for the Grand Prix.

Grand Prix inner Determination via Public Voting

1. The winner of the Grand Prix shall be determined by a public vote. The expert jury has no role in the selection of the Grand Prix winner.
2. The five (5) eligible category-winning campaigns will be presented on a designated public-facing website or platform.
3. The public voting period will commence on June 18, 2026, and will conclude on September 10, 2026.
4. The nominee that receives the highest number of valid votes during the stipulated voting period will be declared the winner of the Grand Prix.

Winner Announcement and Obligations

1. The official winner of the Grand Prix will be publicly announced and awarded at the YouTube Festival on September 10, 2026.
2. As a condition of their prize, all five (5) category winners are required to prepare and host a breakout session at the YouTube Festival, wherein they will present their winning campaign.

Further logistical details regarding these sessions will be provided to the winners in a timely manner.

4. Notification of Winners and Winners' Obligations

4.1. If you are a winner of one of the five Award Categories above, Google will notify you by sending an email to the address you provided on entry to the Contest on or before June 18, 2026.

4.2. You will be required to submit a declaration of eligibility, confirmation of permission from the rights owner(s) of the campaign and/or a publicity/full content 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.

4.5. 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 (or, if not the owner, will procure the grant to 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) the purposes of identifying Award Category and Grand Prix Award winners to the public, (2) displaying Award Category winning entries to the public for voting; and (3) 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 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. Limitation of Liability & Disclaimer of Warranties

8.1. Nothing in these Terms will exclude or limit the liability of Google or its affiliates for: 1. death or personal injury as a result of the negligence of Google or its affiliates, servants, agents or employees; 2. fraud or fraudulent misrepresentation; or 3. any other liability that may not be excluded or limited under applicable law.

8.2. Subject to clause 8.1, Google shall not be liable under or in connection with this Contest (whether in contract, tort (including negligence) or otherwise) for any: 1. loss of profit; or 2. indirect or consequential losses; suffered or incurred by you (whether or not any such losses were or were not foreseeable or within the contemplation of the parties).

8.3. Subject to clauses 8.1 and 8.2 Google's total liability to a Participant under or in connection with this Contest (whether in contract, tort (including negligence) or otherwise) is limited in aggregate to 25,000 Euros.

9. 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.

10. Governing Law and Jurisdiction

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

11. 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.