

YouTube Works Awards HK 2021 - Submission Guideline

This guideline serves the purpose of familiarizing participants with the materials required for submissions. **Please use it for reference only, as this form will go live on our website from Aug 25 - Sep 24, 2021, where you will be able to input information and submit directly.**

Submission Form

Basic Information

- Entrant name(s) & organization(s)
- Email address
- Authorizing client name & organization
- Contributing agencies (creative/production/media)
- Entry title

Award Categories

- Judges will be considering all submissions for awards in all of the categories listed below. In addition, judges may add categories for special awards, and will name a Grand Prix overall winner. Please indicate which of the categories below best reflects your submission, and note that this is not restrictive; your entry will be considered for all categories. You can check more than one if you feel more than one is relevant. There is no need to write multiple entries. All submissions will be considered for the Grand Prix.
 - **Impact from Insight**
 - **Better Together**
 - **Action Driver**
 - **Best Collaboration - Brand & Creator**
 - **Best Breakthrough Advertiser**
 - **Best Brand Campaign**
 - **Other (Please Specify)**
- **Why do you think your campaign is a good fit for this category? How does this campaign best exemplify this category? (Required)**

Campaign Details

- **Background, Context & Business Objective (Required- 250 word limit)**
 - Please limit response to 250 words. What is the story you want to tell the judges so that they understand your business, market and competitive situation and have full context around your submission? What is the case you are making around your success? Important elements to cover are: What role does your brand play in the category? What is the competitive environment like? What important information about the climate/market conditions specific to your industry should we be aware of? What barriers did you need to overcome? Who was your primary target for this campaign? Why? What important information on your audience behavior and culture should we be aware of?
- **What was the objective of your campaign? (Required- 200 word limit)**
 - Please limit response to 200 words. Include concrete objectives which are quantifiable and as specific as possible. Judges will be interested in any relevant background (e.g. targets, previous performance, etc.) around the goal set. Note that your response to this question will be considered when judges are assessing overall effectiveness with an eye to both how rigorous / business-critical the objectives were and how well they were achieved.
- **Which specific primary goal and measurable objective did you aim to achieve by using YouTube in this campaign? (Required)**
 - Ad Recall
 - Advertising Awareness
 - Brand Awareness
 - Product Awareness
 - Social Impact (Shares, Likes, Comments)
 - Consideration
 - Purchase Intent
 - Corporate Reputation Change
 - Brand Image
 - Site Visits
 - Site Registrations
 - Sales Lift
 - Market Share
 - User Behavior Change
 - Other (Please Specify)
- **What was your strategy for delivering on these objectives and goals? (Required-250 word limit)**
 - Summarize the overall communications strategy you used to bring the idea to life. Include the channels you chose and why they made most sense given your target and core idea. If you are able to share your budget or scope, that would help the judges understand your approach. Judges will be looking for thoughtful and creative strategic planning.
- **What was the creative idea, and what was the final creative execution? Please upload any creative materials the audience saw. (Required-200 word limit)**
 - Please limit response to 200 words. Share any insights that translated to the creative idea. In addition to articulating the core idea behind your effort, consider referencing any

customer or market research that may have inspired it, organizational reality or imperative that necessitated it, human truth or audience insights (wants, needs, attitudes, behaviors), as well as any context around how the idea and these inputs translated to the final execution.

- **Please link here to all creative materials the audience saw. (Required)**
 - Please include all materials referenced in your submission. Provide as many links as necessary, separated by commas. Case studies videos and any other campaign content is welcome.
- **Which YouTube capabilities did you leverage? (Required)**
 - TrueView In-Stream Ads
 - TrueView Discovery Ads (formerly known as In-Display Ads)
 - Bumper Ads
 - Non-Skippable In-Stream Ads
 - YouTube Masthead
 - Video Ad Sequencing
 - Video Experiments
 - YouTube Channel
 - YouTube Select
 - Video Action Campaigns/Trueview for Action
 - Connected TV
 - Dynamic lineups (powered by advanced contextual targeting)
 - Other (Please Specify)
- **What role did it / they play in helping achieve your campaign goal(s)? (Required- 100 word limit)**
 - Please limit response to 100 words. In light of the overall strategy and communications plan you outlined above, explain the specific rationale behind your choice of capabilities - the key role and function you envisioned each of these tools playing. How did YouTube activation relate to other channels / media / creative in this campaign, and why?
- **What were your results against the specific goals and KPIs you aimed to achieve? (Required- 200 word limit)**
 - Please limit response to 200 words. Ensure your response is closely connected with and applicable to your stated objectives and target audience. Please also mention relevant benchmarks, to help the judges understand your achievements. It is essential that you source your measurable results.
- **What was the broader business impact of your campaign? (Required)**
 - Sales Lift
 - Market Share
 - User Behavior Change
 - Site Registrations
 - Other (Please Specify)
- **Any additional context or insight on this performance that you'd like to share with the judges? Were there any learnings or anything else you'd like to share with the judges? Optional.**
 - Please limit response to 200 words. Beyond achieving the KPIs and objectives articulated, did you see other positive results in your business or on your brand as a result of this effort? Do you have any insight to share on what was at the heart of this success?

What worked particularly well, what could've been done better? What changes would you make to your overall, communications, and channel strategy?

Entry qualifications and regulations

YouTube Works is easy to enter. Even better, it's free. If you're part of a marketing, media, creative, or agency team, show us your best-in-class digital work for your chance to be seen around the world.

1) Eligibility for Entry

- All YouTube campaigns that have gone live during the period from October 1, 2020 to October 1, 2021 are eligible to enter.

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.

Award category information

Award 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. 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.

A panel of judges will judge entries submitted in all categories listed below. In addition, the judges can reassign entries to other categories and will select the Grand Prix from among all entries. 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 table.

2021 YouTube Works Awards Categories & Key KPIs

Category Definitions

1. Impact from Insight

Celebrating the campaign that best demonstrates the use of insights to power the creative use of the YouTube platform.

2. Better Together

Celebrating the campaign that best demonstrates the most strategic example of agencies working together to merge media and creative in an innovative and effective way to break through. It is about brilliant creative execution meeting innovative media planning.

3. Action Driver

The award celebrates the campaign that best demonstrates how YouTube was used to drive customers to action in decision making moments by tapping into the power of video, and thus lead the industry by example. We want to see how your campaign made your audience do something in the real world. Did you drive thousands of sign-ups, get them to purchase, or even stopped them from purchasing?

4. Best Collaboration: Brand & Creator

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.

5. Best Breakthrough Advertiser

YouTube is not just for big players, or veterans of the digital world. We have witnessed how brands onboarding with digital less than a year could rock a campaign sky high and embrace the spirit of experiment and innovation. This award goes out to the ones who just started their video journey and yet still achieve significant results.

6. Best Brand Campaign

Entry that best demonstrates how YouTube was used to drive awareness, recall, and impact to keep brands top of mind (e.g., ad recall lift, awareness lift, impressions, unique reach, etc.).

7. Grand Prix

Celebrating the campaign that best demonstrates the most effective, creative, innovative and data-driven work with demonstrable business results. The Grand Prix is the granddaddy of our prizes, and is awarded to the campaign entry that's particularly standout in multiple ways. This isn't a category you can enter, but it is a category you can hope to win if you can show that your campaign ticks all of the boxes.

Key KPI examples	Media/Social Media KPI example
In your case submission do ensure to include relevant Brand and Media KPIs to clearly illustrate and highlight how your campaign was able to meet its objective. We have provided examples of Brand and Media KPIs below.	
<ul style="list-style-type: none">• Awareness• Consideration• Action/Purchase• Favorability/Affinity• Conversions• Brand Perception/Image	<ul style="list-style-type: none">• New buyers• Views• View through rate• Brand/Search/Conversion lift• Reach/impressions• Incremental reach• Sales impact• Return on ad spend• Cost per acquisition• Cost per action• Conversion rate• Click through rate• Watch time• Conversion volume• Likes/dislikes, comments, shares

Guidance on filling out the application form

When filling out the application form, please refer to the table above as guidance for each category you wish to submit and describe in detail the content required for each question. Please ensure all questions are answered fully and thoroughly, applications that are incomplete or lack the full details necessary to be evaluated will not be judged.

1) Cautions when filling out the application form

- You only need to submit one entry, 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, please follow the minimum/maximum number of characters and spelling required for each question.

2) How to fill out the application form

- Ultimately, the judges will be evaluating how well your campaign performed against its objectives and how YouTube was uniquely leveraged, so be sure to include all relevant KPIs and avoid including metrics that distract from getting the point across.
- 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.
- Please include at least one of the KPIs for the category you wish to submit. The stronger the relationship between the campaign and the entry category becomes apparent through KPI performance.

Creative and additional materials submission guide

1) Creative submission (required)

To submit an entry, you must submit a creative video from the campaign. Creatives are submitted using YouTube links, and there is no limit to the number of YouTube links that can be submitted. If multiple links are submitted, please make sure to note which creative should be reviewed intensively during the judging process. If not specified in the application form, the Kantar moderator will randomly select and judge the main creative of the campaign.

2) Submit additional data (optional)

Please limit response to 200 words. Beyond achieving the KPIs and objectives articulated, did you see other positive results in your business or on your brand as a result of this effort? Do you have any insight to share on what was at the heart of this success? What worked particularly well, what could've been done better? What changes would you make to your overall, communications, and channel strategy?

Guide to the screening process

1) Screening stage

Submission pre-screening

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

Round 1 Judging

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 Round Judging

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

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

*In order to ensure fairness and objectivity in the review process, the Kantar team will allocate submissions to be judged in consideration of the interests between each judge and each submission. Judges have the opportunity to recuse themselves for any conflict of interest with any submission they've been assigned to.

2) Awards

In the Final Round 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. It is given to the campaign that best demonstrates the most effective, creative, innovative, and data-driven work with demonstrable business results

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 hk-ytw-marketing@google.com

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