



YouTube Works

AWARDS INDIA

SUBMISSION GUIDE

2023 YouTube Works Awards India

1. INTRODUCING THE 2023 YOUTUBE WORKS AWARDS INDIA

Over the past decade, marketers have redefined how they communicate with consumers. From the heartwarming to the heart-racing – long-form storytelling to short form snackable content, and everything in between – YouTube has seen how incredible digital content can drive equally powerful results.

The 2023 YouTube Works Awards India, in partnership with Kantar, celebrate and champion the brilliant minds that produced the most innovative and effective campaigns on YouTube in the past year.

Submit your best work from 2022 to be reviewed by a panel of industry stalwarts over two rounds. Our judges will select the winners across a number of awards categories and a Grand Prix will be awarded to the submission that best demonstrates brilliant results, storytelling, and effectiveness.

Case studies will be created for the winner in each category, analyzing the elements that drove campaign success. These can be used as promotional materials for YouTube and the respective brands.

2. MAIN SCHEDULE

The main schedule for the 2023 YouTube Works Awards India is as follows:

Submissions begin: May 20, 2023

Submissions end: June 20, 2023*

Judging: June-August 2023

Winners announced: September 2023

*The above schedule is subject to change and you will be notified of any change in schedule in advance

*The submission deadline may be extended depending on the status of entries

3. SUBMISSION QUALIFICATIONS AND REGULATIONS

Entering the 2023 YouTube Works Awards India is easy, and 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 the chance to be seen around the world.

Eligibility for entry

- Campaigns that ran on YouTube at some point in 2022 (in part or in whole).

Entry regulations

- Campaigns must 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.
- 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.

4. AWARD CATEGORY INFORMATION

Categories for the 2023 YouTube Works Awards India are listed below.

Please choose the categories that best represent the entry you're submitting. You may enter your work in more than one category. There is no need to submit duplicate entries for each category. However, for each of the award categories selected, please share an explanation to illustrate why your campaign best exemplifies the particular selection. Consider sharing your answer in clear bullets for each award category you would like to enter.

A panel of industry stalwarts will judge entries submitted in all the categories listed below. The judges can reassign entries to other categories. They will also award a Grand Prix to a cross-category overall winner. For detailed descriptions of all the categories and examples of Key Performance Indexes (KPIs) for each category to be noted in the review process, please refer to the following table.

2023 YouTube Works Awards categories and main KPIs

CATEGORY	MAIN KPI EXAMPLES	MEDIA KPI EXAMPLES
<p>MASTERFUL MEDIA PLANNING</p> <p>Celebrating the campaign that best demonstrates brilliant & innovative media planning that drove business results.</p> <p>Did a stroke of media genius spark the idea? Were your ads contextually spot on? Did your media planner nail your audience insights? Did your media plan showcase an intelligent use of YouTube formats? This award recognizes the vital role of media strategy that makes all the difference to creative effectiveness</p>	<p>Awareness</p> <p>Purchase</p>	<ul style="list-style-type: none">• Sales impact• Return on ad spend• New buyers• Views• Reach/Impressions• Brand/Search/Conversion lift• Cost per acquisition• Conversion rate• View-through rate

<p>LOCAL CONNECTION</p> <p>Celebrating the campaign that champions authentic representation of the regionally diverse consumers of India.</p> <p>This campaign aimed at reaching the heart of the users by reaching out to them on YouTube beyond the metros, or in a local language of their choice, or better - both !</p> <p>Show us how your campaign leveraged these unique geographic signals and/or local language prowess to deliver branding & business results.</p>	<p>Awareness</p> <p>Consideration</p>	<ul style="list-style-type: none"> • Views • New buyers • Reach/Impressions • Brand/Search/Conversion lift • Incremental reach • Cost per acquisition • Sales impact • Return on ad spend
<p>BIG SCREEN, BIGGER RESULTS</p> <p>Celebrating the campaign that drove exceptional results by reaching audiences watching YouTube on their Connected TV screens.</p> <p>As people spend more time watching YouTube on internet enabled TVs (Connected TV), there are more opportunities to reach your audience in new and immersive ways. We're on the hunt for YouTube Connected TV-first campaigns that use the big screen to make a big impact on their branding and awareness objectives. Campaigns can span across multiple screens (desktop, mobile and connected TV screens) or can be limited to Connected TVs only.</p>	<p>Awareness</p> <p>Consideration</p>	<ul style="list-style-type: none"> • Views • Reach/Impressions • Brand/Search/Conversion lift • Incremental reach • Cost per acquisition • Sales impact • Return on ad spend
<p>FORCE FOR GOOD</p> <p>Celebrating the campaign that best demonstrates proven impact on social causes that goes deeper than the bottom line.</p> <p>Making a difference to issues that matter to the community can have a bigger impact than returns in the long run. Here, we're looking for campaigns that supported a good cause and drove great results. If your campaign put the cause first and the brand second, we want to hear from you.</p>	<p>Awareness</p> <p>Favorability</p> <p>Consideration</p>	<ul style="list-style-type: none"> • Views • Reach/Impressions • Brand/Consideration lift • Incremental reach • View-through rate

<p>MULTIFORMAT STORYTELLING</p> <p>Celebrating the campaign that best demonstrates the ability of adapting a brand's video campaign to the evolving viewer contexts – whether it's on the go on mobile or relaxed in the living room.</p> <p>From product launches on live streams to fun & informative YouTube Shorts, to watching Connected TV content with family and friends - audiences on YouTube are moving fluidly from screen to screen and experiencing the content they love in multiple ways. We want to see how you flexed your brand's messaging for these different viewing contexts by adopting the multi screen multi format approach - Think how you complimented your YouTube campaign with creator led YouTube Shorts or brought the best of both long form & short form ads (Shorts) to life & drove business results!</p>	<p>Awareness</p> <p>Consideration</p> <p>Purchase</p>	<ul style="list-style-type: none"> • Views • New buyers • Reach/Impressions • Brand/Search/Conversion lift • Incremental reach • Cost per impressions • Bottom funnel impact • Return on ad spend
<p>BRANDS X CREATORS</p> <p>Celebrating the campaign that best demonstrates brands behaving like creators themselves OR collaborating with creators – by tapping into YouTube formats, pop culture & video trends.</p> <p>There are two themes through which a campaign can qualify for this award:</p> <p>Brands as Creators: We aren't just looking for a channel with some brand-heavy video ads. We're looking for brands who can show us they're part of our ongoing platform story. Brands who release regular content that gives our audiences value, entertainment, inspiration or information - in the same way a creator would.</p> <p>Brands collaborating with YouTube Creators: Campaigns that demonstrate strategic and creative collaboration between creators and brands that ultimately drive incredible social buzz and positive brand associations. Collaborating creators should have a YouTube channel with a sizable audience and self created content pipeline.</p>	<p>Awareness</p> <p>Favorability</p> <p>Action/Purchase</p>	<ul style="list-style-type: none"> • Sales impact • Return on ad spend • Views • Reach/Impressions • Brand/Search/Consideration lift • Incremental reach • Conversion rate • View-through rate

<p>TECH MEETS CREATIVE</p> <p>Celebrating the campaign that best demonstrates the innovative use of technology by a brand to effectively meet their campaign objective and in turn create benchmark work.</p> <p>Technology should impact the outcome of the campaign and can be integrated to scale up, automate, or to break through clutter.</p>	<p>Awareness</p> <p>Favorability</p> <p>Action/Purchase</p>	<ul style="list-style-type: none"> • Sales impact • Return on ad spend • Brand/Search/Consideration lift • Cost per acquisition • Conversion rate • Click-through rate • Conversion volume
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5. GUIDANCE ON FILLING OUT THE SUBMISSION FORM

When filling out the submission form, please refer to the table above for guidance on each category you wish to enter and describe in detail the content required for each question. Please ensure all questions are answered fully and thoroughly.

When entering one campaign into multiple award categories, please share an explanation to illustrate why your campaign best exemplifies each of the award category selections you made. This will help the judges understand why the campaign was different & contextual to an award category selected.

Submissions that are incomplete or lack the full details necessary to be evaluated will not be judged.

Advice when filling out the submission form

- You only need to submit one entry. Even if multiple categories are selected, the entry application should only be completed once.
- The content of your submission form must be factually correct. If it is found that false information is included in the submission form, you will be disqualified.
- To facilitate the screening process, please observe the minimum/maximum character number requirements.

How to fill out the submission form

- Ultimately, the judges will evaluate 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 your main 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 significantly help judges understand campaign performance.

EXAMPLE

The campaign achieved its target conversion performance and an efficient CPA.

The campaign helped reach XX incremental audience in YY days v/s other digital/traditional platforms.

The campaign grew sales/conversions by XX% when compared to YY year.

- Where possible, specify the source of the data cited on the submission 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 enter. The strength of the relationship between the campaign and the entry category is indicated by relevant KPI performance.

6. CREATIVE AND ADDITIONAL MATERIALS SUBMISSION GUIDE

Creative submission (required)

To enter, you must submit a video creative from the campaign that was released on YouTube. Creatives are submitted using YouTube links, and there is no limit to the number of YouTube links that can be included.

If multiple links are submitted, please make sure to note which creative the judges should focus on. If this is not specified in the submission form, the Kantar moderator will randomly select and judge the main creative of the campaign

BONUS TIP

Consider including links to your campaign case study decks/videos that explain your campaign execution (Hint! - [See Winner case studies format here](#) to create your case study)

Please only submit entries from the previous year (2022). Work from outside of 2022 will not be accepted.

Submit additional data (optional)

In addition to the campaign creative material, you may submit an additional reference material file to be provided to the judges.

For additional materials, please use the Google Drive link to submit a presentation slide of up to five pages in PDF file format. Additional materials that do not follow file format and size requirements will not be accepted.

When submitting additional data, please check your Google Drive access rights in advance. If the Kantar moderator is unable to access the material file while reviewing the application, the material will be excluded from the review process.

7. GUIDE TO THE SCREENING PROCESS

Screening stage

SUBMISSION PRESCREENING	The Kantar team will review all entries to ensure compliance with entry regulations.
ROUND 1 JUDGING	A judging panel of industry experts will evaluate the entries that have passed the first document review, and select entries for the final judging round.
FINAL JUDGING ROUND	Following in-depth discussions, a grand jury of industry stalwarts will select the winners by category.*

* Final judging round entries may be further reviewed through YouTube internal data.

* 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 due to any conflict of interest with any submission they've been assigned to.

Awards

In the final judging round, the winners of each category are selected based on the judges' scores, and the Grand Prix is awarded to the best work among the winners. We're looking for campaigns that leverage YouTube to its fullest potential across the funnel.

Additionally, the jury can add categories for special awards.

GRAND PRIX	This is our top prize, awarded to the most effective, creative, innovative, and data-driven campaign that also drove demonstrable business results.
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Judging criteria

The judges evaluate submissions according to the following criteria.

CREATIVE EVALUATION	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	How strategically have you used YouTube as a medium to effectively achieve your brand goals?
CAMPAIGN PERFORMANCE EVALUATION	How well did you use YouTube (and its various ad formats) in your campaigns to achieve actual performance against your goals?
BUSINESS PERFORMANCE EVALUATION	How has the campaign's performance had a significant impact on the brand's business goals?

8. SUBMIT AN APPLICATION FORM

Submissions for the 2023 YouTube Works Awards India are accepted online.

If you wish to participate, please access the [YouTube Works Awards website](#), review the terms and conditions, and fill out the submission form.

For further inquiries, please contact ytworks-in@google.com

Thank you for your interest in submitting for
2023 YOUTUBE WORKS AWARDS INDIA