



Submission Guide

2025 YouTube Works SEA Awards

1.

Introducing the YouTube Works Awards SEA 2025

As the world has changed in the span of a few years, marketers have redefined how they communicate with consumers. From the heartwarming to the heart-racing – and everything in between – YouTube has seen how incredible digital content can drive equally powerful results.

The YouTube Works Awards, in partnership with Kantar, is back to honor the brightest minds behind groundbreaking and effective YouTube campaigns of the past period.

This year's Awards comes packed with new categories, new all-star jurors, and more chances to celebrate wins locally and across Southeast Asia.



Submit your best work that ran from **March 1, 2024 to April 30, 2025** to be reviewed by our panel of industry leaders in two rounds.

Shortlists from each country will be reviewed by a local jury to determine the local winners for each category, and select the best work of the country.

The local winners will be reviewed by our Grand Jury panel, composed of industry experts from across Southeast Asia, to determine the SEA winners. The Grand Prix will be awarded to the submission that excels in results, storytelling, and effectiveness.

Case studies may 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 information

The main schedule* for the YouTube Works Awards SEA 2025 is as follows:

Entry start:

March 17, 2025

Entry deadline:

April 30, 2025

Judging period:

May - August 2025

Announcement of Winners:

October 2025

* The above schedule is subject to change; participants will be notified in advance if the schedule is changed.



3.

Submission qualifications and regulations

Entering the YouTube Works Awards SEA 2025 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. All entries that comply with the qualifications and regulations below will be judged equally.

Eligibility for Entry

Campaigns run on YouTube from March 1, 2024 to April 30, 2025 (in part or in whole).

Campaigns that are supported with media spend, unless otherwise stated in category criteria.

Campaigns that have garnered a minimum view count of 20,000 for organic content, and 200,000 for paid content throughout the eligibility period.

Campaigns with the majority of media spend targeted primarily to Indonesia, Thailand, Vietnam, Philippines, Malaysia and/or Singapore.



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.



4. Count of Winner (1st place) for YouTube Works Awards SEA 2025

	Local Winners	SEA Winners
Core awards categories		
The Big Bang	6 (1 per market*)	1
Multiformat Storytelling	6 (1 per market*)	1
Masters of Media	6 (1 per market*)	1
Brands & Creators	6 (1 per market*)	1
Best of Festive	6 (1 per market*)	1
Special awards categories		
Best of Country	6 (1 per market*)	-
Grand Prix	-	1
Agency of the Year awards categories		
Media Agency of the Year	6 (1 per market*)	1
Creative Agency of the Year	6 (1 per market*)	1
Specialty Agency of the Year	6 (1 per market*)	1

* The 6 markets include Indonesia, Thailand, Vietnam, Philippines, Malaysia and Singapore



5.

Award category information

The following are YouTube Works Awards SEA 2025 categories:

A. Core awards categories:

1. The Big Bang
2. Multiformat Storytelling
3. Masters of Media
4. Brands & Creators
5. Best of Festive

B. Special awards categories:

1. Best of Country
2. Grand Prix

C. Agency of the Year awards categories:

1. Media Agency of the Year
2. Creative Agency of the Year
3. Specialty Agency of the Year



Please select all that apply among the categories below that best represents the entry you are submitting. A panel of industry leaders will judge entries submitted in all categories listed below.

If there is more than one category you want to submit, you can select multiple categories; there is no need to submit duplicate entries for each category.

Detailed descriptions of all the categories and examples of Key Performance Indicators to be included for each category, will be provided in subsequent pages.



The Big Bang

Awarded to the most effective launch to build awareness for a new product or launch. The launch (or relaunch) includes new brand or product, new positioning, new tagline, etc.

Sample case study

Carro - Quality Takes the Wheel with Carro, Singapore
(SEA The Big Bang winner, 2024)

Requirements

The entry must be a launch campaign where YouTube is a significant paid portion of the media plan.

The entry must have utilized at least 1 of the following YouTube campaign types: Video Reach Campaigns, YouTube Mastheads or Roadblocks.

KPIs for Deliberation

Media impact: Reach %, Frequency

Brand impact: Awareness lift, Ad Recall lift

Business impact (if applicable): Sales / Market Share impact,
Return on Ad Spend Return on Investment



Criteria weightage

Strategy: 20%

Creative Approach & Execution: 20%

YouTube Approach & Execution: 20%

Results: 40%



Multiformat Storytelling

This award celebrates the campaign that masterfully adapted original storytelling across various ad durations, formats, and devices. It recognizes the creative vision and strategic decisions that allowed the story to resonate with audiences in different viewing contexts, maximizing impact and engagement.

Sample case study

Sammakorn - Sammakorn Not Sanpakorn, Thailand
(SEA Best Brand Story winner, 2024)

Requirements

The entry must have made use of at least 2 or more different combinations of YouTube Ads Format e.g. non-skippable 15s/30s combined with Bumper ads 6s / skippable 30s, or horizontal in-feed video combined with vertical YouTube Shorts ads format.

Special consideration is given to campaigns that created custom assets specific to the ad format, ad duration and/or ad length.



KPIs for Deliberation

Media impact: Reach% and Frequency, Views, View Through Rate, Engagement Rate

Brand impact: Brand Lift Survey, Awareness/Consideration Lift, Ad Recall Lift, Brand Association Lift

Business impact: Sales, Return on Investment, Return on Ad Spend

Criteria weightage

Strategy: 10%

Creative Approach & Execution: 30%

YouTube Approach & Execution: 30%

Results: 30%



Masters of Media

The Masters of Media award celebrates campaigns showcasing brilliant and innovative media strategies, with a strong focus on the effective and responsible application of AI, that deliver exceptional media and/or business results and demonstrate marketing excellence. This award recognizes how marketers leverage AI-powered solutions to enhance performance, optimize campaigns, generate assets, and drive impactful business outcomes. Winning entries will demonstrate compelling media insights, creative excellence, a data-driven approach to testing and learning, and clearly illustrate how AI played a critical role in achieving success.

Sample case study

GrabFood - GrabFood the Greatest Knockout, Thailand
(SEA Masters of Media winner, 2024)

Grab - Grab Transport Sobat Hemat, Indonesia
(SEA Best of Google AI winner, 2024)



Requirements

- The entry must utilize 2 or more YouTube ad formats that showcases impact, intelligence, influence in their media strategy, such as Non-skip 15s/30s, Bumper Ads, Skippable In-stream, In-feed, Masthead, or Shorts.
- The entry must have utilized at least 1 AI-powered media solution to power their campaign, such as: Video Reach Campaigns, Video View Campaigns, Demand Gen, Performance Max.

KPIs for Deliberation

Media impact: Reach and Incremental Reach, Impressions, Views, View Through Rate

Brand impact: Brand Lift Survey, Awareness/Consideration Lift, Ad Recall Lift, Brand Association Lift

Business impact: Sales Impact, Return on Investment, Return on Ad Spend, Conversion Rate or Volume, Cost Per Acquisition

Criteria weightage

Strategy: 15%

Creative Approach & Execution: 20%

YouTube Approach & Execution: 25%

Results: 40%



Brands & Creators

Awarded to the brand and YouTube Creator(s) partnership that best exemplifies strategic collaboration and creative excellence. Winning campaigns will demonstrate a deep understanding of consumer and cultural trends, leveraging the creators' community and their authentic voices deeply in the campaign. The award recognizes campaigns where creators were integral to the strategy from inception, showcasing how this close partnership and tailored approach drove exceptional results across the marketing funnel, including significant social buzz and positive brand impact.

Sample case study

Nescafe CLC Espresso Roast - Best Taste by Nescafe RTD, Thailand (SEA Brands & Creators winner, 2024)

Requirements

The entry must have displayed a collaboration between a brand and a YouTube Creator. Collaborating creators should have a YouTube channel with a sizable audience and self created content pipeline.

Special consideration is given to campaigns that have utilized 1 or more of our YouTube Creator Solutions such as Partnership Ads, Creator2Cart, Creator Shortcuts, or Youtube Shopping.



KPIs for Deliberation

Media impact: Views, Reach / Impressions, Incremental Reach, View-Through Rate, and Engagement Rate

Brand impact: Brand Lift, Search Lift, Consideration Lift

Business Impact (if any): Please share sales / online conversion impact metrics, if the campaign is intended to drive lower-funnel goals

Criteria weightage

Strategy: 20%

Creative Approach & Execution: 20%

YouTube Approach & Execution: 20%

Results: 40%



Best of Festive

Awarded to campaigns that masterfully capture the spirit of key festive seasons while driving meaningful impact. It recognizes work that blends culturally relevant storytelling with strategic media orchestration to maximize consumer connection during these key local/cultural moments. It also honors campaigns that authentically address social/cultural issues, demonstrating a brand's commitment to purpose and inspiring audience action beyond just commercial success.

Sample case study

RHB Bank - Forgiveness, Malaysia
(SEA Best of Festive winner, 2024)

Requirements

The entry must have had a central theme around festive moments such as Tết, Ramadan, Christmas, Songkran, Valentine's Day, Independence Day etc., clearly manifested in its creative assets, messaging, etc.

Special consideration is given to Campaign that have social-causes, purpose-driven insights or messaging angle, displayed in its creative assets, messaging, etc.



KPIs for Deliberation

Media impact: Reach / Impressions, Views, %Organic views, View - Through Rate, Engagement Rate

Brand impact: Brand Lift, Consideration Lift, Brand Association, Social Impact

Business Impact: Sales, Return on Ad Spend

Criteria weightage

Strategy: 15%

Creative Approach & Execution: 20%

YouTube Approach & Execution: 25%

Results: 40%



Best of Country

Awarded to the most effective, outstanding and innovative campaign of each country - from insight to media to creative. This will be awarded at the Local Jury's discretion, with special consideration granted to the winners of all submissions-based categories.

Sample Case Study

SEA Best of Country winners 2024 List:

TH | VN | PH | ID | SG | MY

Requirements

The entry must have been declared a category winner from the local level deliberations.

KPIs for Deliberation

Media impact: Views, % Organic Views, View-Through Rate, Engagement Rate

Brand impact: Brand Association

Business impact: Sales, Return on Ad Spend

Criteria weightage

Strategy: 20%

Creative Approach & Execution: 20%

YouTube Approach & Execution: 20%

Results: 40%



Grand Prix

The ultimate accolade awarded to the campaign that breaks barriers across Southeast Asia, and demonstrates excellence throughout the entire process, from creative idea, to media execution, and measurable results. The Grand Prix will be awarded at the Grand Jury's discretion, with special consideration granted to the winners of all submissions-based categories.

Sample case study

Sammakorn - Sammakorn Not Sanpakorn, Thailand
(SEA Grand Prix winner, 2024)

Requirements

The entry must have been declared a category winner from the Southeast Asia level deliberations.

KPIs for Deliberation

Media impact: Views, % Organic Views, View-Through Rate, Engagement Rate

Brand impact: Brand Association

Business impact: Sales, Return on Ad Spend

Criteria weightage

Strategy: 20%

Creative Approach & Execution: 20%

YouTube Approach & Execution: 20%

Results: 40%



Agency of the Year Awards

The YouTube Works Awards SEA 2025 Agency of the Year Awards include these 3 categories:

Media Agency of the Year

Awarded to the media agency contributing to client success, through winning submissions at the YouTube Works Awards SEA 2025.

The winner of this category is the media agency that earned the highest overall score from entries at all qualifying levels: local finalists, local runners-up, local winners, and SEA winners.

Creative Agency of the Year

Awarded to the creative agency contributing to client success, through winning submissions at the YouTube Works Awards SEA 2025.

The winner of this category is the creative agency that earned the highest overall score from entries at all qualifying levels: local finalists, local runners-up, local winners, and SEA winners.



Specialty Agency of the Year

Awarded to the specialty agency contributing to client success, through winning submissions at the YouTube Works Awards SEA 2025.

The winner of this category is the specialty agency that earned the highest overall score from entries at all qualifying levels: local finalists, local runners-up, local winners, and SEA winners. Specialty Agency covers the following type of agencies, but not limited to, Creator Agency, Influencer Agency, Social Media Management Agency, Social-Commerce/Live-streaming agency, and/or Multi-Channel Network (MCNs).



Requirements:

The agency (Media, Creative, Specialty) should be credited / listed as contributor of the campaign during submission, in one or more categories as follows: 1) The Big Bang, 2) Multiformat Storytelling, 3) Brands & Creators, 4) Masters of Media, 5) Best of Festive.

Credited / listed agencies earn points from submission(s) that is (are) placed as:

- Local Finalist: 1 point
- Local 2nd Runner Up: 3 points
- Local 1st Runner Up: 5 points
- Local Winner: 10 points
- SEA Winner: 15 points
- Best of Country: 20 points
- Grand Prix (SEA): 30 points

Multiple agencies within media/creative/specialty agency award category

If a work or campaign constitutes work(s) from multiple agencies and networks, the scores of the winning work will be allocated proportionally.



Example 1: An entry that is the collaboration between Agency A & Agency B wins local “Masters of Media” category (local winners= 10 points), then each agency earns the following:

Media Agency A	5 points
Media Agency B	5 points

Tied Points

In the event that points are tied between multiple agencies (within respective media, creative, or specialty award categories), the Award will be given to the agency that won the highest number of the highest ranking achievements/awards.

Achievements/awards ranking order (from highest to lowest):

- SEA Grand Prix
- Best of Country
- SEA Category Winner (1st place)
- Local Category Winner (1st place)
- Local Category 1st Runner Up (2nd place)
- Local Category 2nd Runner Up (3rd place)
- Local Finalist



Media Agency A won:		Media Agency B won:	
2 x Local 2nd runner up	6	7 x Local Finalist	7
2 x Local Category Winner	20	3 x Local 2nd Runner up	9
1 x Best of Country	20	3 x Local 1st Runner up	15
1 x SEA Category Winner	15	3 x Local Category Winner	30
Total	61	Total	61

Then, agency A is the winner of Media Agency of the Year (as they have more number of higher-ranking awards).

Google and its research partner shall have absolute discretion in determining an agency’s eligibility for these Agency of the Year Awards.



6. Guidance on filling out the submission form

When filling out the submission form, please refer to the information 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. Submissions that are incomplete or lack the full details necessary to be evaluated will not be judged.

Cautions when filling out the submission form

If a single campaign is to be submitted for multiple categories, you may submit a single entry. In that entry, select all relevant categories, and provide justification for each category selected.

It is heavily recommended that you submit 1 entry per campaign per category, as the more tailored your responses and data are to each selected category, the better case it can make during deliberations.



An entry may be saved as a draft in the submission form for up to 24 hours prior to submission. Please ensure to press the save button upon filling in the submission form to ensure the saved version is the latest and most updated draft. All copies inputted prior to pressing save will remain on the form for up to 24 hours. Do bear in mind that fields containing PII information, such as Entrant Name, Entrant Company, Entrant Email Address, Contributing Agencies, will not be saved within the draft of the submission form.

All contents of the submission form must be based on facts. If it is found that false information is included in the submission form, you will be disqualified.

In order to facilitate the screening process, when filling out the submission form, please follow the minimum/maximum number of characters and spelling required for each question.



How to fill out the submission form

Please include your campaign's performance against the KPIs listed above that correspond to the category you wish to submit for.

The better the relationship between the campaign and the entry category becomes apparent through KPI performance.

Describe the organic causal relationship between individual items, such as the purpose of the campaign, KPIs, creative ideas, campaign strategy, key YouTube features used in the campaign, and campaign results.

When describing campaign performance or results, it is mandatory to include specific metric(s) in the Impact Metrics fields in the submission form (minimum 2 key metrics according to your campaign objectives, put N/A if any of the metrics field is not relevant).

Impact Metrics *

Please put 2 or more key result metrics for your campaign (refer to our [submission guide](#)). If any section is not applicable, put N/A.

Media Impact Metric(s) i.e. Reach, VTR%, CPM, CPV *

Brand Impact Metric(s)* i.e. Awareness Lift, Consideration Lift *

Business Impact Metric(s)* i.e. ROI, ROAS, Conversion Rate, Sales *



If possible, please also specify the source of the data indicated 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 submission.

Please ensure that your agency name is entered accurately in the Contributing Agency fields on our submission form. Points will be awarded solely to the listed contributing agency.

Ensure your accurate agency names are entered below. The Agency of the Year awards points rely on these fields. Put N/A if not applicable.

Contributing Media Agency *

Contributing Creative Agency *

Contributing Specialty Agency *

Specialty Agency covers the following type of agencies, but not limited to, Creator Agency, Influencer Agency, Social Media Management Agency, Social-Commerce/Live-streaming agency, and/or Multi-Channel Network (MCNs).



7.

Creative and additional materials submission guide

Creative submission (Required)

- When entering an award, you must submit the campaign creatives in the form of YouTube links.
- Please ensure to fill in the unique YouTube video ID in the respective fields within the submission form.
- If multiple links are required for one entry, please limit the number of YouTube links to 5 maximum.
- If multiple links are submitted, please fill in the creatives that should be reviewed intensively during the judging process in order of priority within the submission form. If this is not specified in the application form, the Kantar secretariat will automatically assume the first link as the main creative of the campaign.
- YouTube links provided must be the last 11 characters of the YouTube URL (eg. <https://www.youtube.com/watch?v=jEh6wBZiyJo>).
- If the YouTube video is in Shorts format, please copy the URL from a desktop browser instead of a mobile device.



Submission additional data (Option)

In addition to the campaign creative material, exhibitors may submit an additional reference material file to be provided to the judges. While optional, providing a case study video for the campaign is highly recommended; entries with a case study video would be given special consideration during jury deliberations.

For any additional supporting documents, please collate via PDF file format up to 5 pages. Failure to comply with the file format and size will not be accepted as additional material. When submitting additional data, please check your Google Drive access rights in advance. If the Kantar Secretariat is unable to access the material file while reviewing the submission, the material will be excluded from the review process without contacting us.



8.

Guide to the screening process

1. Screening stage

Pre-document screening

All entries are first reviewed for entry form, compliance with entry regulations, and eligibility requirements. For the full list of eligibility filters, please refer to section 3. Eligible entries will be assessed according to minimum quality standards as determined by Kantar and YouTube in relation to an entry's attraction, reaction and consumption metrics, for graduation to the Preliminary screening round.

Preliminary screening

A local panel of judges made up of industry experts evaluates the entries that have passed the first document review and selects the winners per country for the main categories, and the Best of Country winner. The Primary Judging criteria will be used for said screening. For a full list of KPIs to be considered, please refer to section 4.



Final screening

Our Grand Jury panel represented by industry experts across Southeast Asia will deliberate and go through in-depth discussions on the winner lists across category and countries, to select SEA level winners and Grand Prix.

2. Judging criteria

Both juries during the preliminary screening and final screening will evaluate entries according to the following criteria.

Overall Marketing Strategy

How clear, insightful and actionable was the overall campaign strategy, in relation to the broader business needs to be solved?
How well does the overall strategy address consumer insights, industry realities and business opportunities?

Creative Strategy & Execution

How well did the creative execution bring to life the creative idea?
Are your planning intent and ideas well expressed in the Creative?
Was the creative format well reflected in the media characteristics of YouTube?



YouTube Strategy & Execution

How strategically have you used YouTube as a medium to effectively achieve your brand goals? How suitable were the YouTube capabilities that were leveraged?

Results

How has the campaign's performance had a significant impact on overall results? Did using YouTube, and using it effectively, deliver on the KPIs set for the campaign, the brand and the business?

Media Impact: View-through rate, Views, Reach, etc.

Brand Impact: Brand Association, Brand Lift, etc.

Business Impact: Conversions, Sales, ROI, etc.

Note

- Final screening entries may be further reviewed through additional YouTube internal data.
- In order to ensure fairness and objectivity in the review process, the Kantar Secretariat allocates the submissions to be judged in consideration of the interests between each judge and each submission. We will guide you to withdraw from the judging of individual entries that are in conflict or that conflict.



3. Awards

In the final 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 entries, with special consideration given to the winners. Additionally, the jury can add categories for special awards.



8. Submit your entries

YouTube Works Awards SEA 2025 submissions are accepted online. If you wish to participate, please access the YouTube Works website at yt.be/works/sea, review the terms and conditions, and fill out the submission form.

For further inquiries, please contact youtube-works-sea@google.com.

Thank you for your interest in submitting to the
YouTube Works Awards SEA 2025

