



# YouTube Works

## AWARDS

# SUBMISSION GUIDE

2024 YouTube Works Awards U.S.

In partnership with



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# CONTENTS

<b>1. INTRODUCING THE 2024 YOUTUBE WORKS AWARDS</b>	<b>3</b>
<b>2. MAIN SCHEDULE</b>	<b>3</b>
<b>3. SUBMISSION QUALIFICATIONS AND REGULATIONS</b>	<b>4</b>
<b>4. AWARD CATEGORY INFORMATION</b>	<b>5</b>
<b>5. GUIDANCE ON FILLING OUT THE SUBMISSION FORM</b>	<b>8</b>
<b>6. CREATIVE AND ADDITIONAL MATERIALS SUBMISSION GUIDE</b>	<b>9</b>
<b>7. GUIDE TO THE SCREENING PROCESS</b>	<b>10</b>

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## 1. INTRODUCING THE 2024 YOUTUBE WORKS AWARDS

Over the past decade, 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, now in its sixth year in the U.S., celebrates and champions the brilliant minds behind the most innovative and effective advertising campaigns on YouTube. In partnership with Kantar and Contagious, this prestigious program recognizes outstanding creatives that pushed boundaries and drove results on YouTube in the past year.

Submit your best work from 2023 to be reviewed by a panel of industry leaders 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 creative 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.

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## 2. MAIN SCHEDULE

The main schedule for the 2024 YouTube Works Awards is as follows:

**Contest begins:** April 2, 2024

**Submissions end:** May 14, 2024

**Judging:** May–June 2024

**Winners announced:** September 2024

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### **3. SUBMISSION QUALIFICATIONS AND REGULATIONS**

Entering the 2024 YouTube Works Awards is easy. 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 launched in the U.S. between Jan. 1, 2023 and Dec. 31, 2023.

#### **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.
- Campaigns must not contain any content, material, or elements that infringe on the rights of third parties.
- Submissions must be written by the participant.

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## 4. AWARD CATEGORY INFORMATION

Categories for the 2024 YouTube Works Awards are listed below. Please select one that best represents 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.

A panel of industry leaders 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 please refer to the following table.

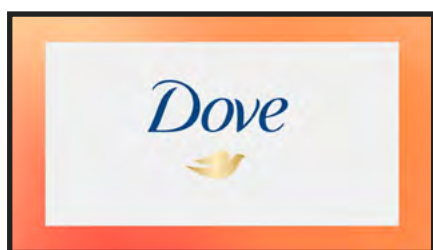
### 2024 YOUTUBE WORKS AWARDS CATEGORIES

#### 1. CREATIVE VISIONARY

**Celebrating the campaign that demonstrated creative ingenuity and brought to life a captivating vision.**

This category champions your singular vision of creating something exciting and wholly original. How did your story punch through the page and onto the screen? What key creative decisions were made along the way to delight and excite? How did this make the work more effective, bold, and unforgettable?

**Past winners:**



[Dove](#) (2023)



[Match](#) (2021)

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#### 2. TECH PIONEER

**Celebrating the campaign that best leveraged technology to drive more creative impact.**

We're looking for campaigns that pushed boundaries with tech, responsibly and effectively, to spark new ideas, evolve the creative canvas, generate assets, or scale the campaign across devices and formats. How did AI, ML, automation, or other technology improve the creative process or help your assets shine? How did you harness technology creatively to elevate marketing outcomes and drive business impact? How did you experiment with new tech to drive results?

**Past winners:**



[Sheba](#) (2022)



[M&M's](#) (2021)

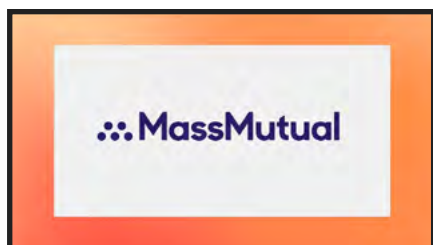
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### 3. BIG SCREEN, BIG RESULTS

**Celebrating the campaign that masterfully used YouTube on the TV screen to reach viewers and drive results.**

We're on the hunt for YouTube connected TV-first campaigns that use the big screen to make a big impact on their awareness and consideration objectives. How did you fine-tune your creative for the big screen? Did you set out to captivate audiences watching YouTube from their living rooms?

**Past winners:**



[MassMutual](#) (2023)



[Comedy Central](#) (2021)

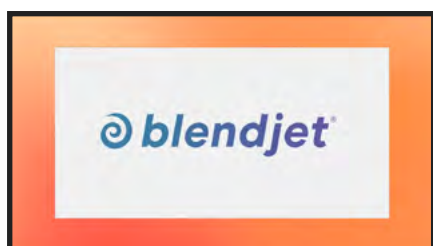
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### 4. MULTI-FORMAT STORYTELLING

**Celebrating the campaign that best adapted original storytelling for formats of all sorts.**

We want to see how you flexed your chameleon colors for different viewing contexts, whether it's on the go on mobile or relaxed in the living room. When did you use different ad formats — long, short, vertical, audio, or otherwise — to meet your audience on their terms? How did you navigate the changing tides of what viewers expect from their video content?

**Past winners:**



[BlendJet](#) (2023)

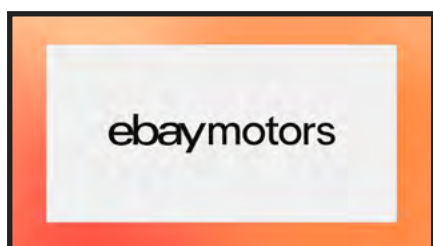
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### 5. BRANDS AS CREATORS

**Celebrating the campaign that best demonstrated brands behaving like creators.**

We don't just mean channels with flashy content or brands that partnered with creators — we're looking for brands that show us that YouTube is in their DNA. This brand regularly crafts content informed by consumer trends and knows how to nurture passionate online communities. In what ways did your content meet audiences where and how they're watching? How did you deliver entertainment and inspiration — just like a creator would?

**Past winners:**



[eBay Motors](#) (2023)



[Target](#) (2022)

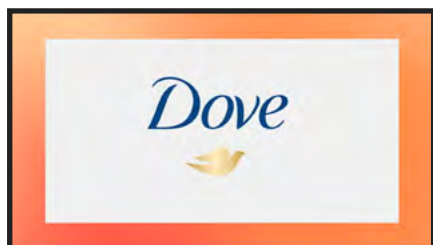
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## 6. THE CHANGEMAKER

**Celebrating the campaign that walked the walk on social or environmental issues.**

We're looking for campaigns that demonstrate a brand's fierce commitment to diversity, inclusion, sustainability, environmental issues, or other social causes. How did your campaign balance your brand's purpose with a tangible impact that extends beyond the bottom line? How did you inspire and empower your audience to take action?

**Past winners:**



[Dove](#) (2023)



[Tinder](#) (2022)

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## 7. THE UNDERDOG

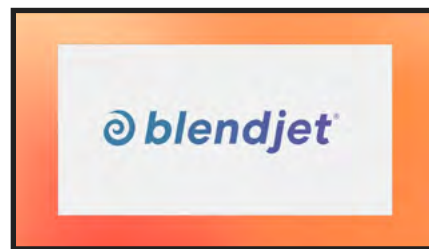
**Celebrating the campaign that beat the odds and made big waves.**

We're looking for campaigns from small or medium-sized brands (think businesses with 1,500 or fewer employees) that had big-name ambitions and achieved the results to match. How did you transform limited resources into major impact? What brilliant creative idea or novel consumer insight helped your campaign punch above its weight?

**Past winners:**



[Benjamin Moore](#) (2023)



[BlendJet](#) (2022)

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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. 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 maximum character number requirements.

### How to fill out the submission form

- Ultimately, the judges will use the information in your submission to evaluate how well your campaign performed against its objectives and how YouTube was uniquely leveraged. Be sure to include all relevant KPIs and avoid including information that distracts from your main metrics or points.
- When describing campaign performance, please include its objectives (such as awareness, consideration, purchase intent, brand image, etc.) and specific figures. For example, specific numbers showing changes in brand metrics before and after a campaign can greatly help judges understand campaign performance.
- Please also include specific business impact metrics (such as sales lift, conversions, increased market share, positive ROAS, lower CPA, new buyers, etc.) where possible.



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### **BEST IN CLASS RESULT EXAMPLES:**

- Brand A's campaign achieved its target KPI with 10% lift to purchase intent, and drove 500,000 new customers to purchase Brand A's product.
- Brand B demonstrated strong performance against business goals with +5% sales lift, and using YouTube's AI-powered formats drove down CPA by 10% versus prior campaigns.
- Brand C's campaign delivered 50% incremental reach on YouTube versus linear TV and beat category benchmarks for consideration lift at +4ppt.
- Brand D's campaign drove significant business impact with a 4:1 ROAS on YouTube.

- 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.

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## **6. CREATIVE AND ADDITIONAL MATERIALS SUBMISSION GUIDE**

### **Creative submission (required)**

To enter, you must submit a creative video from the campaign. Creatives are submitted using YouTube links, with a limit of five total links.

If multiple links are submitted, please ensure the first link is the primary YouTube creative link for consideration and rank the next four links (if any) in order of importance for review.

If this is not specified in the submission form, the Kantar moderator will select the first link by default as the main creative of the campaign.

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## 7. GUIDE TO THE SCREENING PROCESS

### Screening stage

<b>SUBMISSION PRESCREENING</b>	The Kantar team will review all entries to ensure compliance with entry regulations.
<b>ROUND 1 JUDGING</b>	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.
<b>FINAL JUDGING ROUND</b>	Following in-depth discussions, a grand jury of industry experts will select the winners by category.*

\* Final judging round 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 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.

<b>GRAND PRIX</b>	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.

<b>OVERALL IDEA AND STRATEGY</b>	How clear, insightful, and actionable was the overall campaign strategy in addressing the broader business need/problems to be solved?
<b>CREATIVE STRATEGY AND EXECUTION</b>	How well did the creative execution bring to life the creative idea? How well was the creative expression delivered to achieve the campaign's strategic purpose?
<b>YOUTUBE STRATEGY AND EXECUTION</b>	What strategic role did YouTube play to effectively achieve campaign objectives? How well were YouTube's creative canvas and capabilities leveraged?
<b>BUSINESS IMPACT</b>	What uplift did YouTube lend the campaign in landing the creatives with impact? How significant was the ultimate effect on the business?

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## 8. SUBMIT AN APPLICATION FORM

Submissions for the 2024 YouTube Works Awards 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 [youtube-works-us@google.com](mailto:youtube-works-us@google.com)

Thank you for your interest in submitting for  
**THE 2024 YOUTUBE WORKS AWARDS**

