

Frequently Asked Questions

YouTube Work Awards SEA 2025

How does YouTube Works Awards Southeast Asia work?

YouTube Works Awards Southeast Asia is a submission-based contest for paid YouTube campaigns. Winners will be selected by a jury of distinguished industry leaders with deep expertise and proven track records in advertising, marketing, creative storytelling and media. Multiple rounds of eligibility checks and jury deliberations will be conducted to arrive at our winning set.

- Among all eligible entries, our local juries will select category winners in each country, from which the Best of Country winner will be chosen.
- All local winners will serve as the SEA finalists, from which our Grand Jury will select the regional winners. One Grand Prix winner among all of the regional category winners will be awarded to the submission that best demonstrates brilliant results, storytelling, and effectiveness.

What are the geographic eligibility requirements for this campaign?

Campaigns with the majority of media spend targeted to Indonesia, Thailand, Vietnam, Philippines, Malaysia and/or Singapore are valid for entry. If your campaign targeted multiple countries at once, you must distinguish in the submission form between the primary target country, and the rest of the countries included in scope.

Please also note that YouTube Works Awards runs in many other countries globally and if your campaign was flighted in other countries other than the ones mentioned above, we encourage you to enter the awards in that country too.

How do I know if my campaign is eligible?

- Your YouTube Ad campaign's start date must fall within March 1, 2024 to April 30, 2025.
- Your campaign must have been supported with media spend, unless otherwise stated in the category criteria.
- Your campaign must have garnered a minimum view count of 20,000 for organic content, and 200,000 for paid content throughout the eligibility period.
- Your campaign must have had the majority of media spend targeted primarily to Indonesia, Thailand, Vietnam, Philippines, Malaysia and/or Singapore.
- Please note that if you have an entry that was submitted last year but still meets the eligibility criteria for this year, it would be considered eligible for this year too.

Where can I find the material guidelines and media specifications per category?

To learn more about each category and its corresponding criteria, requirements and KPIs, please refer to our [Submission Guide](#). If you wish to have a more in-depth session to learn more, you may [book a learning session with Kantar](#) or reach us anytime at youtube-works-sea@google.com.

Is there a fee to enter?

None at all - it's completely free to enter YouTube Works Awards Southeast Asia.

Can I submit my entry in my local language?

No - only entries, video case studies and ads with English subtitles or English dubbing will be considered for deliberations. Please ensure that the necessary translations are accomplished prior to submitting your form.

Can I enter more than once?

Yes, you can submit any and all campaigns that fall within the eligibility period and minimum eligibility criteria.

- You may submit 1 entry per campaign per category, or even 1 entry per campaign for multiple categories.
- 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.
- If you choose to submit only 1 entry for a campaign for multiple categories, simply select your desired categories in the multiple choice tick boxes in the submission form; however, it is strongly advised that you still provide independent justifications per question for each category selected.

Who can enter YouTube Works Awards Southeast Asia?

- Brand advertisers, media agencies, and creative agencies are eligible to participate in YouTube Works Awards Southeast Asia.
- We encourage you to collaborate among your brand team, media, creative, and other agency (i.e. creative/influencer agency) to ensure a well-rounded submissions and avoid duplication of similar campaign being submitted more than once by different team.

Will my entry be confidential?

No - By submitting an entry into YouTube Works Awards Southeast Asia, you grant Google, its subsidiaries, agents and partner companies, a perpetual license in the entry to use, adapt and publish your entry for any purpose connected with YouTube Works Awards Southeast Asia. More information regarding this is available in the [Terms and Conditions](#).

Where can I read the terms and conditions?

You can access the YouTube Works Awards Southeast Asia Terms and Conditions here - in [English](#), [Vietnamese](#), [Bahasa](#) and [Thai](#).

Can I create a video case study for my submission?

Yes - video case studies (in English) are allowed and encouraged. In addition to the campaign creative material, exhibitors may submit an additional reference material file to be provided to the judges. Entries with a case study video would be given special consideration during jury deliberations. Learn more about submitting additional data in the [Submission Guide](#).

Will I be informed if my submission progresses into the next rounds?

Yes - you will be informed through email if your campaign progresses as a local finalist, local winner, SEA finalist or SEA winner.

Can I save my entry and come back to it?

Yes - 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.

If you need to download the submission form for your entry drafting process, please access [here](#). Note that submissions will only be considered official once they are submitted in English within the embedded form on the website.

For more guidance on filling out the submission form, read our [Submission Guide](#).

I'm worried I won't be able to submit my work by the deadline. Can I ask for more time?

We will not be able to accept late submissions; contact your Google account manager or our [Kantar Team](#) to discuss how we can help you with your entry process prior to the deadline.

I've just submitted my entry. What happens next?

Each entry will be checked for eligibility by our Kantar and YouTube teams, before they are screened by our Local Jurors and SEA Grand Jury. Please make sure that the entrant is ready to be contacted in the event that clarifications about your entry need to be made by our Kantar team. Learn more about the judging process in our [Submission Guide](#).

How will winners be honored?

Winners will be honored at a local and regional level. Local winners will be honored in local press and in-market awards initiatives or events in September. Regional winners will be announced at a regional event in October. Stay tuned for more information.

Who should I reach out to if I have questions about YouTube Works Awards Southeast Asia?

To ensure a smooth journey, we're happy to guide you through the process. This year, we are introducing YouTube Works Awards SEA Office Hours with Kantar. In this session, you can find further tips on how to craft a winning submission, learn more about the program, and get your questions answered. [Book a session with Kantar](#) or reach us anytime at youtube-works-sea@google.com.