

YouTube Works Awards

Hong Kong

1. INTRODUCING THE 2025 YOUTUBE WORKS AWARDS

Over the past decade, marketers have redefined the way they communicate with consumers. From heartwarming stories, to inspirational stories, and the myriad of stories that exist in between, we've seen how amazing digital content can deliver.

The YouTube Works Awards is an advertising awards ceremony that selects and celebrates the brands and campaign creators who have created the most innovative and effective campaigns using YouTube's media platform.

Winning the YouTube Works Awards means being recognized locally and internationally for best practices in YouTube marketing. For each category, a case study content including not only the contents of the award entries but also the analysis of the success factors of the campaign will be created, which can be used as promotional materials for both brands and YouTube.

2. MAIN SCHEDULE

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

- Submissions begin: February 17, 2025
- Submissions end: March 16, 2025
- Judging: April-May 2025
- Winners announced: June 3, 2025

3. ENTRY QUALIFICATIONS AND REGULATIONS

Submissions for YouTube Works Awards 2025 are free of cost, regardless of industry or field, and all marketing, media, and creative agency teams using YouTube are welcome. All entries that comply with the qualifications and regulations below will be judged equally.

Eligibility for entry

- Campaigns run on YouTube from October 1, 2023 - Feb 28, 2025 (in part or in whole).

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.
- It must be a campaign that places ads on YouTube using any of the YouTube ads solutions.
- Each submission is eligible to win a maximum of two awards in total across all categories, inclusive of the Grand Prix.

4. AWARD CATEGORY INFORMATION

The award categories for the 2025 YouTube Works Awards are listed below. Choose the category that best fits your entry. You can select up to three categories on the submission form and you don't need to submit duplicate entries for each category. You are also welcome to submit multiple entries for each category, but it is not mandatory.

Tips: Select the award categories that best represent your campaign objective and results.

Keep in mind that each award category may have different marketing priorities and measure of success. You are expected to submit supplementary information to help the judges understand how your entry excels in a particular category.

2025 YouTube Works Awards Categories

1. Best Brand Channel
2. Best Collaboration - Brand and Creator
3. The Changemaker
4. [NEW] Best Content Takeover
5. [NEW] Best Digital Transformation
6. [NEW] Best in Action
7. [NEW] Best of Google AI

5. GUIDANCE ON FILLING OUT THE SUBMISSION FORM

When filling out the application form, please refer to the guide for each category you wish to submit and describe in detail the content required for each question. In order to make the screening process fair and objective, it is recommended that information on the campaign is provided as diverse and rich as possible.

Cautions when filling out the submission form

- You can select multiple categories (up to 3) for a single entry.
- If your entry is suitable for multiple categories, ensure that your entry details highlight and speak to the needs of the different categories.
- All contents of the application form must be based on facts. If it is found that false information is included in the application form, it will be disqualified.
- When filling out the application form, please follow the minimum/maximum number of characters and spelling required for each question.

How to fill out the submission form (Step-by-step instructions)

1. **Identify which category or categories best fits** for your campaign.
2. **Clearly state the campaign objectives.** Differentiate between Primary and Secondary objectives.
3. **Outline and draw a clear picture of YouTube's role in the campaign.** What was different about how it was utilized in terms of solutions, collaboration, analytics etc.
4. **Explain how different YouTube products were used to achieve different objectives.** For example:
 - a. Was YouTube In-stream Ad used to drive Awareness or Consideration?
 - b. What objective was the collaboration with YT Creators meant to achieve – consideration, trial or image building?
5. **Include campaign/brand/sales metrics** to highlight campaign success and business results.
6. Ensure metrics used are relevant to the campaign objectives and the YouTube Solutions used.
7. Each entry will be judged on the basis of creative, media, overall campaign and business impacts.
8. Specify the Source of the data indicated in the entry form.

2025 YouTube Works Awards categories guide

*Use of Google Data, Audience Insights & Brand Consumer insights would be a valuable factor to consider.

Category	Category Details
Best Content Takeover Celebrating the campaign that masterfully used YouTube's Premium Placements to captivate specific audiences during targeted moments/primetimes, leaving a lasting impression and building meaningful brand engagement.	<p>Eligibility: Usage of YouTube Ads Products (any of the below):</p> <ul style="list-style-type: none">● Roadblock 100% SOV Takeover● CPM/CPH/Livestream Masthead● Google TV Masthead● YouTube Select Line-ups● First Position Moments● First Position Shorts● CTV 30s Non Skip Ads● CTV Pause Ad <p>Suggested Measurement: Unique Reach, Brand Lift, Search Lift, any other 3P measurement study</p>
Best Digital Transformation Celebrating the pioneering Hong Kong domestic campaign that dared to transform from traditional media to digital, and proved the effectiveness of digital-first thinking.	<p>Eligibility</p> <ul style="list-style-type: none">● Usage of any YouTube Ads Products: e.g. YouTube Reservation Products, Video reach, Video Views, Demand Gen, etc● Brand level with 30% YoY increase in YouTube Investment with minimum annual HKD1M YouTube media budget

<p>We're looking for local campaigns that transformed their marketing approach by embracing more online video for cross media reach, took a leap of faith to go beyond Traditional Media, and adopted digital ad solutions & insights to connect with the Hong Kong community.</p>	<ul style="list-style-type: none"> ● Local YouTube campaign targeting Hong Kong domestic market <p>Suggested Measurement:</p> <ul style="list-style-type: none"> ● Submission should provide campaign budget and quantifiable impact results ● Unique Reach, Brand Lift, Share of Search Lift, Conversion Lift, Cross Media Reach (XMR), Marketing Mix Model (MMM), Sales Impact and any other 3P measurement study
<p>Best of Google AI</p> <p>Celebrating the campaign that best demonstrates how marketers effectively and responsibly leverage Google AI to enhance marketing performance and business impact. This could include using Google AI-powered solutions to launch campaigns in any of the below areas:</p> <ul style="list-style-type: none"> ● Overall Campaign Insights or Ideation ● Media Strategy for Reach / Views / Traffic / Sales ● Creative Assets & Message Development 	<p>Eligibility: Usage of AI-powered Google Products (any of the below):</p> <ul style="list-style-type: none"> ● AI-Powered Ad products: Video Reach Campaign, Video View Campaigns, Demand Gen ● AI-Powered Research & Insights Tool: Gemini, 'Know Your Audiences' Insights, Cash+, TITAN etc. ● AI-Powered Creative Tool: Video Ads Sequencing, Ads Creative Studio, Shorts Maker etc. <p>Suggested Measurement: Brand Lift, Search Lift, Conversion Lift, or any other 3P measurement study</p>

<p>Best in Action</p> <p>Celebrating the campaign that best leverages YouTube to drive customers to shift consideration or take action in decision-making moments.</p>	<p>Eligibility: Usage of YouTube Ads Products (any of the below):</p> <ul style="list-style-type: none"> • Demand Gen Campaign • Video Action Campaign <p>Suggested Measurement: Consideration Lift, Conversion Lift, Cross-product synergy on Reach & Conversion Incrementality, Sales Impact or any other 3P measurement study</p>
<p>Best Brand Channel</p> <p>Celebrating the campaign that best manages YouTube as a platform/content hub to regularly engage with the audience.</p> <p>Show us how your brand regularly crafts content informed by consumer trends and knows how to nurture passionate online communities. The best case should demonstrate how business impact is achieved coupled with YouTube ads solutions.</p>	<p>Eligibility: Usage of YouTube Ads Products (any of the below):</p> <ul style="list-style-type: none"> • Demand Gen for Subscription, VAC for Subscription • Use of any Ad Format to drive reach & engagement beyond organic content creation <p>Suggested Measurement:</p> <ul style="list-style-type: none"> • Growth in subscriptions, Growth in content views

<p>Best Collaboration Brand & Creator</p> <p>Celebrating the campaign that best demonstrates the strategic and creative collaboration between the Brand & YouTube Creator.</p> <p>We are looking for campaigns that demonstrate strategic and creative collaboration between creators and brands, coupled with media amplification, that ultimately drive incredible social buzz and positive brand associations.</p>	<p>Eligibility: Usage of YouTube Ads Products (any of the below):</p> <ul style="list-style-type: none"> • Partnership Ads or Creator Promo • Use of any Ad Format to drive reach & engagement beyond organic content <p>Suggested Measurement:</p> <ul style="list-style-type: none"> • Unique Reach, Brand Lift, Search Lift, Content Views
<p>The Changemaker</p> <p>Celebrating the campaign that best demonstrates inclusivity and diversity in marketing, and/or campaigns that support social or environmental causes.</p> <p>We're looking for campaigns that demonstrate a brand's fierce commitment to diversity, inclusion, sustainability,</p>	

environmental issues, or other social causes.	
GRAND PRIX	<p>This award celebrates the most creative & innovative work with demonstrable business results on YouTube</p> <p>*In the final judging, the winners of each category are selected based on the judges' scores, and the Grand Prix award is awarded (at judges discretion) to the best work among the winners.</p>

6. CREATIVE AND ADDITIONAL MATERIALS SUBMISSION GUIDE

CORE

- Fully Filled Submission Form
- Video ads from the campaign. If multiple ads were used, kindly upload the different ads.
- Creatives are to be primarily submitted in the form of YouTube links. Participants can also submit video links and other supplementary materials through other platforms (ie. Google Drive) so long as the links are accessible by the Google team.
- There is no limit to the number of YouTube links that can be submitted.

If multiple links are submitted, creatives that should be reviewed intensively during the judging process must be stated in the submission application. If not specified in the application form, the Kantar Secretariat will randomly select and judge the main creative of the campaign.

OPTIONAL BUT HELPFUL

- Video case study highlighting the business issue, the role and objectives of the campaign, the role of YouTube within this campaign and the impact delivered. The video should be no longer than 3 minutes.
- PowerPoint slide of up to 5 pages in PDF file format. 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 application, the material will be excluded from the review process without contacting us.

7. GUIDE TO THE SCREENING PROCESS

PRE-DOCUMENT SCREENING	All entries are first reviewed by Kantar and YouTube for entry form to ensure compliance with entry regulations.
PRELIMINARY SCREENING	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 SCREENING	Grand Jury representing industry experts will go through in-depth discussions to select the final winners by category, and select the Grand Prix winner.

- 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.

8. JUDGING CRITERIA

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

JUDGING CRITERIA	Guiding Questions
Overall idea and strategy	<ul style="list-style-type: none">• What was the objective of your campaign? Who was your primary target?• How clear, insightful and actionable was the overall campaign strategy in addressing the broader business need/problems to be solved? <p>*Use of Google Data, Audience Insights & Brand Consumer insights would be a valuable factor to consider</p>
Creative strategy & execution	<ul style="list-style-type: none">• How well did the creative execution bring to life the creative idea?• How well was the creative expression delivered using YouTube to achieve the strategic purpose of the campaign?• Was the creative format well reflected in the media characteristics of YouTube? E.g. Long & short form• Were ads modified or adapted to suit specific YouTube solutions? E.g. Sequential storytelling
YouTube strategy & execution	<ul style="list-style-type: none">• Which YouTube capabilities did you leverage?• What role did it / they play in helping achieve your campaign goal(s)?• How did the strategic media planning on YouTube tie to audience insights identified for

	<p>the campaign?</p> <ul style="list-style-type: none"> • How were the different YouTube solutions mapped against specific objectives? • Was there analytics used in identifying specific target audiences?
Business Impact	<ul style="list-style-type: none"> • What were your results against the specific goals and KPIs you aimed to achieve? • What uplift did YouTube lend the campaign in landing the creatives with impact? • Did using YouTube, and using it effectively, deliver on the role it was supposed to within the campaign? • What was the broader business impact of your campaign?

Each category has a different weighting to the criteria, you can refer to the below information to

	Idea & Strategy	Creative strategy & Execution	YouTube strategy & Execution	Business impact
Best Content Takeover	20%	30%	30%	20%
Best Digital Transformation	20%	20%	30%	30%
Best of Google AI	20%	20%	30%	30%
Best Collaboration: Brand & Creator	20%	30%	30%	20%
Best Brand Channel	30%	30%	20%	20%
Best in Action	20%	20%	30%	30%
The Changemaker	25%	25%	25%	25%