

YouTube Works Awards SEA 2026

Offline Submission Form Template

Please read before using the template

- **Please download this template before making any edits / changes.**
 - How do I download this template? Click “File” → “Download” → then choose the format that is suitable for you.
- This form is **not** a receipt for your submission to be accepted to YouTube Works Awards SEA 2026. Entrants will still need to submit their entries within the [submission form in the website](#) to be accepted, before the official deadline.
- All submissions must be in English. To ensure that submissions are assessed properly by our SEA Grand Jury, video case studies or campaigns originally in local language must have English subtitles or dubbing. Please refer to our [submission guide](#) for more information.

YouTube Works Awards SEA 2026 - Offline Submission Form Template

Entry information

- Eligible submissions are those launched between March 1, 2025 to April 30, 2026
- **Entry Title***
- **Brand Name***
- **Advertiser name (Parent Company)***
- 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).
- **Campaign Launch Date***
- **Campaign End Date***

Primary Market*

Please select the primary country target of your campaign. You may select only one.

If your campaign ran in multiple markets:

- Please select the market with the most media spend.
- The primary market must be agreed upon by parties in all markets
- The campaign can only be entered once. Adaptations for other markets are not eligible.
 - **Indonesia**
 - **Malaysia**
 - **Philippines**
 - **Singapore**
 - **Thailand**
 - **Vietnam**

Other Markets

If your campaign ran in other countries, please all other markets that apply.

- **Indonesia**
- **Malaysia**
- **Philippines**
- **Singapore**
- **Thailand**
- **Vietnam**

Select category/ies. *

Please select the category/ies which best reflects your submission. To read more about each category, see the submission guide. You may select all that apply.

- **The Big Bang**
Awarded to the most effective launch for a new product or campaign.
- **Multiformat Storytelling:**
Awarded to the campaign that has masterful storytelling across formats, durations, and devices for maximum impact.
- **Masters of Media**
Awarded to the campaign that best recognizes brilliant and innovative media strategies, emphasizing the effective and responsible use of AI, that drive exceptional business results and demonstrate marketing excellence.
- **Brands & Creators**
Awarded to the best brand and YouTube Creator partnership demonstrating strategic collaboration and creative excellence. Winning campaigns leverage cultural trends and real-time moments to create impactful content. Creators must be integral to the strategy from inception, driving exceptional results and positive brand impact.
- **Best of Festive**

Awarded to the campaign that masterfully blends culturally relevant festive celebrations with impactful social or environmental messaging, maximizing consumer connection and inspiring action.

- **Best use of AI for Creative [SEA]**

This category celebrates the innovative use of AI in creative development. Entries should demonstrate how AI is able to hyper-personalize assets at scale, foster novel audience interactions, or realize the creative visions in ways unattainable through conventional methods.

Why the selected category/ies? (2,500 character limit)*

Why do you think your campaign is a good fit for the category/ies you have selected? How does this campaign best exemplify the category/ies? Ensure separate explanations per category selected, as shown below:

-The Big Bang: [add reason here]

-Multiformat Storytelling: [add reason here]

Background and Business Context (1,000 character limit)*

What is the story you want to tell the judges about your campaign? Some important elements to cover are: What role does your brand play in the category? What is the competitive environment and market conditions like? What specific business or market problem triggered this campaign, and why did it require intervention at that point in time? Who was your primary target for this campaign? What important information on your audience behaviour and culture should we be aware of.

Campaign Objective (1,000 character limit)*

What metrics were set to determine the success of your campaign? Include concrete objectives that are quantifiable and as specific as possible. Include Media, Brand, and Business KPIs to showcase your campaign's full influence. Judges will be interested in any relevant background (e.g. targets, previous performance, KPIs etc.) around the goal set. Note that your response to this question will be considered when judges are assessing overall effectiveness with an eye to how business-critical the objectives were and how well they were achieved.

Creative Strategy and Execution (1,000 character limit)*

What was the creative strategy, idea, and final execution? Include, if applicable, any customer or market research, organizational reality or imperative, human truth or audience insights (wants, needs, attitudes, behaviors), or any other context that led to the idea and final execution. Best use of AI for Creative: please elaborate your creative execution; what and how generative AI tools are integrated in the creative development processes, how is the human-AI synergy comes to life? What are the AI tools enabling you to achieve?

YouTube Strategy and Execution (1,500 character limit)*

What was the YouTube strategy you used to bring your campaign to life? Include the YouTube capabilities you had chosen and why they made most sense given your target and core idea. If you are able to share your budget or scope, that would help the judges understand your approach. Judges will look at a unique-to-YouTube strategy and innovative media thinking, planning and execution to justify YouTube's suitability to meet the objectives set. Best use of AI for Creative: please elaborate how the Creative assets produced are being amplified on YouTube (organic or paid).

YouTube capabilities*

Which YouTube capabilities did you leverage? To read more about each Youtube capabilities, visit our [support page](#). Tick all that apply.

- Skippable In-Stream Ads
- Non-Skippable In-Stream Ads
- Bumper Ads
- In-feed Video Ads
- YouTube Masthead
- Demand Gen
- Performance Max
- Video Reach Campaigns
- Video View Campaigns
- Roadblocks
- Connected TV
- Masthead
- Shoppable Masthead on Mobile
- Immersive design for Masthead on CTV
- Pause Ads
- YouTube Shorts Ads
- Partnership Ads
- YouTube Discovery
- Video Ad Sequencing
- Video enhancement
- Shorts Maker
- Creator Promotions
- Video Experiments
- Dynamic lineups
- YouTube Select
- Others (please specify on the next field)

YouTube Capabilities - Others

If you've used other YouTube capabilities not on the list, please specify.

AI Creative tools

Which AI tools did you leverage? Please list down in the field below (both Google and non-Google generative AI tools)

Campaign Materials *

Only enter your actual campaign materials YouTube URL here, by taking the last 11 characters of the YouTube URL from the desktop browser (applies for Shorts video as well). Example:

<https://www.youtube.com/watch?v=jEh6wBZiyJo>

Please limit to 5 links maximum, enter in order of priority to help with judging process. Note that all links must be active until 31 Dec 2026.

Link 1:

Link 2:

Link 3:

Link 4:

Link 5:

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*

Results (1,000 character limit)*

What were your results against the specific goals and KPIs set? How were results measured? How did YouTube capabilities help achieve your campaign objectives? Include any relevant benchmarks to illustrate your achievements. Judges will be assessing your entry based on campaign results against Media, Brand and Business KPIs you've stated in the Campaign Objectives section. Best use of AI for Creative: please elaborate your Creative Impact here, including proof of how your entry demonstrates the pioneering spirit, achieving next level personalization, scale, or visual craft that defies traditional creative production? What's the potential of this to be scaled or adapted to solve future, bigger creative production challenges?

Additional Materials or Information (2,000 character limit)

Any video case studies, additional assets, information, context or insight you would like to share with the judges?

- *If available, the English case study (must be uploaded to YouTube) should be the first link provided, followed by original works, then supplement materials.*
- *If materials are uploaded to Google Drive, please ensure permission is granted for all with link*
- *Please ensure that all links provided are active until 31 December 2026*

How did you hear about YouTube Works Awards? *

- My Google sales partner
- My agency
- Industry organization (e.g. Kantar)
- YouTube Works Awards website
- Social media
- Google search
- Trade publication
- I've participated in the past
- Other (Please specify)

Entrant Information

- Entrant Name*
- Entrant Company*
- Entrant Company Type Agency or Brand/Business :
- Entrant Email Address*
- Entrant Contact Number
- Logos of all participating parties i.e., advertisers, media/creative/specialty agencies (Google Drive link)*
- **I accept the YouTube Works Awards Southeast Asia 2026 Terms and Conditions, Google's Terms and Conditions and acknowledge that my information will be used in accordance with Google's Privacy Policy.**