Best YouTube Creator Collaboration

Ad Age A-List & Creativity Awards

Presented by Ad Age and YouTube, the Best YouTube Creator Collaboration award honors an agency and/or brand that truly understands the power of YouTube creators driving ad effectiveness on the platform as well as cultural and commercial impact.

The rules

There is no cost to enter and entry is open to campaigns or videos that debuted and ran on YouTube between Jan. 1, 2025 and Dec. 31, 2025.

You will be asked to submit:
(1) a 350-word maximum write up describing the objective and business challenge
(2) details on the results of the work that demonstrate cultural and commercial impact and
(3) a file or link to the work posted on YouTube

All work entered must have been intentionally made for YouTube and/or a major component was inspired by YouTube and ran as part of a paid media campaign on YouTube.

This award will recognize the most creative and effective collaboration between a brand and a YouTube creator. The work should reflect a clear alignment between the creator's voice and audience and the brand's message. Entries must demonstrate how YouTube was the primary platform for the content's development and distribution, leveraging one or more of YouTube's diverse formats across Shorts, long-form, in-stream and live content.

This award is open to campaigns designed for and launched on YouTube in collaboration with a creator. While campaigns that also ran on other platforms are eligible, the creator collaboration must have been developed for and primarily activated on YouTube. Entrants should show meaningful engagement and results from the partnership.

Please keep in mind

Anything you submit, including results of the work, may be published. Do not submit anything you wish to withhold as private information or that you do not have permission to share publicly. This includes ghost campaigns or inflated results.

Administration and Sponsor Disclaimer

The Contest is administered by Ad Age. Except as expressly stated herein, Google LLC has no involvement in the administration of the Contest, the selection of winners, or the fulfillment of prizes. Google LLC's sole role is to participate in the judging panel for Best YouTube Creator Collaboration only. Ad Age is solely responsible for administering all categories, eligibility, winner selection, prize fulfillment, data collection and security, and legal compliance. By entering, you acknowledge that Google LLC shall have no liability or responsibility of any kind for the Contest, other than its limited judging role in the Best YouTube Creator Collaboration.

Judging criteria

Judges, including members of the Ad Age editorial team and executives from YouTube, will specifically look for the strategic fit, originality and how the collaboration drove measurable cultural and business impact.

Submissions should comprehensively detail:

❑ **The campaign objective and challenge:** Clearly outline which KPIs the campaign aimed to achieve and the hurdles it sought to overcome.

❑ **The insight that drove creative ideation:** Explain the core understanding or discovery that informed the unique creative approach.

❑ **The big idea:** Articulate the central concept or innovative approach of the collaboration.

❑ **An overview of how the campaign came to life:** Describe the execution, explaining how the brand and creator worked together and how the content was tailored for YouTube's unique environment. This includes how the work prioritized creator authenticity and fit, not just celebrity reach.

Submissions should also layout the specific and measurable outcomes from the collaboration that demonstrate both cultural and commercial impact. This can include:

❑ **Brand lift metrics:** Such as brand awareness, consideration or conversions showing how the campaign reached its intended KPIs.

❑ **Engagement metrics:** Such as likes, comments, shares and audience interaction within YouTube's community dynamics to show audience resonance.

❑ **Video views and completion rates:** Demonstrating audience reach and retention on the platform.

❑ **Hashtag usage and/or earned media pickup:** Indicating broader cultural relevance and organic spread.

❑ **Return on ad spend (ROAS) or sales:** Directly linking the collaboration to business success.

Presenting sponsor

YouTube