

# Apply for New Stars MAD Competition 2023

MAD STARS ORGANIZING COMMITTEE is getting apply participants for New Stars MAD Competition 2023 which is one of the main program of MAD STARS 2023 for junior advertisers from all over the world. We hope that all of junior who want to be a NEW STAR participate a lot.

April, 2023

MAD STARS ORGANIZING COMMITTEE(Omitting the official seal)

## 1. Overview

- Title: New Stars MAD Competition 2023
- Period : 22 August (Tue) - 25 August (Fri) 2023 / For 4 days
- Type : Offline
- Venue
  - Contest Site : BEXCO, Busan
  - Accommodation : ShillaStay, Haeundae, Busan
- Schedule

21 Aug (Mon)	22 Aug (Tue)	23 Aug (Wed)	24 Aug (Thu)	25 Aug (Fri)	26 Aug (Sat)
<ul style="list-style-type: none"><li>- Check in</li><li>- Individual Orientation</li></ul>	<ul style="list-style-type: none"><li>- Announce a Subject of the Contest</li><li>- Start the Competition</li></ul>	<ul style="list-style-type: none"><li>- Finish the Competition</li><li>- Close the Submission</li><li>- MAD STARS Opening Ceremony &amp; Gala</li></ul>	<ul style="list-style-type: none"><li>- Judge the Submitted Works</li><li>- Enjoy MAD STARS freely</li><li>- NEW STARS Networking Party</li></ul>	<ul style="list-style-type: none"><li>- Enjoy MAD STARS freely</li><li>- Special Sessions with Juries</li><li>- MAD STARS Awards Show &amp; Closing Gala</li></ul>	<ul style="list-style-type: none"><li>- Check out</li></ul>

※ Competition schedule could be changed.

## 2. Apply for the Preliminary Round

- Registration Period (Submit Application)
  - Period : 3 Apr (Mon) - 7 Jun (Wed), 2023
  - Announcement: 13 Jun (Tue), 2023 (On MAD STAR website)
- Eligible Participants
  - Individual or team of 2
  - A person who specializes in related occupations such as Marketing, Public Relations, Advertising and AD Technology for less than 5 years (A minimum age of 19 is required to participate)
- How to Apply

- MAD STARS website ([www.madstars.org](http://www.madstars.org)) → COMPETITION → NEW STARS → Click Registration → Complete → Submit → Complete the application **(Only in English)**

○ Selection Criteria

- Clear reasons for applying, Introduction of your team, Sincerity toward NEW STAR and Career in advertising industry

○ Benefits for Finalist

- Qualifications of participation in New Stars MAD Competition 2023
- Accommodations and meals will be provided for 5 nights, 6 days. (Airfare and transportation costs are not inclusive)
- Provide the full package ticket to MAD STARS 2023 (Worth of 990 USD including Opening Ceremony, Awards, Exhibition, Conference participation)
- Access to attend to New Stars Networking Party (Participants and Juries of NEW STARS)
- Provide the full package ticket to MAD STARS 2024 for Gold winner

○ Awards

- Gold, Silver, Bronze and Crystal

※ Awards can be changed depending on the final judge result.

○ Registration Fee

- 1,300 USD per person

※ Only team for final would need to pay for registration fee (we would announce in detail through contact personally)

○ Contact

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