

# Apply for Young Stars MAD Competition 2023

MAD STARS ORGANIZING COMMITTEE is getting apply participants for Young Stars MAD Competition 2023 which is one of the main program of MAD STARS 2023 for university students from all over the world. We hope that all of students who want to be in advertising industry participate a lot.

April, 2023

**MAD STARS ORGANIZING COMMITTEE**(Omitting the official seal)

## 1. Overview

- Title: Young Stars MAD Competition 2023
- Period : 22 August (Tue) - 25 August (Fri) 2023 / For 4 days
- Type : Offline
- Venue
  - Contest Site : BEXCO, Busan
  - Accommodation : Busan Metropolitan Corporation's Arpina, 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></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 and Portfolio)
  - Period : 3 Apr (Mon) – 7 Jun (Wed), 2023
  - Announcement: 13 Jun (Tue), 2023 (On MAD STAR Website)
- Eligible Participants
  - Individual or team of 2
  - Students currently in college or university, graduate students (master's degree), and students on leave.
  - Military service personnel and those with suspension of graduation
- ※ Non-major-related and proof of enrollment is required
- ※ If you are graduated the university, You cannot participate as an Advertising

Academy student operated by another institution.

#### ○ How to Apply

- Participating Application : MAD STARS website ([www.madstars.org](http://www.madstars.org)) → COMPETITION → YOUNG STARS → Click Registration → Complete → Submit → Complete the application (**Only in English**)
- Portfolio : Must be converted into PDF files put together as a single file, and upload (Number of portfolios are not limited)
  - ※ No any designated topic on your portfolio and no restrictions on Korean and English. Also, Number of portfolios and pages are not limited, Both of team and team members can submit the portfolios.
- Winning certification (not required) : The other contest winner has to scan and combine with one PDF file.
  - ※ Upload the portfolio and winning certification capacity of 20MB or less on the entry form.

#### ○ Selection Criteria

- Clear reasons for applying, Award winning career and portfolio, Introduction of your team and Sincerity toward YOUNG STARS

#### ○ Benefits for Finalist

- Qualifications of participation in Young Stars MAD Competition 2023
- Provide observe tickets to MAD STARS 2023 (including Opening Ceremony, Awards, Exhibition, Conference participation)
- Accommodations will be provided for 5 nights, 6 days. (Airfare, meals and transportation costs are not inclusive)
- Participate internship program (Winner of Gold/Silver/Bronze/Crystal)
  - ※ Schedule or Number of people can be changed depending on partner company in Internship.

#### ○ Awards

- Gold, Silver, Bronze and Crystal
  - ※ Awards can be changed depending on the final judge result.

#### ○ Registration Fee

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

#### ○ Contact

- Tel:051-623-5539 / E-mail:jean@madstars.org