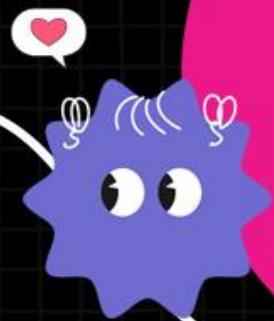


INTRODUCTION MATERIAL

NEW STARS
MAD COMPETITION
22-25 AUG 2023



WELCOME!

NEW STARS MAD COMPETITION 2023

New Stars MAD Competition is the creative competition program in which held during the finals of the MAD STARS **for junior advertisers all over the world**.

NEW STARS is a competition for in-service advertisers under the 5 years of experience around the world to create ads based on the subject of the contest that would be announced on-site.

Also, People who specializes in related occupations such as **Marketing, Public Relations, Advertising and AD Technology** are the target of NEW STARS 2023.

It will be held for 4 days during the MAD STARS. Submission will be fairly judged by the experts in advertising industry.

Offline Competition for the first time in 4 years!!

MAD STARS 2023

NEW STARS

MAD Competition 2023

| Application Period : 3 Apr.(Mon) - 7 Jun.(Wed), 2023

| Eligible Participants : Junior advertisers and related industry workers



Competition Procedure



Preliminary
Round

Registration



Final
Round

Offline
Competition
※ Only teams who pass
the preliminary round



Winner
Announcement

Awards

Preliminary Round

| 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)
Apply Online

| Announcement

13 Jun.(Tue), 2023
(On MAD STAR website)

Final Round

| Period

22 Aug.(Tue) - 25 Aug.(Fri), 2023
For 4 days

| Venue

BEXCO, Busan

| Type

Offline

| Contact

Tel : +82-51-623-5539

E-mail : jean@madstars.org





New Stars MAD Competition 2023

■ Overview

- Title: New Stars MAD Competition 2023
- Period : 22 Aug.(Tue) – 25 Aug.(Fri) 2023 / For 4 days
- Venue
 - Contest Site : BEXCO, Busan
 - Accommodation : Shillastay, Haeundae, Busan

■ 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, 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) → 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

■ Final Round

- 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
 - Access to attend to New Stars Networking Party
 - 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
- Schedule (August)

21 (Mon)	22 (Tue)	23 (Wed)	24 (Thu)	25 (Fri)	26 (Sat)
<ul style="list-style-type: none">- Check in- Orientat- ion	<ul style="list-style-type: none">- Subject Announcement- Start the Competition	<ul style="list-style-type: none">- Finish the Competition- MAD STARS Opening Cerem- ony & Gala	<ul style="list-style-type: none">- Judge the Submission- Enjoy MAD STARS- Networking Party	<ul style="list-style-type: none">- Special Sessions with Juries- MAD STARS Awards Show & Closing Gala	<ul style="list-style-type: none">- Check- out

NEW STARS 2023

VARIOUS PROGRAMS

ORIENTATION



NEW STARS 2023

VARIOUS PROGRAMS

SUBJECT ANNOUNCEMENT



NEW STARS 2023

VARIOUS PROGRAMS

COMPETITION



NEW STARS 2023

VARIOUS PROGRAMS

JUDGE



NEW STARS 2023

VARIOUS PROGRAMS

NETWORKING PARTY



NEW STARS 2023

VARIOUS PROGRAMS

SPECIAL SESSION WITH JURIES



NEW STARS 2023

VARIOUS PROGRAMS

AWARDS & CLOSING GALA



NEW STARS MAD COMPETITION 2023

WINNER LIST 2022

Award	Team Name	Country	Team Member	Company
Gold	Dupla Lipa	Mexico	Fátima Alejandra Quiroz Alderete Ana Sofia Valdez Blanco	VMLY&R Mexico
Silver	Dani & Erika	Japan	Erika Murakawa Daniela Suwa	McCann Health McCann Erickson
Bronze	MAD MAX	Republic of Korea	Kyungho Lee Seonhaeng Lee	Cheil Worldwide
Crystal	Sin Loo & Regina	Malaysia	Lum Sin Loo Regina Chin	Oliver Malaysia
			Cristian Mugarra Palma	
	BERLIN SANTIAGO	Chile	Patricio Orellana Araya	BERLIN SCL
	Gus&Kev	Sweden	Gustaf Haffling	Innocean Berlin
			Kevin Krooks	Berntzon:Bylund

Hear From Previous Winners



2022 NEW STARS Gold

This award means a lot to us since it has been a dream we have had and have worked on.

We also are honored to represent Mexico's young talent on the other side of the world, as it helps to break barriers and push forward ideas to make a more diverse industry.

2022 NEW STARS Silver

We are beyond happy to be selected for the prize!

Our greatest gratitude to MAD STARS for this chance, It was a truly inspiring opportunity.

Thank you so much for motivating us to try harder and continue to pursue our dreams!



2022 NEW STARS Bronze

We can never be happier at hearing our award-winning.

When listening to inspiring stories of Kim-Goo and his aspiration, We have been hoping to use them to make people touched one day. Now it did! Thanks to Kim-goo for the bronze.

NEW STARS MAD COMPETITION 2023

Hear From Previous Winners



2022 NEW STARS Crystal

'Would come back with higher aims'

It's a great honor to have an opportunity to show our logic and creativity.
Still, we are starving and will come back with higher greater aims.

2022 NEW STARS Crystal

Honoured to be receiving the New Star award and thanks Mad Stars and the Juries for the recognition!

Had a blast coming up with an unique and interactive idea.



2022 NEW STARS Crystal

We are delighted to be chosen for this award.

Thank you to the judges, to everyone involved with NEW STARS, and to everything that inspired this idea.

The award is very encouraging for us going forward.





THANK YOU

NEW STARS MAD COMPETITION 2023



CONTACT

jean@madstars.org +82 051-623-5539