



MAD STARS 2023 Entry Kit

ENGLISH



MAD STARS 2023
Entry Kit

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KEY DATES

| | |
|---------------------------|-------------------------|
| Deadline | 15 June 2023 |
| Finalist Announced | 14 July 2023 |
| Winners Announced | 25 Aug 2023 |
| MAD STARS Festival | 23 – 25 Aug 2023 |

※ The above schedule is subject to change.

ABOUT US

MAD STARS is international Marketing · Advertising · Digital contents festival that combines **creativity with cutting-edge technology**.

For 15th Anniversary, AD STARS changes its name from 'AD STARS' to **"MAD STARS"**.
"MAD" is an acronym for Marketing, Advertising, and Digital contents.

MAD STARS aims to share MAD solutions and **"The maddest ideas are those that change the world."**

NEW IN 2023

Rebrand: 2023 is our first full year with our new name. Since 2008, known as AD STARS, has changed its English name to MAD STARS in 2022 to commemorate the 15th anniversary. "MAD" implies expanding from advertising-oriented programs to Marketing, Advertising and Digital contents. Also means sharing "unusual ideas that change the world."

Unified language: In 2023, MAD STARS will embrace a unified categorical structure and language which is composed of a three-tier hierarchical system, this system and unified language will help to simplify and clarify the entry process. MAD STARS categories are composed of 6 groups (upper-level categories), 24 stars (mid-level categories) and 373 categories (lower-level categories).

Changes to the Categories: As part of our commitment to keep up with the latest trends in the industry, MAD STARS has modified it's categories by either removing, adding, or renaming more than 13 categories, the full detail of which is described in the sections below as well as in the **[APPENDIX]** (a separate file).

Sustainable Development Goals (SDGs): One major change to the MAD STARS categories is the usage of the UN's Sustainable development goals which is composed of 17 global goals which act as a shared blueprint for peace and prosperity for people and the planet, now and into the future. The SDGs form the fundamentals of MAD STARS PSA Group.

CATEGORIES AT A GLANCE

Total: 6 Groups, 24 Stars, 373 Categories

| SOLUTION Group | STRATEGY Group | DIVERSE INSIGHTS Group | VIDEO Group | PSA Group | PIVOT Group |
|--|-------------------------------------|---|--|---|--|
| Solution that achieving marketing goal or solving problems | Marketing strategy by business type | Diverse ideas based on different cultures and nations | Unique video contents for achieving marketing goal | UN's SDGs (Sustainable Development Goals) for all mankind | Campaign strategy for responding to timely global issues |

| SOLUTION Group | STRATEGY Group | PSA Group |
|--|--|---|
| 1. Film Stars 2. Print Stars 3. Outdoor Stars 4. Radio & Audio Stars 5. Design Stars 6. Interactive Stars 7. Mobile Stars 8. Data Insights Stars 9. Social & Influencer Stars 10. PR Stars 11. Brand Experience & Activation Stars 12. Direct Stars 13. Media Stars 14. Integrated Stars (Entry fee) 15. Innovation Stars (Entry fee) 16. Place Brand Stars 17. Commerce Stars | 1. Marketing Strategy Stars | 1. SDGs(Sustainability Development Goals) Stars |
| | DIVERSE INSIGHTS Group | PIVOT Group |
| | 1. Diverse Insights Stars | 1. PIVOT(Special Category) |
| | VIDEO Group | |
| | 1. Information Video Stars 2. Entertainment Video Stars 3. Viral Video Stars | |

Number of entries regulation

These parent categories are divided into Group, Stars and A, B, C categories. Starting from MAD STARS 2023, the limit on the number of categories that can be submitted for each work is as follows.

| 6 Groups | 24 Stars | 373 Categories | | |
|------------------------|----------|------------------------|-----------|-----------|
| | | A | B | C |
| SOLUTION Group | Stars | Limited (Only 1 entry) | Unlimited | Unlimited |
| STRATEGY Group | | Limited (Only 1 entry) | | |
| DIVERSE INSIGHTS Group | | Limited (Only 1 entry) | | |
| VIDEO Group | | Limited (Only 1 entry) | | |
| PSA Group | | Unlimited | | |
| PIVOT Group | | Limited (Only 1 entry) | | |

ELIGIBILITY & RULES

Eligibility

All entries, except for General Public (non-professional) works, must be part of a campaign that has been executed with the consent and paid for by the client. MAD STARS reserves the right to request from participants proof of such permission from the owner. If participants are unable to provide such proof, they may be excluded from the award.

The campaign should have run sometime between **1 May 2022, to 15 June, 2023**. In case your campaign was launched prior to 1 May, 2022, then it must have run sometime during the qualifying period.

Any work that was submitted in 2022 cannot be entered in 2023. However, if the campaign continues after the entry was submitted in 2022 and additional results or outcomes of the campaign occur, it is eligible for entering the award.

Rules

- 1. All the entries to MAD STARS must be made via our website at www.adstars.org.**
- 2. You must include the following details in English on the entry:**
 - Describe the brief from the client
 - Describe strategy
 - Describe results & achievement
 - Describe additional points (optional)

For each item, up to 500 words may be entered. Any data submitted must contain accurate information, the organizing committee may request additional documented proof if deemed necessary.

- 3. Official Language: English**

All descriptions and summaries MUST be written in English.

The entrant is responsible for the translation of their work into English. Entries that are not originally in English should be submitted with an English translation for reference when judging. The translation should be a direct translation of the original language. If the English translation is not comprehensible, entries may be excluded from the judging.

- Film: Please add translated English subtitles in the film
- Radio: Please submit a transcript of your asset in English.
- Website: Please submit translations of important menu items, headings, and the main text.

- 4. Credit**

Multiple companies cannot submit the same campaign.

If more than two companies contributed to the production of the campaign, please

discuss with each other in advance and select the representative company to submit. If two or more companies have submitted the same campaign, MAD STARS recognizes only the first one to be submitted as an entry.

MAD STARS designates the submission company as the sole contact line for the submission. There is no limit to the number of credits, and you can list your own company. We recommend that all companies and individuals who contribute to the campaign be registered in the credits.

5. MAD STARS reserves the right to consolidate or divide and rename entry categories.

MAD STARS and jury members for the final round also reserve the right to re-categorize any entries. MAD STARS reserves the right to, where necessary, refuse to accept any entries and to disqualify any entries that are not in compliance with the entry regulations.

6. Entrants are required to describe the marketing and advertising strategies they utilized in the context of the submitted asset.

The described strategy will have no impact on the results, these are only used for reference by MAD STARS. Please refer to our website for more information.

7. The judging will be divided into online preliminary judging and online and offline final judging.

First, the preliminary jury select the finalist through an online judging for the entire entry. From the finalist, final winners will be selected through the first and second online final judges and offline judges for the Grand Prix of the Year selection.

8. All the licenses relating to the music, lyrics and image used in the submitted assets MUST be adequately licensed and comply with copyright laws.

Participants must have documentation proving they are permitted to use the assets in the MAD STARS festival should a dispute arise. The entrant is responsible for all licenses and copyright related issues. All the cost of the creation, submission, handling and so is the responsibility of the entrant and not that of the MAD STARS Organizing Committee.

9. Each entrant is required to accept the rules and regulations of MAD STARS.

Further details are available on the MAD STARS website.

10. Entry may not be included in the screening and judging process if it determines that the entry does not conform to the submitted category.

11. MAD STARS values cultural diversity.

It is recommended that you highlight in your application ways in which you have adapted your asset to cultural diversities.

12. All results of MAD STARS are final and not subject to change.

ENTRY SUBMISSION

| | |
|-------------------|--|
| STEP 1 | Visit the website of MAD STARS at www.adstars.org to acquire a clear understanding of rules and regulations, categories, and materials to submit. |
| STEP 2 | Create an account at www.adstars.org and sign in. |
| STEP 3 | Collect information about your entry. The information to be submitted includes information on the entrant (corporate information), title, date of transmission, client, credits, advertising appeals, campaign briefs etc. |
| STEP 4 | Prepare materials in digital format in accordance with the Submission Requirements. |
| STEP 5 | AWARD > Entry > Submit Now Fill out an entry form and upload materials. |
| STEP 6 | Entry submission will be completed when you click Submit button. ※ For paid categories (Integrated Stars, Innovation Stars), only after payment is made will the entry submission will be completed. |
| STEP 7 | If you are selected as a finalist from the preliminary judging, you will be notified by email, using the email address you used during registration on the MAD STARS website. |

CATEGORY INDEX

MAD STARS 2023 is composed of 6 Groups, 24 Stars and 373 Categories.

I. SOLUTION Group

1. Film Stars
2. Print Stars
3. Outdoor Stars
4. Radio & Audio Stars
5. Design Stars
6. Interactive Stars
7. Mobile Stars
8. Data Insight Stars
9. Social & Influencer Stars
10. PR Stars
11. Brand Experience & Activation Stars
12. Direct Stars
13. Media Stars
- 14. Integrated Stars (Entry Fee)**
- 15. Innovation Stars (Entry Fee)**
16. Place Brand Stars
17. Commerce Stars

II. STRATEGY Group

1. Strategy Stars

III. DIVERSE INSIGHTS Group

1. Diverse Insight Stars

IV. VIDEO Group

1. Information Video Stars
2. Entertainment Video Stars
3. Viral Video Stars

V. PSA Group

1. SDGs (Sustainability Development Goals) Stars

VI. PIVOT Group

1. PIVOT (Special Category)

GROUP INFORMATION

MAD STARS awards are composed of the following 6 Groups:

I. SOLUTION Group:

Entries that seek to solve business issues, deliver business services that solve customers' problems.

II. STRATEGY Group:

Make it clear that your entries demonstrate innovative problem-solving processes for your business and brand challenges.

III. DIVERSE INSIGHTS Group:

DIVERSE INSIGHTS Group selects advertisements that utilize the unique cultural characteristics of the region. If you have already submitted a campaign to another category but based on insight into the unique cultural characteristics of the region, you can submit additional entries to this group.

IV. VIDEO Group:

More and more brands are making entertaining and attractive brand videos for their targets to meet their marketing goals. VIDEO Group is created to select the most creative and original brand video.

V. PSA Group:

PSA (Public Service Advertising) refers to advertisements for the public interest. This includes campaigns based on human happiness and corporate social responsibility, such as environmental issues, human rights, education, and health improvement. If the campaign delivers ideas and content that are in the public interest, it can be submitted by private companies as well as non-profit

organizations, NGOs, and governments.

VI. PIVOT Group:

PIVOT Group is a category for campaigns created in response to crisis, which have helped to amplify and reposition brands in keeping with their core values, or which have contributed to overcoming challenges and economic recovery. A brand “PIVOT” means changing a brand’s direction and new brand strategy through creative, business and branding ideas.

I. SOLUTION Group

SOLUTION Group is composed of 17 Stars in total and 283 Categories.

Entries that seek to solve business issues, deliver business services that solve customers’ problems.

1. Film Stars

The definition of Film Stars is traditional television, cinema advertising and internet film including pre-roll ads. The jury will be looking for ideas which display a strong synergy with the brand, a dynamic and creative approach to the brief and exceptional execution.

A. Sectors

Subcategories are as follows:

* Sectors refer to the types of industries of the ad and are the same in other categories of the groups.

| |
|--|
| A01. Foods |
| Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & baby milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, sweet & savory bars, cakes, biscuits, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, baking ingredients, breakfast cereals, yoghurt & yoghurt drinks, desserts, ice cream |
| A02. Drinks (Alcoholic & Non-Alcoholic) |
| Beer (incl. non-alcoholic beer), cider, lager, alcopops, wine, champagne, fortified wines, spirits, liqueurs, coffee, tea, chocolate & malt drinks, still & carbonated drinks, fruit & vegetable juices, mineral waters, flavored milk |
| A03. Cosmetic / Beauty / Clothing / Footwear and Accessories |
| Skin Toner and Lotion, bath supplies, make-up, skin & nail care products, perfumes, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hairspray, gel, mousse, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers, hair straighteners, hair curlers, daily clothes / night wear, underwear, tights & stockings, footwear, sportswear, clothing fabrics & sewing materials, jewelry, watches, luggage, handbags, fashion & designer sunglasses & spectacle frames gifts & greetings cards, pens, and personal stationery, frame, gifts |
| A04. Pharmaceutical / Toiletries |
| OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & products, insect repellents, adhesive plasters, skin remedies, anti-hair loss lotions, condoms, pregnancy tests, other pharmaceutical products, contact lenses, hearing aids, toothpastes, toothbrushes, mouthwashes, toilet paper, tampons & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products |

| |
|--|
| A05. Furniture / Household |
| House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint |
| A06. Vehicles |
| Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories (incl. in-car hi-fi), petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing |
| A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services |
| Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidiscs, MP3 players, home computers, DVD players, personal phone equipment (incl. mobile phones & pagers), binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries ※ Please note mobile phone service providers should be entered in [A08. Commercial Public Services] |
| A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets |
| Banks, building societies, credit cards, current & savings accounts, mortgages & loans, investment companies, personal, health & building insurance, car insurance, pension & retirement plans, real estate investment Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, sports and outdoor equipment, bicycles, boats & caravans, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products etc.) |
| A09. Distribution / Publication |
| Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions |
| A10. Corporate / Institution |
| Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation |
| A11. Not-for-profit / Charity / Government |
| Government, public information, other not-for-profit, military, charities |

B. Film Craft

The juries will be judging the degree of technical completion (quality). For example, they will be looking for skillful copy writing, editing or great usages of background music. If a certain film provides an esthetically pleasing and amusing experience regardless of the topic, product, client and the idea, the film would be able to win the craft field although they might not be allegeable for the product / service field. The entries for Film Craft field should have a fine degree of technical completion listed below.

- B01. Art Direction / Production Design
- B02. Direction
- B03. Achievement in Production
- B04. Cinematography
- B05. Editing
- B06. Script
- B07. Use of Music
- B08. Sound Design
- B09. Visual Effects
- B10. Animation

2. Print Stars

Print Stars refers to advertisements made for publication in newspapers, magazines, and other print media. Juries in the Print Stars category evaluate the campaign, focusing on how powerful the creativity of the idea is.

A. Sectors

Same as in the Film Stars Sectors.

B. Print Craft

Juries evaluate and award the perfection (quality) of the techniques shown in the execution of print advertisements. In this part, the idea behind the execution of the client or brand itself is not significant or considered. To submit to the Print Craft category, you must have excellent technical completeness among the following elements.

- B01. Art Direction
- B02. Copywriting
- B03. Illustration
- B04. Photography
- B05. Typography

3. Outdoor Stars

The Outdoor Stars refers to advertisements executed in billboard, poster, and outdoor advertisements. The Outdoor Stars is given to advertising and communication campaigns in outdoor media such as transportation media and outdoor advertising media using transportation such as buses and taxi. Evaluation will be focused on how effectively consumers participated.

A. Sectors

Same as in the Film Stars Sectors.

B. Ambient (Non-Standard and Free-Format Outdoor Advertising)

- B01. Non-Standard Indoor Advertising

- B02. Small Scale Special Solutions
- B03. Special Build
- B04. Live Advertising and Events
- B05. Transit
- B06. Interactive Outdoor Experience
- B07. Digital Screen
- B08. Non-Formatted Digital Outdoor

C. Outdoor Craft

Juries evaluate and award the perfection (quality) of the techniques shown in the execution of print advertisements. In this part, the idea behind the execution of the client or brand itself is not significant or considered.

To submit to the Outdoor Craft category, you must have excellent technical completeness among the following elements.

- C01. Art Direction
- C02. Copywriting
- C03. Illustration
- C04. Photography
- C05. Typography

4. Radio & Audio Stars

Radio & Audio Stars means advertising executed through radio stations and online radio channels. Includes all audio media contents, from commercials broadcast over public radio to commercials that can be downloaded. Present a campaign to deliver brand messages through excellence of recording, sonic innovation, or superior audio storytelling.

A. Sectors

Same as in the Film Stars Sectors.

B. Radio & Audio Craft

The juries focus on the technical completeness revealed in the production process or the execution of radio advertisements. These include the completeness of the script, the excellent performance of the voice actor, the skillful use of music or sound design, and the best use of the radio as an advertising appropriately. In this part, the idea behind the execution of the client or brand itself is not significant or considered. To submit to the Radio & Audio Craft category, you must have excellent technical completeness among the following elements.

- B01. Music / Sound Design
- B02. Scriptwriting
- B03. Active Performance

5. Design Stars

Design Stars is the celebration of the use of design as an aid in communication and experience to inform brand ethos and product message.

A. Sectors

Same as in the Film Stars Sectors.

B. Communication Design

B01. Posters

B02. Stationery

B03. Publications (Digital Brochures, Editorial Designs, eBook)

B04. Self-promotion (POS, Consumer Touchpoints, In-store Digital Signage and Designs, Flyers, Tickets, Invitations, Postcards, Calendars, Christmas, and other greeting cards)

B05. Promotional Items (Retail Environment and experience, Live Events, Exhibition, and experience)

B06. Digital Design (Data-Visualization, Digital Installations and Events, UX, UI, and Journey Designs)

B07. Packaging (Sustainable Packaging, Special Edition, and Promotional Packaging)

B08. Typography

6. Interactive Stars

Interactive Stars contains online, digital, and technical communications from certain brands. Campaigns in this area should be able to present ideas, skills, and creativity behind the production, presenting how the target participated in improving brand value, and how much business revenue and recognition have improved as a result.

A. Sectors

Same as in the Film Stars Sectors.

B. Use of Interactive

B01. Use of Web Platforms

Website, microsite, web service, application

B02. Use of Online Ad

Individual works of advertisements that are published online with a fee (banner, rich media etc.)

B03. Use of Web Campaigns

Online campaigns that consist of at least two web executions (e.g. one website, one online video, one online ad etc.)

B04. Use of Social

This section is for online digital campaigns which were created for social media. The entries are evaluated based on how focused they are on social networking. The level of engagement, social ripple effects, and

commercially successful use of social networks and related activities should be fully demonstrated and explained.

B05. Use of Other Interactive Works (Games / Branded Technology)

* **Games:** Games that are created for a certain brand (games that are not created specifically for a certain brand are not eligible). If a game is accessed through a certain website, the user should be able to gain access through a single URL click.

* **Branded Technology:** Technologies or brand solutions that have been developed and used to improve the value of a brand can apply for this section. Useful and practical tools or online digital services that enhance the quality of the user's behaviors or life patterns as well as the value of the brand can be also applied. (e.g., applications or tools that can be downloaded, digital signatures & slogan, screen savers, widgets, calendars, notepads etc.)

C. Interactive Craft

To submit to the Interactive Craft category, you must have excellent technical completeness among the following elements.

C01. User Experience (UX)

C02. Site Optimization

C03. Omni Channel Interaction

C04. Cross Device Interaction

C05. Interactive Technology **NEW**

Technology that digitally facilitates interaction between people or allows for user content creation or manipulation

C06. Innovative Use of Technology

C07. XR Extended Reality Interaction **NEW**

Extended reality, or XR, is a collective term that refers to immersive technologies, including virtual reality, augmented reality and mixed reality

7. Mobile Stars

The Mobile Stars refers to entries implemented on mobile devices, applications, and the website for mobile devices.

A. Sectors

Same as in the Film Stars Sectors.

B. Use of Mobile

B01. Use of Mobile Websites

Websites developed for mobile devices

B02. Mobile Applications / Mobile Games

* **Mobile Applications:** Applications that are already downloaded on a mobile device or that can be downloaded by customers from app stores and other mobile software distribution platforms.

- * **Mobile Games:** Brand related games that could be played in mobile devices or designed exclusively for mobile devices.

B03. Social for Mobile

Creative mobile solutions for social media and community site applications that use mobile devices.

B04. Mobile Advertising

Banners and other rich media designed for and played on mobile devices.

C. Mobile Craft

The juries will judge the quality and the degree of technical completion of mobile entries. This will consider the quality of the mobile design or interface; how easy and logical the mobile site / app is for the users to navigate and experience.

C01. User Experience (UX)

C02. Activation by Location

C03. XR Extended Reality Experience

C04. Networked / Connected Mobile Technology

C05. Wearable Technology

C06. Innovative Use of Technology

8. Data Insights Stars

Data Insights Stars focuses on implementing a successful campaign through creative data use, interpretation, analysis, and application. The key is how creative you are using your data, and how much you've improved your results with your creative use.

A. Sectors

Same as in the Film Stars Sectors.

B. Use of Data

B01. Data-Driven Targeting

The definition of Data-Driven Targeting means gathering data to achieve goals more effectively: for example, using data to show the channel's strategy or goal for brand messages and to show efficient goal attainment. You must provide quantitative insights to show how you utilized data to improve brand positioning in the market.

B02. Data Visualization

The Data Visualization category refers to a form of complex data that clearly and efficiently communicates information to consumers in a way that drives behavior change. These include dynamic, static, interactive, or real-time online infographics and offline visualizations such as visual installations and activations. This category celebrates Data Visualizations that enhance understanding and communication skills of data insights.

B03. Data Storytelling

Entrants to this category must demonstrate how they used data to create powerful brand messages and drive consumer engagement. It is important to

show how you used data to create more impactful brand narratives, or clearly illustrate how this strategy informed the delivery of appropriate brand stories.

B04. Data Technology

Data-technology includes, but isn't limited to, models, tools, platforms, apps, and algorithms. Entrants must demonstrate how innovative data technologies have been developed or applied to enhance a creative message. It's important to clearly illustrate how data-technology contributed to the improvement of campaign performance - for example, by including a data such as analysis of audiences, messages, channels, services, etc.

B05. Data Integration

Data Integration means selecting the best combination of different data streams to create a highly integrated or effective ads.

B06. Social Data

The definition of Social Data is using data and metadata (usually obtained from social networking services) to build targeted relationships with consumers and communities. For example, entrants should demonstrate how they used social data to derive meaningful insights, increase sales or improve brand awareness.

B07. Innovative Use of Technology

Entrants should demonstrate how they have used data technology in an innovative way to enhance user environment and brand communication.

9. Social & Influencer Stars

This category celebrates strategic influencer marketing, and the creative use of social insights to drive engagement and social reach. Entrants must demonstrate how the creative use of social networks and platforms, brand ambassadors and influencers led to commercial success.

A. Sectors

Same as in the Film Stars Sectors.

B. Social Insight & Engagement

B01. Community Building & Management

This category designed to engage or build an online social community. Juries will assess the extent of community engagement, as well as the appropriateness of targeted conversations or communications directed at active or non-active consumers.

B02. Audience Targeting / Engagement Strategies

This category recognizes works that can demonstrate the most successful consumer engagement by showing the result of tangible targeted ads. Each audience targeting or engagement strategy may relate to any media channel, so long as entrants can prove engagement with wide-scale or niche consumer groups. Proof of consumer engagement through metrics such as 'time spent with brand', 'number of interactions with the brand', and 'number of downloads' will be taken into consideration when judging.

B03. Real-Time Response

This category celebrates targeted social activity that utilizes social platforms in order to respond to different world events, public affairs and other real-world, real-time activity in an immediate and meaningful way, which may prompt social sharing and engagement.

B04. Social Data & Insight

Entries in this category should demonstrate how the measurement, collection and analysis of social platform or social user data have provided, contributed to, or enhanced an insight or understanding of the consumer. From social media to e-commerce, this category celebrates campaigns that have data and insights at their heart. Winning entries will demonstrate the best use of data and the insights, which led to dramatically improved results. Juries will consider metrics such as increases in the AVO (Average Order Value), a reduction in online CPA (cost per action) or CPC (cost per click), etc.

B05. Social Customer Strategy

The definition of Social Customer Strategy includes any customer-focused social activity designed to support a brand's customer service and experience online.

B06. Brand Storytelling

Entries for this category may include customer-centric social activities designed to support the brand's customer service and online experience.

B07. Livestream

A single or series of online videos that document a brand's live event via real-time video on a social platform.

10. PR Stars

The definition of PR is creative use of reputation management by building and maintaining trust and understanding between individuals, businesses or organizations and the public. PR awards will go to the freshest creative PR campaigns, programs and tactics that actively engage consumers to brands / organizations and demonstrate the highest levels of strategic planning, creativity, and business results.

A. Sectors

Same as in the Film Stars Sectors.

B. Practices & Specialism

B01. Corporate Reputation & Communication

B02. Corporate Responsibility & Creating Shared Value **NEW**

Corporate Responsibility & Creating Shared Value, focuses companies on the right kind of profits-profits that create societal benefits rather than diminish them

B03. Public Affairs & Lobbying

B04. Crisis Communications & Issue Management

B05. Media Relations

B06. Events & Experiential (PR campaign that uses an event or stunt)

- B07. Celebrity Endorsement
- B08. Sponsorship
- B09. Launch or Re-Launch
- B10. Brand Voice (incl. strategic storytelling)

11. Brand Experience & Activation Stars

Brand Experience & Activation is an activity or suggestion designed to elicit immediate action for the sales of a product or service. These may include offering free samples, tie-ins, giveaways, joint promotions, contests, events, in-store advertising, exhibitions, and other promotional devices.

A. Sectors

Same as in the Film Stars Sectors.

B. Use of Brand Experience & Activation

- B01. Use of Promotional Stunts / Live Advertising / Live Shows / Concerts / Festivals
- B02. Use of Exhibitions and Installations
(e.g., vending machines, interactive digital events, digital installations, floor graphics, transit advertising)
- B03. Use of Merchandising / In-Store Marketing
(e.g., display, point-of-purchase materials, shelf / store design, promotional packaging)
- B04. Use of Broadcast in a Promotional Campaign
(e.g., cinema, TV and radio)
- B05. Use of Print or Standard Outdoor in a Promotional Campaign
(e.g., newspapers, magazines, trade journals, billboards, outdoor banners)
- B06. Use of Digital in a Promotional Campaign
(e.g., websites, microsites, search engine marketing, viral marketing, banner ads, email marketing, digital POS, video games)
- B07. Other Digital Solutions in a Promotional Campaign
(e.g., mobile based campaigns, QR codes, branded content, Bluetooth, MMS, SMS, PDG, GPS, MP3 players, games and applications, widgets, schematic screens and other mobile communication, digital installations, AR, VR, Mixed Reality)
- B08. Use of Social in a Promotional Campaign
(e.g., promotional campaigns that use social platforms to create relationships with consumers)
- B09. Launch or Re-Launch
(e.g., rebranding, renaming, branding)
- B10. Brand Voice
(e.g., brand personality traits, voice characteristics)

12. Direct Stars

Direct Stars refers to direct communication designed to elicit specific responses or actions by building and maintaining relationships with specific targets. Direct Stars awards will go to the works that not only contain a response mechanism (coupon, phone number etc.), but also has some direct effect on behavior and obtained a measurable response.

A. Sectors

Same as in the Film Stars Sectors.

B. Use of Direct Marketing

B01. Mailings

B02. Ambient Media

(e.g., premiums, giveaways, print collateral, direct response stunts, street teams, direct response events, ambient media which encourage direct interaction)

B03. Use of Digital in a Direct Marketing Campaign

(e.g., websites, microsites, search engine marketing, viral marketing, banner ads, email marketing, digital POS, video games, mobile based campaigns, QR codes, branded content, Bluetooth, MMS, SMS, PDA, GPS, tablet, MP3, games and apps, widgets, schematic screens, digital installations)

B04. Use of Social in a Direct Marketing Campaign

13. Media Stars

The definition of Media is a creative use of media, and how media ideas demonstrate understanding of the target market, innovatively implement strategies across channels and maximize business results for a successful outcome.

A. Sectors

Same as in the Film Stars Sectors.

B. Use of Media

B01. Use of Screens

B02. Use of Print in a Media Campaign

B03. Use of Outdoor in a Media Campaign

B04. Use of Audio Platform **NEW**

Audio platforms where users can communicate by audio on a shared app. Similar to podcasting, but with real-time, interactive features, these platforms allow users to connect via audio without text or video

B05. Use of Ambient Media

B06. Use of Special Events and Stunt / Live Advertising

B07. Use of Digital in a Media Campaign

B08. Use of Social in a Media Campaign

B09. Use of Mobile Devices

14. Integrated Stars (Entry fee)

Integrated Stars refers to a fully integrated campaign executed across multiple platforms. Integrated campaigns take a good idea and reach it to its fullest potential, helping your audience build associations with your brand at every opportunity. An integrated campaign should utilize at least 2 platforms or more.

A. Sectors

Same as in the Film Stars Sectors.

* Please check the [here](#) for payment to submit.

15. Innovation Stars (Entry fee)

Innovation Stars means breakthrough technology and innovation that may allow brands, technologists, and creatives to communicate with their customers in a new way or might stand alone as significant innovation. Entrants are required to provide the proof of new concept. Already developed ideas or concepts have no eligibility. Entries should prove a technique clearly.

A. Sectors

Same as in the Film Stars Sector.

* Please check the [here](#) for payment to submit.

16. Place Brand Stars

Place Brand Stars is to discover excellent cases of outstanding communication in branding a nation or city. Brands of nation, city and province may be entered. The category includes events, tourism and festivals related to a nation, city, or province.

A. National Brands

A01. National Brands

B. City Brands (including Province)

B01. City Brands (Including Province)

17. Commerce Stars

Commerce Stars celebrates the works that have used creative e-commerce, payment solutions, and where innovation stands out. Juries will see the demonstration of entries on how the innovation and optimization of the customer journey led to increased consumer engagement and commercial success.

A. Sectors

Same as in the Film Stars Sectors.

II. STRATEGY Group

STRATEGY Group is composed of 1 Stars and 11 Categories.

Entries will need to demonstrate exceptional interpretation of the business / brand challenge, breakthrough thinking and transformational problem-solving that led to compelling creative strategy.

1. Strategy Stars

Make it clear that your entries demonstrate innovative problem-solving processes for your business / brand challenges.

A. Sectors

Same as in the Film Stars Sectors.

III. DIVERSE INSIGHTS Group

DIVERSE INSIGHTS Group is composed of 1 Stars and 11 Categories.

The DIVERSE INSIGHTS Group selects advertisements that utilize the unique cultural characteristics of the region. If you have already submitted a campaign to another category but based on insight into the unique cultural characteristics of the region, you can submit additional entries to this group.

1. Diverse Insights Stars

A. Sectors

Same as in the Film Stars Sectors.

IV. VIDEO Group

VIDEO Group is composed of 3 Stars and 40 Categories

More and more brands are making entertaining and attractive brand videos for their targets to meet their marketing goals. VIDEO Group is created to select the most creative and original brand video.

1. Information Video Stars

Entries in this category aim to provide information on brands, products, services, or companies. It can be a branded video for product launch, branded video for publicity, direct marketing video, in-store video, recruitment video etc.

A. Sectors

Same as in the Film Stars Sectors.

2. Entertainment Video Stars

Entries in the Entertainment Video Stars includes videos use or integrate with other entertainment content. The content includes drama, documentary, sitcom, music video, game, movie etc.

A. Sectors

Same as in the Film Stars Sectors.

B. Type

Branded videos that use or integrate with other entertainment content such as drama, documentary, sitcom, music video, game, movie etc.

This category includes the areas as listed below

B01 Music Videos in Creativity

B02 Music Videos in Craft

B03 Games

B04 Movies

B05 Broadcast

3. Viral Video Stars

Viral videos created with the primary intention of being shared or user-distributed online. This category accepts any type of videos regardless of the format or media if it aims to be shared virally. It includes, but not limited to, web videos, mobile videos, user-generated videos for public sharing.

A. Sectors

Same as in the Film Stars Sectors.

B. Type

B01. Long Form **NEW**

Video content that has a content arc with a beginning, middle, and end
Length: 60 seconds or longer

B02. Short Form **NEW**

Any video content which is short in duration and published on short form content platforms such as TikTok or Instagram stories
Length: less than 60 seconds

V. PSA (Public Service Advertising) Group









The PSA Group is composed of 1 Stars and 17 Categories

PSA (Public Service Advertising) refers to advertisements for the public interest. This includes campaigns based on human happiness and corporate social responsibility, such as environmental issues, human rights, education, and health improvement. If the campaign delivers ideas and content that are in the public interest, it can be submitted by private companies as well as non-profit organizations, NGOs, and governments.

1. SDGs (Sustainability Development Goals) Stars

SDGs (Sustainable Development Goals): UN's Sustainable development goals which is composed of 17 global goals which act as a shared blueprint for peace and prosperity for people and the planet, now and into the future. This form is fundament of SDGs Stars.

A. SDGs

| A01. No Poverty: End poverty in all its forms everywhere. | |
|--|--|
|  | Campaigns to end all forms of poverty everywhere should include eliminating absolute poverty and establishing a social security system for everyone. |
| A02. Zero Hunger: End hunger, achieve food security and improved nutrition and promote sustainable agriculture. | |
|  | To end hunger, it is a campaign to provide sufficient nutrition to the poor and vulnerable groups such as infants, and to achieve food security through a sustainable food production system. |
| A03. Good Health and well-being: Ensure healthy lives and promote well-being for all at all ages. | |
|  | Health-related campaigns should include providing essential health services to all, reducing the number of children dying from preventable diseases, and creating a universal health care system. |
| A04. Quality Education: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. | |
|  | It is a campaign that allows all people, including men, women, the disabled, and native residents, to receive universal education and receive the education they need, such as college, technical training, and vocational training. |
| A05. Gender Equality: Achieve gender equality and empower all women and girls | |
|  | Campaigns include eradicating violence and unfair practices against women, such as early marriage, forced marriage and human trafficking, eliminating discrimination against women, and ensuring equal participation in all sectors such as politics, economy, and the public. |
| A06. Clean Water and Sanitation: Ensure availability and sustainable management of water and sanitation for all. | |
|  | Campaigns related to clean water and sanitation include reducing water pollution and managing water including ensuring safe drinking water and sanitation for everyone. |
| A07. Affordable and Clean Energy: Ensure access to affordable, reliable, sustainable, and modern energy for all. | |
|  | This includes a campaign to provide sustainable energy for all, and to universally disseminate reliable and modern energy at an affordable price. |
| A08. Decent Work and Economic Growth: Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. | |
|  | It refers to a campaign to achieve detailed goals such as supporting small start-ups, protecting workers' rights, and sustainable tourism to provide quality jobs for everyone with the content of jobs and economic growth. |

| | |
|--|--|
| A09. Industry Innovation and Infrastructure: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation. | |
|  | It refers to a campaign that can be achieved through the construction of safe infrastructure related to social infrastructure and industrialization, the expansion of industries with environmentally friendly processes, strengthening science and technology research, and investment. |
| A10. Reduced Inequalities: Reduce inequality within and among countries. | |
|  | This includes a campaign to eliminate discrimination against all people, provide equal opportunities, and alleviate inequality in results to reduce inequality within and between countries. |
| A11. Sustainable Cities and Communities: Make cities and human settlements inclusive, safe, resilient, and sustainable. | |
|  | It is a campaign to build sustainable cities and communities. The campaign includes sufficient and affordable housing, the development of public transportation for the vulnerable, and the preservation of world culture and natural heritage. |
| A12. Responsible Consumption and Production: Ensure sustainable consumption and production patterns. | |
|  | It refers to a campaign that calls for halving food waste and significantly reducing waste so that sustainable consumption and production can be sustainable and consumed. |
| A13. Climate Action: Take urgent action to combat climate change, and its impacts | |
|  | It refers to a campaign to respond to climate change with a message to strengthen the ability to restore from natural disasters especially in developing countries after being damaged by natural disasters. |
| A14. Life below Water: Conserve and sustainably use the oceans, seas, and marine resources for sustainable development | |
|  | This includes a campaign on marine ecosystem conservation to prevent marine pollution, eradicate excessive fish harvests, and enable to have sustainable fishing and aquaculture. |
| A15. Life on Land: Protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss | |
|  | It means a campaign with a message about protecting the land ecosystem. It includes protecting all land ecosystems, including forests, wetlands, and mountainous areas, preserving biodiversity, and preventing desertification. |
| A16. Peace, Justice, and Strong Institutions: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels. | |
|  | It refers to a campaign to build justice, peace, and effective systems with content to build a society and government without corruption, violence, discrimination. |
| A17. Partnership for the Goals: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development. | |
|  | As a campaign for global cooperation, the importance of monitoring through data and various partnerships, including financing the SDGs, technical cooperation between developed and developing countries, equal trade, and civil society, should be emphasized. |

VI. PIVOT Group

PIVOT Group is composed of 1 Stars and 11 Categories.

PIVOT Group is a category for campaigns created in response to crisis, which have helped to amplify and reposition brands in keeping with their core values, or which have contributed to overcoming challenges and economic recovery. A brand “PIVOT” means changing a brand’s direction and new brand strategy through creative, business and branding ideas.

1. PIVOT (Special Category)

PIVOT category is designed to support agencies and creators who are helping brands evolve and communicate new perspectives to move forward.

A. Sectors

Same as in the Film Stars Sectors.

JUDGING PROCESS

The panels that take part in the judging process is composed of marketing and communication professionals across the globe including advertisers, planners, producers, digital content professionals, PR professionals, media professionals, brand video professionals etc.

Since MAD STARS values cultural diversity, we aim to proportionately balance the panels amongst countries and continents to prevent a certain country or culture from being overrepresented.

All points given by judges are carefully reviewed to eliminate any biases. Judges will read applications first and then review creative materials.

Abstention by judges: The judges are not allowed to review any entries in which they have been involved in. Therefore, a judge is required to abstain with respect to any works associated with him/her. Judges may occasionally abstain with respect to a particular case or category.

For example, any judge who works in or for the automotive industry may not evaluate the entries submitted by his or her potential competitors.

Entries undergo a multi-stage evaluation process. Beginning with quantitative evaluation of the entries by the preliminary jury, with only the very best of entries being selected for final jury deliberations. During the final Judge, Grand Prix of the Year, Grand Prix, Gold, Silver, Bronze, and Crystal awards will be chosen

Approximately 300 judges from all over the world will take part in the preliminary judging and will review entry information and creative materials online. Judges will give points to each entry in each subcategory in accordance with the following criteria.

SCORING CRITERIAS

| Categories | Criteria | Score Rate |
|---|----------|------------|
| SOLUTION Group: Film Stars / Print Stars / Outdoor Stars / Radio & Audio Stars / Design | Idea | 40% |

| Stars / Interactive Stars / Mobile Stars / Place Brand Stars DIVERSE INSIGHTS Group: Diverse Insights Stars PSA Group: SDGs Stars | Relevance | 30% |
|--|----------------------------------|------------|
| | Execution | 30% |
| Categories | Criteria | Score Rate |
| SOLUTION Group: Data Insights Stars / Social & Influencer Stars / PR Stars / Brand Experience & Activation Stars / Direct Stars / Media Stars / Integrated Stars / Innovation Stars / Commerce Stars STRATEGY Group: Strategy Stars VIDEO Group: Information Video Stars / Entertainment Video Stars / Viral Video Stars PIVOT Group: PIVOT | Strategic Challenge & Objectives | 23.3% |
| | Idea | 23.3% |
| | Bringing the Idea to Life | 23.3% |
| | Results | 30% |
| | | |

Depending on the scores of the preliminary juries, the top 10% of the entries will be selected as the finalist. The first and second final judges will be proceeded online. Only works that score the top 40% in the first round will be evaluated in the second round. The third final round of the finals will be held offline in Busan, and the final jury will select this year's Grand Prix through face-to-face discussions.

* The awards for the non-professionals are subject to separate regulations.
For more information, please visit our website

GRAND PRIX OF THE YEAR

The Final jury is divided into five groups that review entries allocated to them. Each jury will then give points to the entries, which are aggregated by the MAD STARS organizing committee. In the subsequent round, judges review these aggregated results to select the Grand Prix, Gold, Silver and Bronze and Crystal Award winners for each category, the process to obtain these will involve discussion and hand voting by the judges.

The same work can win a maximum if only 1 gold or 1 Grand Prix under the same category
* Except for the "Craft" subcategory

After Grand Prix prizes are determined from all categories, Executive juries will go through discussion and vote for 'best of the best' work to select total 2 Grand Prix of the Year.

- Grand Prix of the Year from SOLUTION, STRATEGY, DIVERSE INSIGHTS, VIDEO Group and PIVOT Group's Grand Prix winners
- Grand Prix of the Year from PSA Group's Grand Prix winners

SPECIAL AWARDS

The Special Awards do not require separate entry submission and are awarded based on the awards points or are recommended by the selection committee and selected by MAD STARS.

Network of the Year

This award is to celebrate a Network that has conducted the most outstanding campaigns. It is given to the Network that earned the highest scores including through Finalist to Grand Prix of the Year.

Agency of the Year

This award is to celebrate an agency that has conducted the most outstanding campaigns. It is given to the Agency that earned the highest score including through Finalist to Grand Prix of the Year.

Advertiser of the Year

This award is to celebrate an advertiser that has conducted the most outstanding campaigns. It is given to the Advertiser that earned the highest score including through Finalist to Grand Prix of the Year.
(Points from the last 3 years will be calculated.)

Production of the Year

This award is to celebrate a production company that has conducted the most outstanding campaigns. It is given to the Production Company that earned the highest points in Film Craft, Print Craft and Outdoor Craft categories including through Crystal to Grand Prix of the Year.

Calculate points for the Network / Agency / Advertiser / Production Company of the Year.

- Grand Prix of the Year : 20 points
- Grand Prix : 18 points
- Gold : 8 points
- Silver : 6 points
- Bronze : 4 points
- Crystal : 2 points
- Finalist : 1 point (Only applied to Network / Agency of the Year)

International Honorary Awards

Regardless of country, race, religion, or business, it is awarded to individuals and groups that led cultural and social activities widely through ads, studies on advertising and the

great achievements in advertising industry. Its goal is to encourage the global advertising industry while contributing to world peace and the improvement of the quality of human life.

CREATIVE MATERIAL & TECHNICAL GUIDELINE

The following table summarizes the creative materials to be submitted for each category. Refer to the **APPENDIX** for more details. All entries should be in English.

※ Entries that are not originally in English should be submitted with an English subtitle or translation

| | Category | Entry File | Support File | Remarks |
|----------------|-------------------------------------|--|---|---|
| SOLUTION Group | Film Stars | Original ad with English subtitle (if necessary) | Case film (Film Craft) Short case film | *Submission Format Film : .MOV or MP4 Image : JPG Radio : MP3 *Length Film : Max 3 min Case film : Max 3min Short case film : Max 45 sec(for screening at the awards ceremony) Entrants can submit documents to provide additional Information on entries |
| | Print Stars | Digital image | | |
| | Outdoor Stars | Digital image or Case film | Case film | |
| | Radio & Audio Stars | MP3 files(Max 3min) Written Script(English) | English Version MP3(for non-English ads) Case film(for explaining craft) | |
| | Design Stars | Digital presentation board | Case film Design Sample Short case film | |
| | Interactive Stars | URL or Demo URL/site/game (if submission is no longer live) Digital presentation board | Case film | |
| | Mobile Stars | Mobile URL Digital presentation board or Case film | Additional URL Short case film | |
| | Data Insights Stars | Digital presentation board or Case film | Short case film | |
| | Social & Influencer Stars | Digital presentation board or Case Film | URL Short case film | |
| | PR Stars | Digital presentation board or Case film | Campaign samples Short case film | |
| | Brand Experience & Activation Stars | Digital presentation board or Case film | Campaign samples Short case film | |
| | Direct Stars | Digital presentation board or Case film | Campaign samples Short case film | |
| | Media Stars | Digital presentation board or Case film | Campaign samples Case film Short case film | |
| | Integrated Stars | Case film(contains more than 2 different channels) | Campaign samples Short case film | |
| | Innovation Stars | Case film | Short case film | |

| | | | | |
|-------------------------------|-------------------|---|-------------------------------------|---|
| | Place Brand Stars | Film or Digital Image | Case film Short case film | In the case of Viral Video Stars, it should be submitted in accordance with the regulations. (Long form 60 seconds or more, Short form within 60 seconds) |
| | Commerce Stars | Digital presentation board or Case film | Campaign samples Short case film | |
| STRATEGY Group | | Film or Digital Image | Case film Short case film | |
| DIVERSE INSIGHTS Group | | Film or Digital Image | Case film Short case film | |
| VIDEO Group | | Film | Case film Short case film | |
| PSA Group | | Film or Digital Image | Case film Short case film | |
| PIVOT Group | | Digital presentation board or Case film | Short case film | |

CREDITS · TROPHY & CERTIFICATE

Credits

Entrants should upload credit information including team members from the agency, client and production company who have been involved in and contributed to the ad.

We urge you to think carefully about your partners—clients; agencies of all types including full service, media, digital, promo, PR, events, media owners; research companies; etc.

We request that all entrants communicate with their own company and their partner companies and/or PR departments to ensure all client and agency company names are written correctly.

Credit information cannot be altered before and/or during the judging process.

Any amendments such as non-description, misdescription may incur a 100 USD change fee (per entry). Please ensure that all credits are submitted correctly at the time of entry.

Request for alteration is available only with the organizing Committee approval.

Trophies and Certificates

Winners and finalists can purchase trophies and/or certificates after the winner list is announced. (Available from September onwards)

RULES & REGULATIONS

1. All entries can be presented in a variety of ways and MAD STARS reserves the right to publish.
2. Entry may not be included in the screening and judging process if it determines that the entry does not conform to the submitted category.
3. Any work submitted must either be the original or submitted by the person authorized to do so.

4. All the licenses, music, lyrics, rights of portrait MUST be secured and should have a proof of permitted document to use in the MAD STARS if a dispute arises. Entrants are responsible for licenses to be secured.
5. MAD STARS is not responsible for any cost of the creation, submission, handling and so on. Entrants are solely responsible for these.
6. MAD STARS has the right to request additional proof of initial publication and/or air date, to be submitted within 15 days of the request.
7. All the materials submitted become the property of the MAD STARS and cannot be returned.
8. Each entrant authorizes the MAD STARS to screen or publish his/her ads without charge at public or private presentations, wherever and as often as the Organizing Committee sees fit.
9. Each entrant authorizes the lending or selling by the MAD STARS of the entries to any interested public or private organization with a view to promoting the MAD STARS either directly or indirectly.
10. Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.
11. Each entrant confirms to the MAD STARS that they have the legal right to enter the MAD STARS on the terms stipulated by the Entry Rules. Each entrant recognizes the need to compensate the Organizing Committee against all liability to any other person, firm or company and all losses that might arise from a breach by the entrant of any of these rules.
12. Entrants allows the MAD STARS to use trademarks, animated characters, and promotional items from the advertising submissions for the purposes mentioned above free of charge.
13. Each entrant authorizes the MAD STARS to use the entered works including any photographs and any copies made of said works by any broadcast, exhibition, publication, or other media indefinitely.
14. Entrants should be able to provide MAD STARS with a notarization on the authorization of acceptance for all the rights related to entered works.
15. Any information on entries will be disclosed on MAD STARS website and any printed and promotional materials concerning MAD STARS. The entrant shall be solely liable for breaches of any confidentiality obligations.

ENTRY FEE & PAYMENT

Entrants (professionals only) should pay entry fees for Integrated/Innovation Categories.

| Category (for Professionals) | Entry Fee (per entry) |
|------------------------------|-----------------------|
| Integrated Stars | USD 100 |
| Innovation Stars | USD 100 |

Other categories are free of charge. The entrant company is responsible for payment of entry fees and will be considered the entry's sole contact.

Entries will not be completed until the compulsory media has been uploaded online and full payment has been made.

The entry fees must be paid by the entry deadline. Your payments can be made by PayPal or Bank Transfer.

Entry Fee Payment Deadline: Entry Deadline (Before midnight on June 15, 2023, Based on Korean Standard Time)

REFUNDS

All entry fees are non-refundable and non-transferable, MAD STARS may exclude entries from judging, if your entry is not eligible even after payment has been made. You may withdraw your entries, but the payment is not refundable.

CONTACT

If you have any inquiry, please do not hesitate to contact us.

MAD STARS Organizing Committee Office

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Thank you for your interest in MAD STARS 2023.