



# MAD STARS 2023

## A P P E N D I X

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# MAD STARS 2023 APPENDIX

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## 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 its 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.

## GUIDELINES

Some guidelines are applicable across all categories, including:

The 5 submission formats allowed for a submission are the following: Film, Images, Presentation Board, Case Film and Audio File. Document files are allowed only as a supporting material. Any format specifications and the optional material you are entering are listed below. Entries that do not match the required submission option in the category will be withdrawn.

Entrants are responsible for ensuring that they have the right to use the images contained in their entry material. This should include use in, but is not restricted to: screenings at the festival, post-event promotions, festival websites, partner company websites, official DVDs and other public domains.

For the purpose of judging equitably, there must be no agency branding anywhere on your entry, with the exception of self-promotion or corporate communications, nor any reference to anyone who has contributed to the entry.

The entry submission language of MAD STARS is English, entries must be made either in English or include relevant subtitling as defined by the guidelines.

You must submit your entries in the relevant format as defined by the guidelines, otherwise your entry may be rejected and disqualified.

## ENTRY FILE (COMPULSORY MATERIAL)

### 1. FILM (VIDEO)

You are required to upload your film when you submit your entry.

You should upload your film as MOV/MP4 file when you submit your entry using the online upload platform. It is in your interests to provide the jury with a high quality file version of your film. No agency branding or any contributing creative companies/people must be visible on the film (e.g. Logos, credits etc.).

Please submit your video in the recommended submission format.

<i>Recommended submission format for Video (max file size: 350MB)</i>			
Aspect Ratio	Resolution	Format/Codec	Audio
4:3 or 16:9	1280x720	MOV/H.264/MP4	AAC, Stereo, 48Khz
	1024x576		
	854x480		
	720x576		
	640x480		

\*Encoding mode: Multi-pass dimensions are recommended.

\*\*16:9 format is highly recommended.

### 2. DIGITAL IMAGE

Digital image should follow the following format:

<i>Recommended submission format for Image (max file size: 3MB)</i>	
Format/Codec	Dimensions
JPG	The longest side of each image should be at least 2400 pixels long and a maximum of 4800 pixels long.

For the purpose of judging equitably, there must be no agency branding anywhere on your entry materials nor any reference to anyone who has contributed to the entry.

Entrants are responsible for ensuring that they have the right to use the images contained in their entry material. This should include use in, but is not restricted to: screenings at the festival, post-event promotions, festival websites, partner company websites, official DVDs and other public domains.

### 3. PRESENTATION BOARD

Presentation boards should be in the following formats:

<i>Recommended submission format for Image (max file size: 3MB)</i>	
Format/Codec	Dimensions
JPG	The longest side of each image should be at least 2400 pixels long and a maximum of 4800 pixels long.

This presentation board will be a summary of your entry and **MUST** be contained in one image. This presentation should contain some key visuals and a simple, clear summary in English of

the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding the words contained in the visuals).

For the purpose of judging equitably, there must be no agency branding anywhere on your entry, with the exception of self-promotion or corporate communications, nor any reference to anyone who has contributed to the entry.

You **MUST** adjust your presentation image to the category and section you are entering.

Entrants are responsible for ensuring that they have the right to use the images uploaded. This could include use in, but is not restricted to: screenings at the festival, post-event promotions, festival websites, partner company websites, official DVD and other public domains.

#### 4. CASE FILM

You should upload your Case Film as MOV/MP4 file when you submit your entry using the online upload platform. Please note the file size should be no bigger than 350MB. No agency branding or any contributing creative companies/people must be visible on the case film (e.g. Logos, credits etc.)

##### **Long version: 3 minutes long :**

This version will be viewed by jury members during voting and discussion and could be used in post-Festival promotions. It will also be shown at the Festival, to give delegates the opportunity to study, appreciate and learn from the entries. This case film should contain some key visuals - video, still images or any other appropriate footage to best explain the campaign with a simple, clear commentary in English. We recommend that you keep your presentation concise and to the point.

##### **Encoding Standards :**

Please encode a high-quality video as MOV/MP4.

FILE OPTIONS / SPECIFICATIONS - Choose one of the following:

It is strongly recommended that you submit your case film in 16:9 format.

<i>Recommended submission format for Video (max file size: 350MB)</i>			
Aspect Ratio	Resolution	Format/Codec	Audio
4:3 or 16:9	1280x720	MOV/H.264/MP4	AAC, Stereo, 48Khz
	1024x576		
	854x480		
	720x576		
	640x480		

\*Encoding mode: Multi-pass dimensions are recommended.

\*\*16:9 format is highly recommended.

\*\*\* DO NOT send your Case Film as on a URL.

## 5. AUDIO FILE

- Audio files should be entered in the following format: MP3 Format. Other formats may not be accepted.
- The MP3 specification for Radio entries is as follows: Bit rate 128 kbps, Compression ratio 11:1 File size should not exceed 3MB.
- The maximum length for each entry is 180 seconds.
- All entries MUST be submitted in the original language of the ad.
- If the original language is not English, please attach a translation of the entire script in digital format.
- If an entry is submitted ONLY in English from a country where English is not the mother tongue, we may require proof that the ad has always and only aired in English. Without such proof, the jury may withdraw the entry from judging without prior notice.
- All submissions must be supplied as originally transmitted, with no additions or alterations. Any translated ads should be exact translations of this original ad, not an updated or amended version.
- If your entry requires an explanation, please provide this in the synopsis text field. DO NOT add a verbal explanation to the MP3 file.
- If supplied, the English language version MUST be an exact translation of the original. Both the script and the sound effects used must be identical to the original, and it is not permissible to substitute names, places or events for ones more relevant to an English-speaking audience. Therefore, it will be in your own interests to explain or translate any specific word play or local, social, cultural or political references and nuances in the Brief Explanation section.
- Voice actors used in translated versions must be the same gender as those used in the original ad. If this is not done, and we feel the change of gender unfairly contributes to the effect of your ad, we will ask you to supply an alternative version, and we may have to withdraw the translated version from the judging process.
- Each version of the ad MUST be submitted as a separate MP3 file. When submitting two versions of the ad, please ensure you do not include both versions in one file.

## SUPPORT FILE (SECONDARY MATERIAL)

### 1. DOCUMENT

Documents that explain the campaign can be entered as a supporting file. Document files are not allowed to submit as a main entry file. You may submit an additional file to support the main entry file. Documents include, but are not limited to, campaign summary, media schedule, campaign result, script, the explanation of the cultural context etc.

Document file should follow the formats listed:

- PPT, PPTX, Doc, DocX file
- File size should not exceed 5MB

## 2. RADIO SCRIPT

English script of original radio ads. Scripts will be read by jury members and should exactly replicate the original version as it.

## 3. CASE FILM

- Short version: 30-45 seconds

Additionally, you can supply a shortened/edited 30-45 seconds version which would be shown at the awards ceremony if the entry wins awards. This should again contain some key visuals and a simple clear commentary in English, summarizing the written part of the campaign.

## CATEGORY INFORMATION

### I. SOLUTION Group

#### 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

##### 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

<p><b>A04. Pharmaceutical / Toiletries</b></p> <p>OTC medicines &amp; tablets, prescription drugs, vitamins &amp; herbal remedies, diet supplements &amp; 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 &amp; sanitary towels, tissues, nappies, razors &amp; shaving products, hairbrushes, combs, wigs, hair removal products, tobacco &amp; associated products</p>
<p><b>A05. Furniture / Household</b></p> <p>House &amp; garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances &amp; crockery, glassware, bed &amp; table linen, baths, showers &amp; toilets, home decorating &amp; building products, wall &amp; floor coverings, doors &amp; windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery &amp; products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film &amp; food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish &amp; wood protectors, paint</p>
<p><b>A06. Vehicles</b></p> <p>Cars including jeeps &amp; 4-wheel drives, auto products &amp; services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories (incl. in-car hi-fi), petrol stations, petrol, oil, breakdown &amp; servicing companies, car dealers and car finance &amp; leasing</p>
<p><b>A07. Electronics / IT/ Office Equipment / Home Electronics &amp; Audio-Visual / Business Equipment &amp; Services</b></p> <p>Televisions, video players, blank audio &amp; video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players &amp; minidiscs, MP3 players, home computers, DVD players, personal phone equipment (incl. mobile phones &amp; pagers), binoculars, business to business services, employment agencies, business computers &amp; software, photocopiers, fax machines, business phone equipment, office furniture &amp; stationery, office cleaning services, courier services, advertising agencies &amp; production companies, use of advertising, website design, awards competitions, stock footage libraries</p> <p>✕ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</p>
<p><b>A08. Finance / Services / Entertainment &amp; Leisure / Travel / Restaurants / Commercial Public Services / Pets</b></p> <p>Banks, building societies, credit cards, current &amp; savings accounts, mortgages &amp; loans, investment companies, personal, health &amp; building insurance, car insurance, pension &amp; retirement plans, real estate investment</p> <p>Leisure &amp; theme parks, gyms, health &amp; diet clubs, sporting events, music festivals, orchestras &amp; instruments, exhibitions &amp; shows, nightclubs, bars, museums, art galleries, cinemas &amp; theatres, sports and outdoor equipment, bicycles, boats &amp; caravans, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf &amp; country clubs, sex toys, dating services, airlines, train &amp; bus companies, ferry &amp; cruise lines, travel agencies, tourist boards, hotels, resorts, city &amp; country promotion, car hire, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable &amp; satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power &amp; water companies, private healthcare &amp; clinics, private schools &amp; colleges, private practices (e.g., legal, architectural &amp; landscaping service), pet products (pet food &amp; pet care products etc.)</p>
<p><b>A09. Distribution / Publication</b></p> <p>Newspapers, magazines, books, records, CDs &amp; DVDs, TV &amp; radio stations, networks &amp; programs, broadcast sponsorships</p> <p>Department &amp; specialist stores, clothing &amp; footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video &amp; other rental stores, mail-order companies &amp; catalogues, online stores, and auctions</p>
<p><b>A10. Corporate / Institution</b></p> <p>Non-product-based company image, competition &amp; event sponsorship, Christmas messages, company mergers, flotation &amp; relocation</p>
<p><b>A11. Not-for-profit / Charity / Government</b></p> <p>Government, public information, other not-for-profit, military, charities</p>

## B. Film Craft

Juries will focus on the quality of Craft as demonstrated in the filmmaking process. For



example, this might take into account the quality of the direction, copywriting or editing and/or the skillful use of music.

If the film gives a pleasurable aesthetic experience, regardless of the subject, product, client or idea, then it may succeed in the Craft categories, even if it is not awarded in the product and service categories.

Entries in Film Craft are for great executions in the areas 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

## **C. Creative Materials**

- No agency branding or any contributing creative companies/people must be visible on the entry (e.g. logos, credits etc.) except for self-promotion entries.
- No slates, clocks or freezes can be included in your film. All files should have ½ second black before and after the entry.
- Films must be submitted as they originally aired and in the original language. You are required to add subtitles (for non-English language entries) so that jury members can understand the campaign. Dubbing is not accepted, all visible speech must be subtitled. We do accept translated voiceovers. If you are submitting a subtitled version, you must ensure that the script used is identical to the original ad. It is not permissible to substitute names, places or events for ones more relevant to an English-speaking audience.
- Cultural Context: If your idea relies on an idea that is culturally specific, we strongly advise you to include a slate at the beginning of the reel. It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances.
- Entries must be no more than 3 minutes long. If they are longer than 3 minutes, we will require a media schedule to verify its legitimacy.
- We do not accept 'case films' in the Film category.

### **a. Entry File**

## **FILM**

You are required to upload your film when you submit your entry. You should upload your film as a MOV/MP4 file using the online upload facility. Please note the file size should be no bigger than 350MB.

It is in your interests to provide the jury members with a high quality file version of the film.

FILE OPTIONS / SPECIFICATIONS - Choose one of the following:

Please submit your film in the original ratio in which it aired.

<i>Recommended submission format for Video (max file size: 350MB)</i>			
Aspect Ratio	Resolution	Format/Codec	Audio
4:3 or 16:9	1280x720	MOV/H.264/MP4	AAC, Stereo, 48Khz
	1024x576		
	854x480		
	720x576		
	640x480		

\*Encoding mode: Multi-pass dimensions are recommended.

\*\*16:9 format is highly recommended.

## b. Support File

### CASE FILM (3 minutes long)

For the Animation, Visual Effects, Achievement in Production and Casting entries, we highly recommend that the entrants prepare a Case Film explaining the methods/techniques used. Along with the written submission, this case film will be used to provide a clearer context.

You should upload your case film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be no bigger than 350MB.

## 2. Print Stars

The definition of Print Stars is advertisements intended for published printed media including Newspaper, Magazine and Journals.

The print jury will be primarily looking at the strength of creative ideas.

Each Print entry can be submitted into ONE Sectors category only. However, the same entry can also be entered into any of the Craft categories. There is no limit to the number of craft categories that a work can be entered into, provided it meets the criteria for each category in question.

## A. Sectors

A01. Foods

- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT/ Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

## **B. Print Craft**

The juries will look at technical completion (quality) presented in the print ads. The idea behind the execution in relation to the client or brand should be of little or no consideration to the craft jury. However, this aspect is not always disregarded as ideas are usually a necessary part in advertising.

Entries in Print Craft are for great executions in the areas listed below

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

## **C. Creative Material**

- It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances.
- Please ensure you do not refer to the name of your agency or any contributing creative companies anywhere on your submission materials (both copy and image/video).

### **a. Entry File**

#### **DIGITAL IMAGE**

One digital image of each entry strictly in the following formats:

JPG.

Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.

Digital images must be uploaded online (max 3MB) when making your entries.

### **3. Outdoor Stars**

The definition of Outdoor Stars is billboard and poster ads as well as out of home ambient executions. The outdoor prizes will be awarded to ads and communications encountered in the out of home environment and will honor the skillful engagement of consumers by both traditional (billboards) and progressive (ambient, non-formatted use of the surrounding environment) means.

Each outdoor entry can be submitted into ONE Sectors category only. However, the same entry can also be entered into Ambient, Outdoor Craft categories. There is no limit to the number of craft categories that an advert can be entered into, as long as it meets the criteria for each category in question.

#### **A. Sectors**

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

#### **B. Ambient**

- 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**

Entries in Outdoor Craft are for great executions in the areas listed below:

- C01. Art Direction
- C02. Copywriting
- C03. Illustration

C04. Photography

C05. Typography

## **D. Creative Material**

### **a. Entry File**

#### **DIGITAL IMAGE**

One digital image of each entry should strictly follow the listed formats:

JPG

Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.

Digital images must be uploaded online (max 3MB) when making your entries.

### **b. Support File**

#### **CASE FILM**

- You may wish to provide a case film to support your ambient entries
- You should upload your Case Film as a MOV/MP4 file. Please note the file size should not exceed 350MB.
- Please refer to the specifications of case films in the appendix.

## **4. Radio & Audio Stars**

The definition of Radio & Audio Stars is traditional advertising on radio stations and online radio channels. Entries will need to demonstrate ideas that are wired for sound; that is, work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling.

Each Radio & Audio entry can be submitted into ONE Sectors category only. However, the same entry can also be entered into Radio & Audio Craft categories.

### **A. Sectors**

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and Accessories

A04. Pharmaceutical / Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public

Services / Pets  
A09. Distribution / Publication  
A10. Corporate / Institution  
A11. Not-for-profit / Charity / Government

## **B. Radio & Audio Craft**

The jury will look at the quality of craft as demonstrated in either the production process or the technical execution of radio ads. This might take into account the quality of the scriptwriting or acting performance, the skillful use of music or sound design, or the best use of radio as a medium. The idea behind the execution in relation to the client or brand should be of little or no consideration to the craft jury. However, this aspect is not always disregarded as ideas are usually a necessary part in advertising.

Entries in Radio & Audio Craft are for great executions in the areas listed below:

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

## **C. Creative Material**

### **a. Entry File**

#### **MP3 FILES**

- One digital file of each entry strictly following the listed format: MP3 Format.
- The MP3 specification for Radio & Audio entries is as follows: Bit rate 128 kbps, Compression ratio 11:1 File size should not exceed 3MB.
- The maximum length for each entry is 180 seconds.
- All entries **MUST** be submitted in the original language of the ad.
- If the original language is not English, please attach a translation of the entire script in digital format.
- If an entry is submitted **ONLY** in English from a country where English is not the mother tongue, we may require proof that the ad has always and only aired in English. Without such proof, the jury may withdraw the entry from judging without prior notice.
- All submissions must be supplied as originally transmitted, with no additions or alterations. Any translated ads should be exact translations of this original ad, not an updated or amended version.
- If your entry requires an explanation, please provide it in the synopsis text field. **DO NOT** add a verbal explanation to the MP3 file.
- Each version of the ad **MUST** be submitted as a separate MP3 file. When submitting two versions of the ad, please ensure you **do not** include both versions in one file.

## b. Support File

### CASE FILM

- You may wish to provide a case film to support your craft.
- You should upload your Case Film as a MOV/MP4 file. Please note the file size should be between 350MB.
- Please refer to the specifications of case films in the appendix.

### MP3 FILES

- If the original language is not English, we strongly recommend that you also **submit an English language version**.
- When supplied, the English language version **MUST** be an exact translation of the original. Both the script and the sound effects used must be identical to the original, and it is not permissible to substitute names, places or events for ones more relevant to an English-speaking audience. Therefore, it will be in your own interests to explain or translate any specific word play or local, social, cultural or political references and nuances in the Brief Explanation section.
- Voice actors used in translated versions must be the same gender as those used in the original ad. If this is not done, and we feel the change of gender unfairly contributes to the effect of your ad, we will ask you to supply an alternative version, and we may have to withdraw the translated version from judging.

### RADIO SCRIPT

- English script of original radio ads. Scripts will be read by jury members and should exactly replicate the original version as it.

## 5. Design Stars

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

Each Design entry can be submitted into ONE Sectors category only. However, the same entry can also be entered into the Communication Design category.

### A. Sectors

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business

Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

A11. Not-for-profit / Charity / Government

## **B. Communication Design**

B01. Posters

B02. Stationery

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

B04. Self-Promotion (POS, Consumer Touch Points, 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

## **C. Creative Material**

### **a. Entry File**

#### **PRESENTATION BOARD**

All entries must supply a Presentation Board in digital formats.

JPG

Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.

Digital images must be uploaded online (max 3MB) when making your entries.

This Presentation Board will be a summary of your entry and **MUST** not exceed one page. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation board (excluding words contained in visuals).

### **b. Support File**

#### **CASE FILM**

- You are advised to supply a Case Film to support your entry (when relevant). Along with the written submission and the design samples, this case film will be used for judging.



- You should upload your Case Film as a MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should not exceed 350MB.
- Please refer to the specifications of case films in the appendix.

## **6. Interactive Stars**

The definition of Interactive Stars encompasses branded online, digital and technological communication. Successful entrants will be able to present their ideas, technology and creativity behind the work seamlessly, and prove how their target audience engaged and enhanced brand value, resulting in increased business sales and recognition.

Each Interactive entry can be submitted into ONE Sectors category only. However, the same entry can also be entered into any of other Interactive subcategories (e.g. Web Platforms, Online Ad, Web Campaigns, Social, Other Interactive Works, Craft).

### **A. Sectors**

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

### **B. Use of Interactive**

- B01. Use of Web Platforms  
Website, microsite, web service, application
- B02. Use of Online Ad  
This category includes single executions of paid online display advertising (Banners, Rich media)
- B03. Use of Web Campaigns  
Online campaigns that consist of at least 2 web executions (e.g. 1 website, 1 online video, 1 online ad)
- B04. Use of Social  
It is for online digital campaigns which are made 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 Tech)

\* **Games:** Games specifically created for a brand (games that have not been specifically made for a brand will NOT be accepted)

If a game is accessed through a certain website, the user should be able to gain access through a single click of URL.

\* **Branded Tech:** Technologies or brand solutions that have been developed and used to improve the value of a brand can apply for this section. Useful online digital service or tool that creates brand value between the product and consumer, and enhances the user's lifestyle or behavior (e.g., application or online tools/apps, digital signatures & slogans, screensavers, widgets, organizers, calendars, etc.)

## C. Interactive Craft

Entries in Interactive Craft are for great executions in the areas listed below:

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

## D. Creative Material

- URL, Presentation Board

### a. Entry File

#### ENTRY URL

- Your entry URL(s) must lead the viewer straight to your entry and must be accessible WITHOUT login or password.
- Please make sure that your entry is accessible online until 27 August 2021. Entries which cannot be accessed for judging due to long periods of server downtime will not be considered by the jury members.
- Entries in the social category must include as much information about the results and effectiveness as possible, ideally with a number of views/hits/followers/users etc. Please note, in the absence of any indication of results, the jury member might not be able to vote for the entry.
- The minimum requirement for all websites: must be viewable on a PC using Internet Explorer 10.0 (or higher versions).

- You may enter a website and a microsite that is part of the same website as long as that microsite has a separate URL that is accessible independently of the main website URL.

## **PRESENTATION BOARD**

- For all entries, you must supply a digital Presentation Board in JPG format.
- Please do not send any physical material. We cannot accept images on CDs or boards.
- One digital presentation board strictly in the following formats:  
JPG. Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- Digital images must be uploaded online(max 3MB) when making your entries.
- This Presentation Board will be a summary of your entry and **MUST** be contained on one image. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).

## **b. Support File**

## **CASE FILM**

- Certain types of entries require a case film. Along with the URL and the presentation image, this case film will be used for Judging.
- You should upload your Case Film as a MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should not exceed 350MB.
- Please see the case film specification in the appendix.

## **7. Mobile Stars**

The definition of Mobile Stars is a creative work activated by a mobile device, app or mobile web. Each Mobile entry can be submitted into ONE Sectors category only. However, the same entry can also be entered into any of other mobile subcategories (e.g. Mobile Websites, Mobile Apps, Social for Mobile, Mobile Advertising, Craft).

### **A. Sectors**

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public

Services / Pets  
A09. Distribution / Publication  
A10. Corporate / Institution  
A11. Not-for-profit / Charity / Government

## **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 networking and community site applications that utilize mobile devices
- B04. Mobile Advertising  
Banners and other rich media designed for and played on mobile devices.

## **C. Mobile Craft**

The jury will look at the quality of craft as demonstrated in design or technical execution of mobile entries. This might take into account the quality of the mobile design or interface, how easy and logical the mobile site/app is to navigate through and the user experience.

Entries in Mobile Craft are for great executions in the areas listed below:

- 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

## **D. Creative Materials**

- Your entry URL(s) must lead the viewer straight to your entry and must be accessible WITHOUT login or password.
- Please make sure that your entry is accessible online until 27 August 2021. Entries which cannot be accessed for judging due to long periods of server downtime will not be considered by jury members.

### **a. Entry File**

### **MOBILE URL**

- For all Mobile entries, entrants **MUST** supply a URL for the juries to review the entry. It can be a direct link to the app's page on the Apple App Store, Android Market or other software store, the mobile main website, or a webpage set up specifically for the entry.
- Please make sure no login or password is required to access the URL.
- If the app requires payment to download or to unlock all its features, provide a promo code or instructions on how the juries can access a full-featured version of the app.
- If the application/mobile site is no longer available/live, we recommend showing a mock-up version or a video capture of the mobile website/mobile app etc.
- Also, you could submit images (JPG) of the application hosted on your own URL.
- If the original language of your mobile entry/application is not English, you should provide a clear demonstration of your app within your case film.

### **PRESENTATION BOARD**

- You must supply a Digital Presentation Board in JPG format.
- Please do not send any physical material. We cannot accept images on CDs or boards.
- One digital presentation image strictly in the following formats:  
JPG. Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- Digital Boards must be uploaded online (max 3MB) when making your entries.
- This Presentation Image will be a summary of your entry and **MUST** be contained in one image.
- This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).
- Please ensure that your presentation image focuses on the key visuals of your entry and only on the key points of your explanation.

### **CASE FILM**

- You should upload your Case Film as a MOV/MP4 file. Please note the file size should be less than 350MB.
- Please refer to the specifications of case films in the appendix.

### **b. Support file**

#### **Additional URLs**

Upload your additional URLs as additional information. For example, QR codes and barcodes, games URLs, viral videos for technical diagrams or statistics, but please keep this information relevant to your entry.

## **8. Data Insights Stars**

The Data Insights Stars category includes campaigns which have used data to enhance the execution or success of ads through the creative use, interpretation, analysis or application of data. How creative you are with your data, and how the execution was enhanced by the creative use of data, must be at the core of the idea.

Each Data Insights entry can be submitted into ONE Sectors category only. However, the same entry can also be entered into Use of Data.

## **A. Sectors**

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

## **B. Use of Data**

This category includes the disciplines as listed below:

### **B01. Data-Driven Targeting**

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

Examples of creativity in this category include using a unique combination of data sets that support better insight or creating a new algorithm that delivers superior insight. Entrants must clearly deliver a bottom line benefit in terms of reduced costs, or greater revenue, via any aspect of the marketing mix.

### **B02. Data Visualization**

Data Visualizations communicate complex information clearly and efficiently to consumers in a way that leads to a change in behavior. They include online dynamic, static, interactive or real-time info graphics and offline visualizations such as visual installations and activations. This category celebrates Data Visualizations that enhance understanding and communicate data insights clearly.

### **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 they applied, or invented, innovative data technology to enhance a creative message. It's important to clearly illustrate how data-technology contributed to an improvement in campaign performance – for example, by including a breakdown of audience, message, channels and service, etc.

**B05. Data Integration**

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

**B06. Social Data**

The definition of Social Data is using data and metadata (usually obtained from social networking services) to build targeted relationships with audiences 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 to this category must build upon the inventive use of data technologies to show how they used technology to enhance environmental and brand communication.

## **C. Creative Materials**

### **a. Entry File**

#### **PRESENTATION BOARD**

- You must supply a Digital Presentation Board in JPG format.
- Please do not send any physical material. We cannot accept images on CDs or boards.
- One digital presentation board strictly in the following formats:  
JPG. Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- Digital images must be uploaded online (max 3MB) when making your entries.
- This Presentation Board will be a summary of your entry and **MUST** be contained in one image.
- This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).
- Please ensure that your presentation image focuses on the key visuals of your entry and only on the key points of your explanation.

#### **CASE FILM**

- You should upload your Case Film as a MOV/MP4 file. Please note the file size should be between 350MB.
- Please refer to the specifications of case films in the appendix.

## 9. Social & Influencer Stars

This category celebrates strategic Social & Influencer Stars, 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.

Each Social & Influencer entry can be submitted into ONE Sectors category only. However, the same entry can also be entered into Social Insight & Engagement.

### A. Sectors

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

### B. Social Insight & Engagement

This category includes the disciplines as listed below:

- B01. Community Building & Management  
This category celebrates campaigns designed to engage or build an online social community. Judges will assess the extent of community engagement, as well as the appropriateness of targeted conversations or communications directed at active or inactive users.
- B02. Audience Targeting / Engagement Strategies  
This category recognizes work that can demonstrate the most successful consumer engagement by showing tangible target audience related results. 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. Audience measurement results and proof of engagement through metrics such as 'time spent with brand', 'number of interactions with the brand', and 'number of downloads' will be taken into consideration.
- 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 audience. 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 resulting insights, which led to dramatically improved results. Judges will consider metrics such as increases in the 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**

This category celebrates social campaigns that use a particular brand or consumer case to drive meaningful engagement with specific target customers.

**B07. Livestream**

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

**C. Creative Material**

**a. Entry File**

**PRESENTATION BOARD**

- For all entries, you must supply a digital Presentation Board in JPG format.
- Please do not send any physical material. We cannot accept images on CDs or boards.
- One digital presentation board strictly in the following formats:  
JPG. Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- Digital images must be uploaded online(max 3MB) when making your entries.
- This Presentation Image will be a summary of your entry and MUST be contained on one image.
- This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).
- Please ensure that your presentation image focuses on the key visuals of your entry and only on the key points of your explanation.

**CASE FILM**

- You should upload your Case Film as a MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should not exceed 350MB.

- Please see the case film specification in the appendix.

## b. Support File

### ENTRY URL

- Your entry URL(s) must lead the viewer straight to your entry and must be accessible WITHOUT login or password.
- Please make sure that your entry is accessible online until 27 August 2021. Entries which cannot be accessed for judging due to long periods of server downtime will not be considered by juries.
- Entries in the [SOCIAL](#) category must include as much information about the results and effectiveness as possible, ideally with a number of views/hits/forwards/users etc. Please note, in the absence of any indication of results, the jury member might not be able to vote for the entry.
- The minimum requirement for all websites: must be viewable on a PC using Internet Explorer 10.0 (or higher versions).
- You may enter a website and a microsite that is part of the same website as long as that microsite has a separate URL that is accessible independently of the main website URL.

## 10. PR Stars

The definition of PR Stars is the creative use of reputation management by building and maintaining trust and understanding between individuals, businesses or organizations and their publics.

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.

Each PR entry can be submitted into ONE Sectors category only. However, the same entry can also be entered into Practices & Specialism for PR.

### A. Sectors

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication

- A10. Corporate / Institution  
A11. Not-for-profit / Charity / Government

## **B. Practices & Specialism**

This category includes the disciplines as listed below:

- 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 use an event or stunt)  
B07. Celebrity Endorsement  
B08. Sponsorship  
B09. Launch or Re-Launch  
B10. Brand Voice

## **C. Creative Material**

Entrants must submit one of the following.

### **a. Entry File**

#### **PRESENTATION BOARD**

You must supply a Presentation Board in digital formats:

- For all entries, you must supply a digital Presentation Board in JPG format.
- Please do not send any physical material. We cannot accept images on CDs or boards.
- JPG. Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- Digital images must be uploaded online (max 3MB) when making your entries.
- This Presentation board will be a summary of your entry and **MUST** be contained in one image.
- This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).
- Please ensure that your presentation image focuses on the key visuals of your entry and only on the key points of your explanation.

#### **CASE FILM**

- You should upload your Case Film as a MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should not exceed 350MB.
- Please see the case film specification in the appendix.

## b. Support File

We strongly suggest that you submit your supporting materials as a digital format. Supporting materials might include (but are not limited to) planning documents, press releases, press clippings, online content, TV coverage, measurement and evaluation documents and research documents.

- For Use of Live Events, Stunts and/or Celebrity Endorsement, please supply photographs of the event or stunt.
- For the Digital and Social categories, please supply the appropriate URL(s) which needs to be accessible until 27 Aug 2021.
- All broadcast material needs to be supplied as MOV/MP4, or MP3 for Radio files, in English or with English script attached (only if not featured in the explanatory case film).
- Please make sure that any material provided can be easily understood and shown to the juries. Entries which are not in English should be translated or accompanied by a full translation. It will be in your own interests to explain or translate any specific word play or local, social, cultural or political references and nuances.

## Materials & Sample Formats

All materials must be supplied in the following formats:

- Images/Photos/Press clippings: JPG, Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- Broadcast materials, clips and videos etc.: MOV/MP4. Do not upload TV or cinema ads as support material if they are also contained within your case film.
- Radio or Audio files: they should be uploaded online as MP3 files, Bit rate 128 kbps, compression ratio 15:1. File size should not exceed 3MB.

## **11. Brand Experience & Activation Stars**

The definition of Brand Experience & Activation Stars is an activity which is designed to create immediate activation and/or offer for the sales of a product or service. This may be affected using tie-ins, giveaways, joint promotions contests, events, in-store advertising, exhibitions and other promotional devices.

Each Brand Experience & Activation entry can be submitted into ONE Sectors category only. However, the same entry can also be entered into Use of Brand Experience & Activation.

## **A. Sectors**

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

## B. Use of Brand Experience & Activation

This category includes the disciplines as listed below:

- 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, 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)

## C. Creative Material

### a. Entry File

Entrants must submit one of the following.

#### PRESENTATION BOARD

You must supply a Presentation Board in digital formats.

<i>Recommended submission format for Images</i>	
Resolution	Format/Codec
Dimension: The longest side of each image should be at least 2400 pixels long and a maximum of 4800 pixels long.	JPG/PNG

- One digital presentation image strictly in the following formats:  
JPG. Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- Digital images must be uploaded online (max 3MB) when making your entries.
- This Presentation board will be a summary of your entry and MUST be contained in one image.
- This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).
- Please ensure that your presentation image focuses on the key visuals of your entry and only on the key points of your explanation.

## **CASE FILM**

- You should upload your Case Film as a MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should not exceed 350MB.
- Please see the case film specification in the appendix.

## **b. Support File**

In addition, you can supply relevant support material, depending on the type of entry you are submitting.

- For in-store Marketing entries please supply 1 photograph of a sample of the display in digital formats.
- For TV entries, please supply 1 MOV/MP4 of the spot.
- For Print entries, please supply 1 digital version of the newspaper, magazine or insert as appropriate.
- For Radio entries, please supply the ad as an MP3 file which you can upload online
- For Digital or Interactive entries, please supply a URL.
- You may also supply limited additional supporting material if appropriate.
- Please make sure that any material provided can be easily understood and shown to the juries. Entries which are not in English should be translated or accompanied by a full translation. It will be in your own interests to explain or translate any specific word play or local social, cultural or political references and nuances.

## **Materials and Sample Formats**

All materials must be supplied in the following formats:

- Video: MOV/MP4. Do not send TV or cinema ads as support material if they are also contained within your Case Film.
- Print/Outdoor: JPG, Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- Radio or Audio files: MP3, Bit rate 128 kbps, Compression ratio 15:1. File size should not exceed 3MB.

## **12. Direct Stars**

The definition of Direct Stars is targeted direct communication designed to generate response or specific action whilst building and prolonging relationships. Direct awards will go to the work that not only contains a response mechanism (coupon, phone number etc.) but also has some direct attributable effect on behavior and obtains a measurable response.

Each Direct entry can be submitted into ONE Sectors category only. However, the same entry can also be entered into Use of Direct.

### **A. Sectors**

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

### **B. Use of Direct Marketing**

This category includes the disciplines as listed below:

- 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

### **C. Creative Material**

- a. Entry File: Presentation Board or Case Film

Entrants must submit one of the followings:

#### **PRESENTATION BOARD**

- One digital presentation image strictly in the following formats:  
JPG. Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- Digital images must be uploaded online (max 3MB) when making your entries.
- This Presentation board will be a summary of your entry and MUST be contained in one image.
- This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).
- Please ensure that your presentation image focuses on the key visuals of your entry and only on the key points of your explanation.

### **CASE FILM**

- You should upload your Case Film as a MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should not exceed 350MB.
- Please see the case film specification in the appendix.

### **b. Support File**

In addition, you may supply relevant support material, depending on the type of entry you are submitting.

- For Mailing entries, please supply the images of the mailing piece.
- For Print/Outdoor entries, please supply the images of the newspaper, magazine or insert as appropriate.
- For TV entries, please supply 1 MOV/MP4 of the spot.
- For Ambient Media, please supply the images of sample, video or photographs as appropriate.
- For Radio entries, please supply the ad as an MP3 file.
- For Digital or Interactive entries, please supply a URL or the original email
- Packaging and display materials: send the photographs of packaging pieces or display.

### **Materials and Sample Formats**

All materials must be supplied in the following formats:

- Video: MOV/MP4. Do not send TV or cinema ads as support material if they are also contained within your case film.
- Image: JPG, Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- Radio or Audio files: MP3, Bit rate 128 kbps, Compression ratio 15:1. File size should not exceed 3MB.



## 13. Media Stars

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

Each Media entry can be submitted into ONE Sectors category only. However, the same entry can also be entered into the Media Stars category.

### A. Sectors

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

### B. Use of Media

This category includes the areas as listed below:

- 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

### C. Creative Material

#### a. Entry File

Entrants must submit one of the following.

## **PRESENTATION BOARD**

You must supply a Presentation Board in digital formats.

- One digital presentation image strictly in the following formats:  
JPG. Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- Digital images must be uploaded online (max 3MB) when making your entries.
- This Presentation board will be a summary of your entry and **MUST** be contained on one image.
- This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation board (excluding words contained in visuals).
- Please ensure that your presentation image focuses on the key visuals of your entry and only on the key points of your explanation.

## **CASE FILM**

- You should upload your Case Film as a MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should not exceed 350MB.
- Please see the case film specification in the appendix.

### **b. Support File**

In addition, we recommend you supply relevant support material, depending on the type of entry you are submitting.

- For Use of Screens, please supply 1 MOV/MP4 of the spot(s) (only if not featured in the explanatory case film).
- For Use of Audio, please supply your radio spot as an MP3 file in English or with English script attached.
- For Use of Print, please supply JPG(s) of magazines or newspapers containing the ad(s).
- For Use of Outdoor, please supply JPG(s) of the ad(s) in-situ.
- For Use of Ambient Media: please supply JPG(s) of the ad(s) in-situ.
- For Special Events/Stunts, please supply JPG(s) of the events or stunts.
- For Digital categories, please supply relevant URLs or MOV/MP4 files as appropriate.
- For Use of Integrated Media, you should supply any of the above as appropriate.
- Display materials: Please supply images.

## **Materials Formats**

All materials must follow the listed formats:

- Images/Photos/Press clippings: JPG, Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.

- Broadcast materials, clips and videos etc.: As MOV/MP4 (uploaded online). Do not upload TV or cinema ads as support material if they are also contained within your case film.
- Radio or Audio files: they should be uploaded online as MP3 files, Bit rate 128 kbps, compression ratio 15:1. File size should not exceed 3MB.

Please refer to the specifications of case films in the appendix.

## **14. Integrated Stars (Entry fee)**

The Integrated Stars category includes integrated campaigns executed across multiple platforms. Integrated campaigns take a good idea and stretch it to its fullest potential, helping your audience build associations with your brand with every opportunity. Integrated campaigns should utilize more than 2 platforms at least.

### **A. Sectors**

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

### **B. Creative Materials**

#### **a. Entry File**

##### **CASE FILM**

- For all entries, you **MUST** prepare a case film of your campaign. Along with the written submission, this case film will be used for Jury discussion.
- Work that has been executed across multiple media, incorporating an idea into diverse environments such that it is enriched by each.
- Please see the case film specification in the appendix.

#### **b. Support File**

- You may also supply relevant support material in a digital format, depending on the campaign you are submitting. This should include samples, brochures, product packs, leaflets, photographs, point of sale materials etc. as appropriate. The juries will not have time to evaluate excessive supporting materials so **please send only the most relevant and useful support materials.**

All supporting materials should be supplied in the following formats:

- All images should be uploaded as JPGs, Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- All video material should be uploaded as MOV/MP4 files.
- All audio files should be uploaded as MP3 files.
- All websites or online materials must be submitted via a URL, even if only posted temporarily for the purpose of judging.

Please make sure that any material provided can be easily understood and shown to the juries.

Entries which are not in English should be translated or accompanied by a full translation. It will be in your own interests to explain or translate any specific word play or local social, cultural or political references and nuances.

## 15. Innovation Stars (Entry fee)

The definition of Innovation Stars is 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 in their own right.

Entrants are required to provide a proof of concept. Pre-development ideas/concepts are not eligible; entrants must clearly demonstrate the technology. We are looking for technology that has already been developed and is ready to be used as part of a creative execution or launched as a new product or service.

### A. Sectors

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication

A10. Corporate / Institution

A11. Not-for-profit / Charity / Government

## **B. Creative Materials**

### **a. Entry File**

#### **CASE FILM**

- For all entries, you MUST prepare a case film of your campaign. Along with the written submission, this case film will be used for jury discussion.
- Please see the case film specification in the appendix

## **16. Place Brand Stars**

MAD STARS has the Place Brand Stars category to discover excellent cases of outstanding communications in branding a nation or city. Brands of nation, city and province can be entered. The category includes events, tourism and festivals related to a nation, city or province.

### **A. National Brands**

A01. Advertising, Publicity, Marketing and Promotion of Nation Brands and Events or Tourism related to a nation

### **B. City Brands (including province)**

B01. Advertising, Publicity, Marketing and Promotion of City Brands and Events or Tourism related to a city

## **D. Creative Materials**

### **a. Entry File**

Entrants must submit one of the followings:

#### **FILM**

You should upload your film as a MOV/MP4 file when you submit your entry. Please note the file size should not exceed 350MB.

It is in your interests to provide the juries with a high-quality file version of your film.

#### **DIGITAL IMAGE**

JPG.

Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.

Digital images must be uploaded online (max 3MB) when making your entries.

## b. Support File

### CASE FILM

- You are advised to supply a Case Film to support your entry (when relevant). Along with the written submission, this case film will be used for jury discussion.
- You should upload your Case Film as a MOV/MP4 file when you submit your entry. Please note the file size should not exceed 350MB.

## 17. Commerce Stars

Commerce Stars category is to celebrate creative commerce, payment solutions and innovation. 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

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and Accessories

A04. Pharmaceutical / Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

A11. Not-for-profit / Charity / Government

### B. Creative Material

#### a. Entry File

### PRESENTATION BOARD

- You must supply a Digital Presentation Image in JPG format.
- Please do not send any physical material. We cannot accept images on CDs or boards.

- One digital presentation image strictly in the following formats:  
JPG. Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- Digital images must be uploaded online (max 3MB) when making your entries.
- This Presentation Image will be a summary of your entry and MUST be contained in one image.
- This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).
- Please ensure that your presentation image focuses on the key visuals of your entry and only on the key points of your explanation.

### **CASE FILM**

- You should upload your Case Film as a MOV/MP4 file. Please note the file size should be between 350MB.
- Please refer to the specifications of case films in the appendix.

## **II. STRATEGY Group**

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**

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

### **A. Sectors**

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution

A11. Not-for-profit / Charity / Government

## **B. Creative Materials**

### **a. Entry File**

Entrants must submit one of the followings:

#### **FILM**

You should upload your film as a MOV/MP4 file when you submit your entry. Please note the file size should not exceed 350MB.

It is in your interest to provide juries with a high quality file version of your film.

#### **DIGITAL IMAGE**

JPG.

Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.

Digital images must be uploaded online (max 3MB) when making your entries.

### **b. Support File**

#### **CASE FILM**

- You are advised to supply a Case Film to support your entry (when relevant). Along with the written submission, this case film will be used for jury discussion.
- You should upload your Case Film as a MOV/MP4 file when you submit your entry. Please note the file size should not exceed 350MB.

## **III. DIVERSE INSIGHTS Group**

### **1. Diverse Insights Stars**

MAD STARS highly respects cultural diversity. We have the Diverse Insights Stars category to discover excellent ideas that reflect each region's cultures.

The Diverse Insights category selects ideas that utilize unique local cultural characteristics of target. The entry submitted in other categories may be submitted additionally in this category if the campaign is based on insights of unique local cultural characteristics.

### **A. Sectors**

A01. Foods



- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

## **B. Creative Materials**

### **a. Entry File**

Entrants must submit one of the followings:

#### **FILM**

You should upload your film as a MOV/MP4 file when you submit your entry. Please note the file size should not exceed 350MB.

It is in your interests to provide juries with a high quality file version of your film.

#### **DIGITAL IMAGE**

JPG.

Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.

Digital images must be uploaded online (max 3MB) when making your entries.

### **b. Support File**

#### **CASE FILM**

- You are advised to supply a Case Film to support your entry (when relevant). Along with the written submission, this case film will be used for jury discussion.
- You should upload your Case Film as a MOV/MP4 file when you submit your entry. Please note the file size should not exceed 350MB.

## **IV. VIDEO Group**

More and more brands produce entertaining and engaging brand videos for their audience to achieve their marketing goals. Video Group was created to celebrate the most creative and original brand video content. The Video group is composed of Information Video Stars, Entertainment Video Stars and Viral Video Stars.

## 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

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

### B. Creative Material

#### a. Entry File

#### FILM

You are required to upload your branded video when you submit your entry. You should upload your video as a MOV/MP4 file when you submit your entry. Please note the file size should be no bigger than 350MB.

It is in your interests to provide the juries with a high quality file version of your film.

FILE OPTIONS / SPECIFICATIONS - Choose one of the following:

Please submit your film in the original ratio in which it aired.

<b><i>Recommended submission format for Video (max file size: 350MB)</i></b>			
<b>Aspect Ratio</b>	<b>Resolution</b>	<b>Format/Codec</b>	<b>Audio</b>
4:3 or 16:9	1280x720	MOV/H.264/MP4	AAC, Stereo, 48Khz
	1024x576		

	854x480		
	720x576		
	640x480		

\*Encoding mode: Multi-pass dimensions are recommended.

\*\*16:9 format is highly recommended.

## b. Support File

### CASE FILM

- You are advised to supply a Case Film to support your entry (when relevant). Along with the written submission, this case film will be used for jury discussion.
- You should upload your Case Film as a MOV/MP4 file when you submit your entry. Please note the file size should not exceed 350MB.
- Please refer to the specifications of case films in the appendix.

## 2. Entertainment Video Stars

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

### A. Sectors

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

### B. Type

- 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**

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

## **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 Group**

## **1. SDGs (Sustainability Development Goals)**

SDGs is a category which relates to themes associated with citizens welfare. Common themes of the entries includes environmental protection, human rights, improvement of education and health. The categories within the PSA group are based on the UN's sustainable goals.

Therefore, if the themes of the ad relates to public welfare, it may be submitted by nonprofit organizations, NGO and governments but also by private companies

## **A. SDGs (Sustainability Development Goals)**

- A01. No Poverty
- A02. Zero Hunger
- A03. Good Health and Well-Being
- A04. Quality Education
- A05. Gender Equality
- A06. Clean Water and Sanitation
- A07. Affordable and Clean Energy
- A08. Decent Work and Economic Growth
- A09. Industry Innovation and Infrastructure
- A10. Reduced Inequalities
- A11. Sustainable Cities and Communities
- A12. Responsible Consumption and Production
- A13. Climate Action
- A14. Life below Water
- A15. Life on Land
- A16. Peace, Justice and Strong Institutions
- A17. Partnership for the Goals

## **B. Creative Materials**

### **a. Entry File**

Entrants must submit one of the followings:

#### **FILM (VIDEO)**

You should upload your film as a MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be no bigger than 350MB.

It is in your interests to provide the jury with a high quality file version of your film.

#### **DIGITAL IMAGE**

JPG.

Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.

Digital images must be uploaded online (max 3MB) when making your entries.

### **b. Support File**

#### **CASE FILM**

- You are advised to supply a Case Film to support your entry (when relevant). Along with the written submission, this case film will be used for jury discussion.

- You should upload your Case Film as a MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be no bigger than 350MB.

## VI. PIVOT Group

### 1. Pivot (Special Category)

A special 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 brand strategy through creative, business and brand ideas. This is the best category to show how creativity shines amid crisis. The MAD STARS Pivot category is designed to support agencies and creators who are helping brands evolve and communicate new perspectives moving forward.

#### A. Sectors

- A01. Foods
- A02. Drinks (alcoholic & non-alcoholic)
- A03. Cosmetic / Beauty / Clothing / Footwear and Accessories
- A04. Pharmaceutical / Toiletries
- A05. Furniture / Household
- A06. Vehicles
- A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services
- A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets
- A09. Distribution / Publication
- A10. Corporate / Institution
- A11. Not-for-profit / Charity / Government

#### B. Creative Materials

##### a. Entry File

##### PRESENTATION BOARD

- You must supply a Digital Presentation Image in JPG format.
- Please do not send any physical material. We cannot accept images on CDs or boards.
- One digital presentation image strictly in the following formats:  
JPG. Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.

- Digital images must be uploaded online (max 3MB) when making your entries.
- This Presentation Image will be a summary of your entry and MUST be contained in one image.
- This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).
- Please ensure that your presentation image focuses on the key visuals of your entry and only on the key points of your explanation.

## CASE FILM

- You should upload your Case Film as a MOV/MP4 file. Please note the file size should be between 350MB.
- Please refer to the specifications of case films in the appendix.

## b. Support File

- You may also supply relevant support material in a digital format, depending on the campaign you are submitting. The juries will not have time to evaluate excessive supporting materials so **please send only the most relevant and useful support materials.**

All supporting materials should be supplied in the following formats:

- All images should be uploaded as JPGs, Size: the shortest side must be at least 2400 pixels, the longest side must be no more than 4800 pixels.
- All video material should be uploaded as MOV/MP4 files.
- All audio files should be uploaded as MP3 files.

## CONTACT

MAD STARS accepts entries via its online platform.

To submit entries, please visit MAD STARS website at [www.adstars.org](http://www.adstars.org).

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

### **MAD STARS Organizing Committee Office**

Email: [info@adstars.org](mailto:info@adstars.org) / Tel: +82 51 623 5539 / Fax: +82 51 623 5529

Thank you for your interest in MAD STARS 2023.