



MAD STARS 2023 HOW TO ENTER

ENGLISH



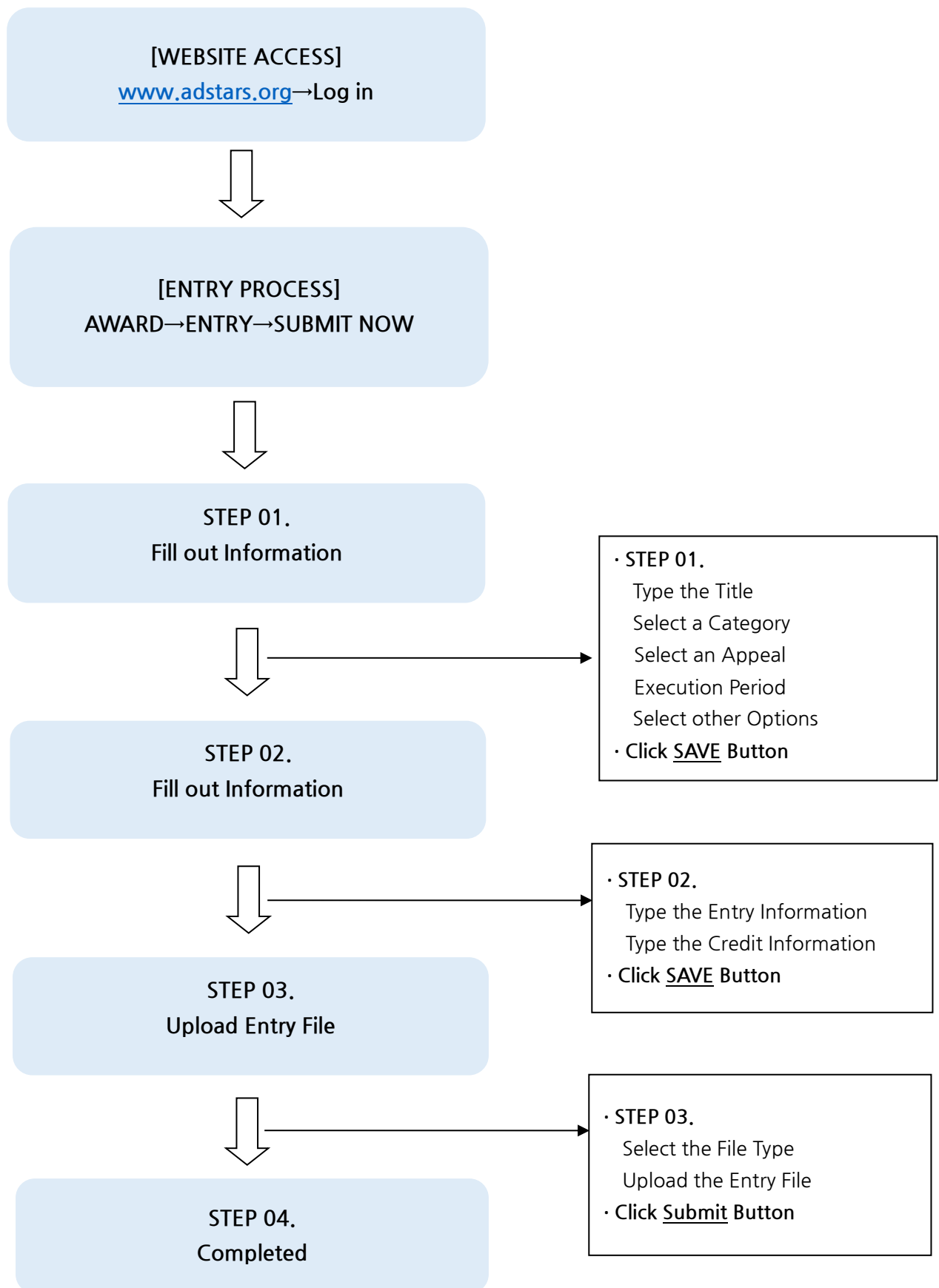
MAD STARS 2023 HOW TO ENTER

CONTENTS



I . ENTRY AT A GLANCE	2
II . BEFORE ENTRY	3
1. User Environment	3
2. Entry Kit Compliance	3
3. Official Language	3
III . GO TO WEBSITE	3
1. Sign in	3
2. Login	5
IV . ENTRY	6
1. Entry Submit	6
2. Entry Information	6
V . ENTRY CONFIRMATION	11
1. Entry Confirmation	11
VI . CONTACT	11

I . ENTRY AT A GLANCE



II. BEFORE ENTRY

1. User Environment

Please check your OS and web browser before submitting the entry.

OS Environment	Windows OS, MAC OS			
Windows OS MAC OS	Microsoft Edge	Firefox	Google Chrome	Safari

※ If Possible, the latest version of the web browser is recommended.

※ Tablet devices are not recommended

2. Entry Kit Compliance

■ ENTRY KIT / CATEGORIES / APPENDIX

When submitting an entry, please check the above 3 files to ensure your entry is in compliance with the rules & regulations presented in the Entry Kit

Please visit MAD STARS website www.adstars.org to download the above 3 files.

Homepage > AWARD > Entry > DOWNLOAD

DOWNLOAD

Please download the following documents for more details.

ENTRY KIT	APPENDIX	HOW TO ENTER
⬇ ENGLISH	⬇ ENGLISH	⬇ ENGLISH
⬇ KOREAN		⬇ KOREAN
⬇ CHINESE		

3. Official Language

■ Official Language : English

Due to the international judging process, entries to MAD STARS must be made in English.

※ Entry without English subtitles or scripts, can be excluded from the judging process.

III. GO TO WEBSITE

1. Sign in

■ Sign in Click

If you are a first-timer in MAD STARS, Please click “Sign in” top right corner on MAD STARS website.

[f](#)
[t](#)
[t](#)
[blog](#)
[ig](#)
[yt](#)

[Sign in](#)
[EN](#)

[MAD STARS](#)
[AWARD](#)
[FESTIVAL](#)
[COMPETITION](#)
[ACADEMY](#)
[INSIGHT](#)
[STORE](#)

MAD STARS	NEWS	PRESS	CONTACT US
About us What's On CI/BI Sponsorship		Press Releases Newsletter	Organizing Committee MAP


Sign in

[Home](#) > [Membership](#) > [Sign in](#)

Member Login

MAD STARS' Sign in

[Login](#)


[Login with Kakao](#)

[Join us!](#)

[Forgot password?](#)


[Join Us](#)

[Find ID/password](#)


■ STEP 01: Click Join Us, Read Agreement to the terms and click confirm.

Join Us


[Home](#) > [Membership](#) > [Join Us](#)



STEP 01
 Agreement to the terms



STEP 02
 Submission of personal information for membership



STEP 03
 Completion of joining the membership

Agreement to the terms

If you want to become a member of MAD STARS, you must agree to the Terms and Conditions below, without fail.

All the personal information handled by MAD STARS has been collected, possessed, and handled by basing on the relevant laws or according to the consent of the main agent of the information.

'The Personal Information Handling Act' presents the general canons regarding the handling of such personal information. And MAD STARS will lawfully and reasonably handle the personal information that is collected, possessed, and handled according to the regulations of such laws for the appropriate performance of public work and the protection of the rights and interests of the citizens. Also, according to the regulations in the related laws, MAD STARS shall respect the rights and the interests the many people, including the claim for the inspection, the claim for the correction, etc. regarding the personal information that is possessed by MAD STARS. And you, the many people, can claim an administrative trial according to the decisions in the Administrative Trial Act regarding the encroachments upon the rights and the interests in such laws and the others of the like.

The handling of the personal information of the homepage users - The personal information handling on the MAD STARS homepage.

1. The personal information that is automatically collected and stored.

☒ I agree to 'the Terms and Conditions for using the services and the collection and use of the personal information'.

confirm

cancel

■ STEP 02: Fill in the required information.

Please check "Type" as below.

※Professional: refers to the creatives who are currently working in industries related to marketing, advertising or digital contents.

※Non-Professional: refers to students and individuals who are not working in the field of marketing, advertising or digital contents.



All mandatory information are with **red checks**.

All information **MUST be written in English**

*Type

☒ Professional ☐ Non-professional

Once completed the form, Please click confirm.

■ STEP 03: Please click Login.



You've joined MAD STARS' membership.

You've successfully signed up for MAD STARS.

Enjoy the information and a wide range of benefits MAD STARS provides!

Login

Go Home

2. Login

If you've not been redirected to the sign in page, then click the sign in on the top right corner.

<div><div>f t t blog i</div><div><div>Sign in</div><div>EN</div></div></div>						
MAD STARS	AWARD	FESTIVAL	COMPETITION	ACADEMY	INSIGHT	STORE
MAD STARS	NEWS	PRESS		CONTACT US		
About us		Press Releases		Organizing Committee		
What's On		Newsletter		MAP		
CI/BI						

IV. ENTRY

1. Entry Submit

Login > AWARD > Entry > Click Submit Now


Entry


Home > AWARD > Entry > Entry

Submit Now →

Please tick “I agree with the rules and regulations” and click Enter

Recommended user configuration is as follows:

Windows OS

Microsoft Edge
Firefox latest version
Google chrome latest version

Mac OS

Firefox latest version
Safari latest version

☐ I agree with the rules and regulations.
(Please refer to the page “[Rules & Regulations](#)”.)

Enter

2. Entry Information

Please fill the entry information in order. All the information must be in **English**.

출품

Home > AWARD > 출품

STEP 01
Entry Info 1

STEP 02
Entry Info 2

STEP 03
File Upload

STEP 04
Completion

STEP 01. Entry Info 1

■ Title

Title must be in English only. You are not allowed to use special characters such as <, >, ^, !, @, &, #

Title

* Please don't use Special characters like "<>^_!_!@,&_# "

* Please USE ENGLISH ONLY

Category Selection

Please select a category. It may also necessary to select sub-categories within in a category.

Category

[See MAD STAR'S Category](#)

Group	<input checked="" type="radio"/> SOLUTION Group	<input type="radio"/> STRATEGY Group	<input type="radio"/> DIVERSE INSIGHTS Group
	<input type="radio"/> VIDEO Group	<input type="radio"/> PSA Group	<input type="radio"/> PIVOT Group
SOLUTION Group	<input type="radio"/> Film Stars	<input type="radio"/> Print Stars	<input type="radio"/> Outdoor Stars
	<input type="radio"/> Radio & Audio Stars	<input type="radio"/> Design Stars	<input type="radio"/> Interactive Stars
	<input type="radio"/> Mobile Stars	<input type="radio"/> Data Insight Stars	<input type="radio"/> Social & Influencer Stars
	<input type="radio"/> PR Stars	<input type="radio"/> Brand Experience & Activation Stars	<input type="radio"/> Direct Stars
	<input type="radio"/> Media Stars	<input type="radio"/> Integrated Stars	<input type="radio"/> Innovation Stars
	<input type="radio"/> Place Brand Stars	<input type="radio"/> Commerce Stars	

Appeal Selection

MAD STARS maintains its archive in a database in order to makes sure that people who visit our website are able to see all the submitted entries according to category. Entry submitters are required to select the category under which their entry should be placed in the final stage of entry registration.

※ This is only for purposes of data management.

Appeal

[Types of Appeal](#)

- | | | | |
|--|---------------------------------|---|---------------------------------------|
| <input type="radio"/> Humor | <input type="radio"/> Fear | <input type="radio"/> Sex | <input type="radio"/> Comparison |
| <input type="radio"/> Recommendation | <input type="radio"/> Soft sell | <input type="radio"/> Hard sell | <input type="radio"/> Direct Response |
| <input type="radio"/> Affection | <input type="radio"/> Nostalgia | <input type="radio"/> Fact Presentation | <input type="radio"/> Demonstration |
| <input type="radio"/> Others <input type="text" value="Others"/> | | | |

Advertising Execution Period

Please check the Advertising execution period as below.

* **Professional Eligibility:** Campaign should run from May 1, 2022 to June 15, 2023

Advertising Execution Period

Advertising Execution Period

 ~ ☒ still being executed

Other Options

Please select other options.

Other Options

Single / Series	<input checked="" type="radio"/> Single <input type="radio"/> Series - Single: a single execution only. - Series : A coordinated series of linked, multi-channel executions with a single idea or theme.
Allow to be shown on the website after submission (Please refer to the Real-Time page.)	<input type="radio"/> Agree <input checked="" type="radio"/> DO NOT Agree

※ Single: A single execution

※ Series: A campaign with multiple executions.

Please Click **SAVE** to save Entry Info 1 and move to Entry Info.

You can edit your entry information on **Login > My Page > My Entries** before entry deadline.

STEP 02. Entry Info 2

Please fill the Entry Information and Credit Information.

Entry

Home > AWARD > Entry

STEP 01
Entry Info 1

STEP 02
Entry Info 2

STEP 03
File Upload

STEP 04
Completion

■ Entry Information

Please fill all the detail information about entry.

Entry Information

* Please fill out the following forms
* Please use English only
* Do not use special characters

Advertiser/Client	<input type="text"/>
Brand	<input type="text"/>
Agency	<input type="text"/>
Network	<div><div>-Select-</div><div></div></div>
Describe the brief from the client (max. 800 bytes) (0/800)	<div></div>
Describe strategy (max. 800 bytes) (0/800)	<div></div>
Describe results & achievement (max. 800 bytes) (0/800)	<div></div>
Describe additional points (optional) (max. 800 bytes) (0/800)	<div></div>
Strong Point	<div><input type="checkbox"/> Visual <input type="checkbox"/> Copy <input type="checkbox"/> Jingle/BGM <input type="checkbox"/> Plan <input type="checkbox"/> Others</div>

■ Credit Information

Please add different individuals or organizations that were involved in creating the entry.

Credit Information

* Enter the Job Title in the Role column.(e.g. Creative Director, Producer, Director, Editor, Copywriter etc.)

* Please fill out the credit information accurately, once an entry is submitted credits can not be altered thereafter.

Role	Name	Company	E-mail	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	+ Add
Role	Name	Company	E-mail	- Del
Role	Name	Company	E-mail	- Del

SAVE

STEP 03. File Upload

This page is the final step to complete the submission.
In this step, you will be required to upload your entry files.

Entry

Home > AWARD > Entry

STEP 01
Entry Info 1

STEP 02
Entry Info 2

STEP 03
File Upload

STEP 04
Completion

■ File term definition

The definition of use on the file upload page is as follows.

- ※ Entry File: It is a final entry file.
- ※ Support File: To help to understand your entry and ideas, You can upload a support file.
- ※ Thumbnail: Cover Image of the entry.

Entry File (Compulsory Material)

* Please upload an entry file.

File	<input type="radio"/> Video <input type="radio"/> Image <input type="radio"/> Audio
	<div>파일 선택</div> 선택된 파일 없음
	Upload

Support File (Secondary Material)

* Please upload extra files which can support your idea

+ Add - Del

File #1	<input type="radio"/> Video <input type="radio"/> Image <input type="radio"/> Audio <input type="radio"/> Document
	<div>파일 선택</div> 선택된 파일 없음
	Upload

Thumbnail

* Will be used as a cover image for your entry on the MAD STARS website.

	* Image (* File Format: JPG, GIF * File Size: 400*300 Pixel)
	<div>파일 선택</div> 선택된 파일 없음
	Upload

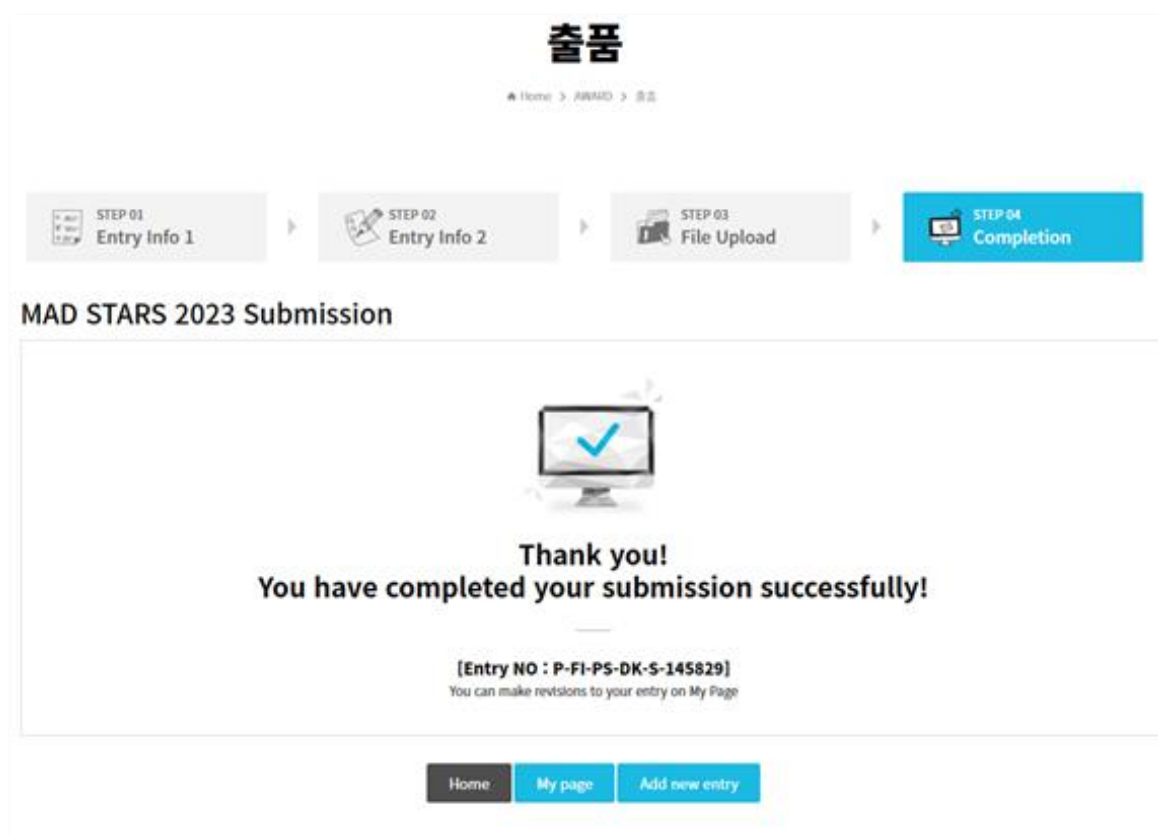
■ Upload File Format

Video	Image	Radio	Interactive
*Format: .MP4, .MOV *File size: Maximum 350MB and 3 minutes *Film Category more than 3 minutes: Upload original file and upload edited 3 minutes file to Support File.	*Format: .JPG in RGB (CMYK is NOT acceptable) *File size: Maximum 3MB The longest side of each image should be at least 2400 pixels long and a maximum of 4800 pixels long.	*Format: .MP3 *File size: Maximum 3MB and 3 minutes [Script-Support File] * Format: PPT, PPTX (MS PowerPoint), DOC, DOCX (MS Word) * File size: Maximum 5MB	*Format: .MP4, .MOV *File size: Maximum 350MB *URL: (e.g., www.adstars.org)
※ Do not include letterbox & slate.		※ Radio Stars MUST be submitted with an English transcription.	※ URLs MUST be active from the time submit your entry until 21 August 2023 for judging.

After uploading files, please click [Submit](#) button to complete the entry.

STEP 04. Entry Completion

Once the submission is complete, a confirmation message will be appeared.

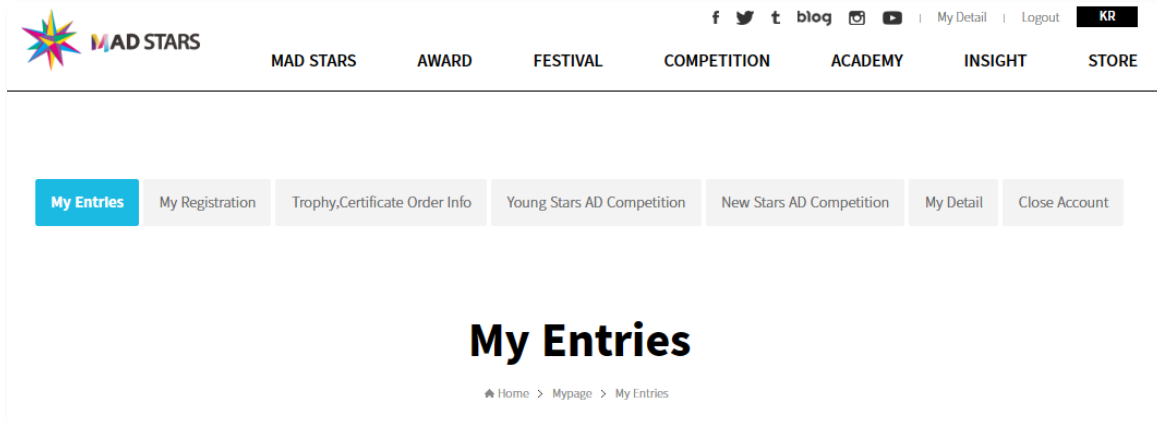




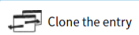

If you click [My page](#) button, You can check your entry information and status.

V. ENTRY CONFIRMATION

1. Entry Confirmation

All the submitted entries can edit in **Login > My Detail > My Entries** page before entry deadline. Entries can be edited before midnight on June 15, 2023 (Korean time), which is the deadline for submission.



					
Division	Title[Entry No]	Category	Media Type	Entry Status	Management
Professional 	TITLE [P-BE-MV-MV-S-145804]	Branded Entertainment Videos Music Video Music Video in Creativity	Single	Complete	
<div><< < 1 > >></div>					

■ My Entries Terms in My Entries page

- ※ Clone the entry: To duplicate your entry for new submission.
- ※ New Entry/Add: To allow the addition of new episode to a series entry.
- ※ Edit: To edit the entries
- ※ Delete: To remove an entry

VI. CONTACT

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

MAD STARS Organizing Committee Office

Email: info@adstars.org / Tel: +82 51 623 5539 / Fax: +82 51 623 5529

Thank you for your interest in MAD STARS 2023.