



# INTRODUCTION MATERIAL

YOUNG STARS  
MAD COMPETITION  
22-25 AUG 2023





# WELCOME!

## YOUNG STARS


## MAD COMPETITION 2023

**Young Stars MAD Competition** is the world's first university student advertising competition and aims to find and support **promising future creatives around the world.**

**YOUNG STARS** is a competition **for students all over the world** to submit fresh ideas based on the subject of the contest that would be announced on-site.

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

Winners selected through the contest will be offered internship opportunities along with benefits for each award, and the award-winning works will be used as promotional materials.





Offline Competition for the first time in 4 years!!

MAD STARS 2023

# YOUNG STARS

## MAD Competition

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

| Eligible Participants : Students who are in junior college or higher



### Competition Procedure



Preliminary Round

Registration



Final Round

Offline Competition  
\* Only teams who pass the preliminary round



Winner Announcement

Awards

### Preliminary Round

#### | Eligible Participants

Individual or team of 2  
Students currently in college or university,  
graduate students (master's degree),  
and students on leave.

#### | How to Apply

MAD STARS Website  
([www.madstars.org](http://www.madstars.org))  
Apply Online

#### | Announcement

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

### | Contact

Tel : +82-51-623-5539  
E-mail : [jean@madstars.org](mailto:jean@madstars.org)

### Final Round

#### | Period

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

#### | Venue

BEXCO, Busan

#### | Type

Offline





# Young Stars MAD Competition 2023

## ■ Overview

- **Title:** Young Stars MAD Competition 2023
- **Period :** 22 Aug.(Tue) – 25 Aug.(Fri) 2023 / For 4 days
- **Venue**
  - Contest Site : BEXCO, Busan
  - Accommodation : Busan Metropolitan Corporation's Arpina, Busan

## ■ Apply for the Preliminary Round

- **Registration Period (Submit Application)**
  - Period : 3 Apr.(Mon) – 7 Jun.(Wed), 2023
  - Announcement: 13 Jun.(Tue), 2023 (On MAD STAR website)
- **Eligible Participants**
  - Individual or team of 2
  - Students in college or university, graduate students (master's degree), and students on leave.
  - Military service personnel and those with suspension of graduation
    - ※ **Non-major-related and proof of enrollment is required.**
    - ※ **If you are graduated the university, You cannot participate as an Advertising Academy student operated by another institution.**
- **How to Apply**
  - Participating Application : MAD STARS website (www.madstars.org) → COMPETITION → YOUNG STARS → Click Registration → Complete → Submit → Complete the application (Only in English)
  - **You need to submit documents such as Portfolio and Winning Certification (not required) in PDF format when you apply. Please all of PDF files put together as a single file.**

## ■ Final Round

- **Benefits for Finalist**
  - Qualifications of participation in Young Stars MAD Competition 2023
  - Provide observe tickets to MAD STARS 2023 (Opening Ceremony, Awards, Exhibition, Conference)
  - Accommodations will be provided for 5 nights, 6 days.  
**(Airfare, meals and transportation costs are not inclusive)**
  - Participate internship program (Winner of Gold/Silver/Bronze/Crystal)
- **Awards**
  - Gold, Silver, Bronze and Crystal
- **Registration Fee**
  - 300 USD per person
- **Schedule (August)**

21 (Mon)	22 (Tue)	23 (Wed)	24 (Thu)	25 (Fri)	26 (Sat)
- Check in - Orientation	- Subject Announcement - Start the Competition	- Finish the Competition - MAD STARS Opening Ceremony & Gala	- Judge the Submission - Enjoy MAD STARS	- Special Sessions with Juries - MAD STARS Awards Show & Closing Gala	- Check-out

# YOUNG STARS 2023

## VARIOUS PROGRAMS

### ORIENTATION



# YOUNG STARS 2023

## VARIOUS PROGRAMS

### SUBJECT ANNOUNCEMENT



# YOUNG STARS 2023

## VARIOUS PROGRAMS

### COMPETITION



# YOUNG STARS 2023 VARIOUS PROGRAMS

## JUDGE





# YOUNG STARS 2023

# VARIOUS PROGRAMS

## SPECIAL SESSIONS WITH JURIES



# YOUNG STARS 2023

## VARIOUS PROGRAMS

### AWARDS & CLOSING GALA



# Hear From Young Stars Juries 2018



**Kok Keong Chow, Executive Creative Director, Hakuodo Indonesia**

“I learned from Young Stars that it is important for advertisements to answer the problem. And I also learned the importance of time distribution. That was interesting and surprising.”

**Seonyeon Lee, Account Manager at TBWA Korea**

“The teams have come up with great ideas just within 24 hours. And most of them might not have much background information on the subjects. But everyone did a great job. I applause Young Stars and Young Stars idea!”



**Franz Roepischer, Creative Innovation Director at Serviceplan Group Germany**

I can only encourage young creatives to take the challenge and participate in junior competitions. Besides winning an award and getting some recognition you probably will get in touch with different people from different parts of the world and might make some connections that last longer.”



# YOUNG STARS MAD COMPETITION 2023

# WINNER LIST 2022

Award	Team Name	Team Member	School
Gold	The World's Biggest Name Changes	Jaeyeon Hwang Woohee Byun Uijin Yang Minyoung Choi	Kyonggi Univ. Openlearn Academy Hongik Univ. Cheongju Univ.
Silver	JCHH	Jihyun Kim Chaeha Lee Heeyoon Kim Hyojin Kim	Claremont McKenna College Ewha Womans Univ. Konkuk Univ. Korea Univ. of Media Arts
Bronze	Nguyen Duo	Nguyen Trong Nhan Nguyen Khac Hai Linh	RMIT University of Vietnam
	You've Seen It	Wooduck Ki Jeonghyun Choi Jinu Lee Yunseo Bae	Openlearn Academy Openlearn Academy Incheon National Univ. Joongbu Univ.
Crystal	Openlearn	Hyeln Park Heechang Lee Wooduck Ki Jeonghyun Choi	SolBridge International School of Business Korea Univ. of Media Art Openlearn Academy Openlearn Academy
	PunkOrange	Dmitry Komkov Anastasia Pidenko Maksim Krintse	Wordshop Academy
	Home of Air Jordan	Jueun Lee Heechang Lee Wooduck Ki Changjin Song	Openlearn Academy Korea Univ. of Media Art Openlearn Academy Keio Univ.

# YOUNG STARS MAD COMPETITION 2023

## Hear From Previous Winners



### 2022 YOUNG STARS Gold

It's an honor and a privilege to be part of this award. Glad that pulling an all nighter for this project paid off as a gold award in Young Stars.

We will make sure to use our potential that the judges have seen for a better future.

### 2022 YOUNG STARS Silver

We're incredibly glad to have received such a huge award. We learned extensively about the art of advertising, our true passion.

We aspire to become creatives bringing more hope and inspiration through our stories.



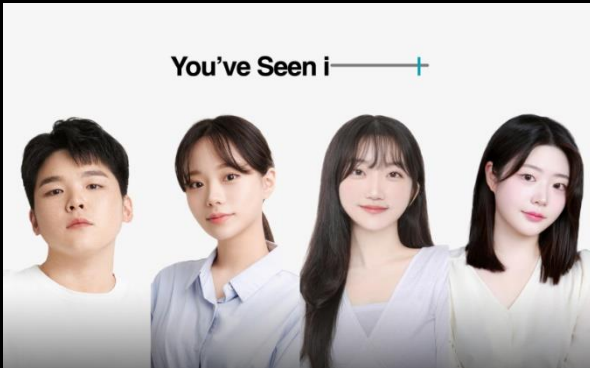
### 2022 YOUNG STARS Bronze

We are honored to be able to work on this brief and win the award. While working on the project, we came to appreciate more and more the close-knit relationship between our two countries.

Thank you and rooting from Vietnam.



## Hear From Previous Winners



### 2022 YOUNG STARS Bronze

We are glad to be part of YOUNG STARS 2022. Our goal within the given brief was to rediscover what was already familiar to us.

It was great to be able to come up with ideas for Busan, the candidate city for the Global Expo, and it is an honor to win the award.

### 2022 YOUNG STARS Crystal

It is an honor to have received the award in YOUNG STARS 2022.

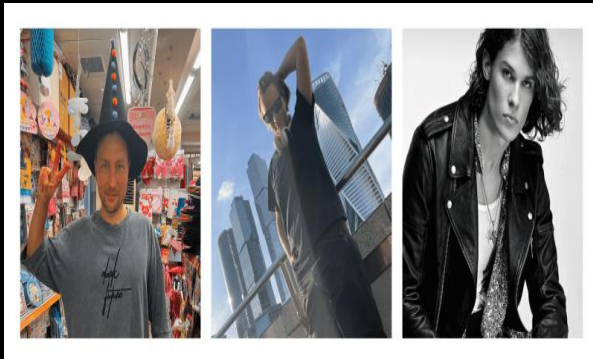
Just like the containers moving from the port of Busan, out to the world, we would like to expand our presence to the world based on this award.



### 2022 YOUNG STARS Crystal

We express our deep gratitude to the organizers of the competition for the opportunity to show their creativity.

We love Korea and we appreciate that you enjoy our work.





# THANK YOU

## YOUNG STARS MAD COMPETITION 2023



### CONTACT

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