



20-23 AUGUST 2024, BUSAN

# YOUNG STARS 2024

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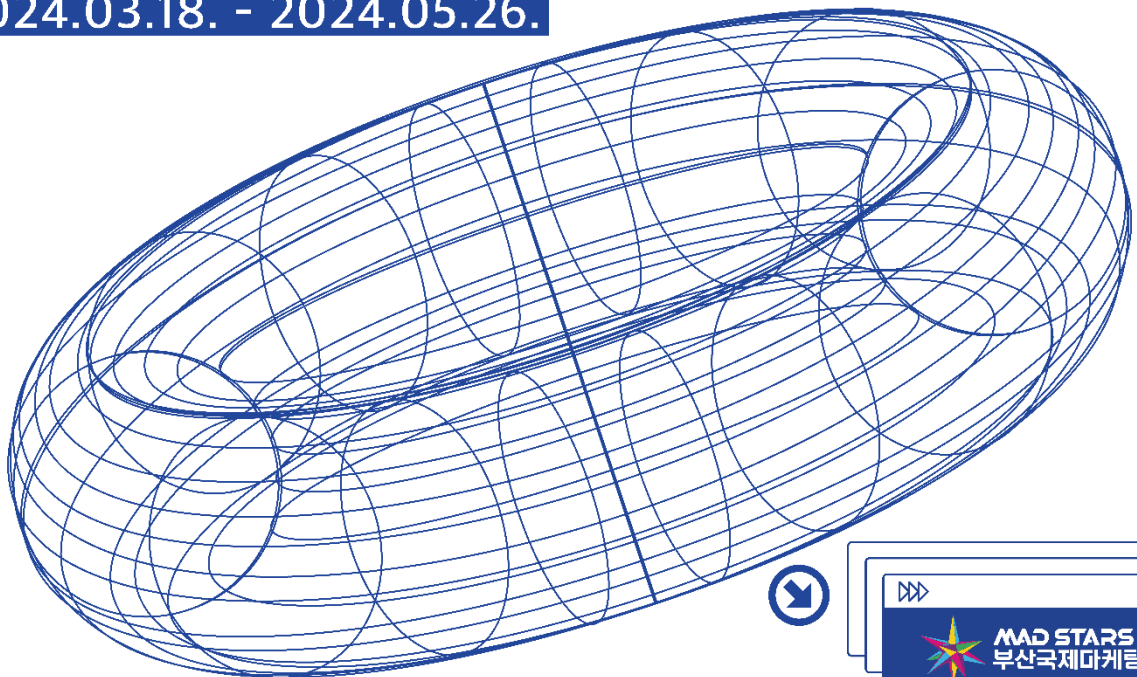
MAD

COMPETITION

영스타즈 대학생 경진대회

2024.03.18. - 2024.05.26.

[www.madstars.org](http://www.madstars.org)



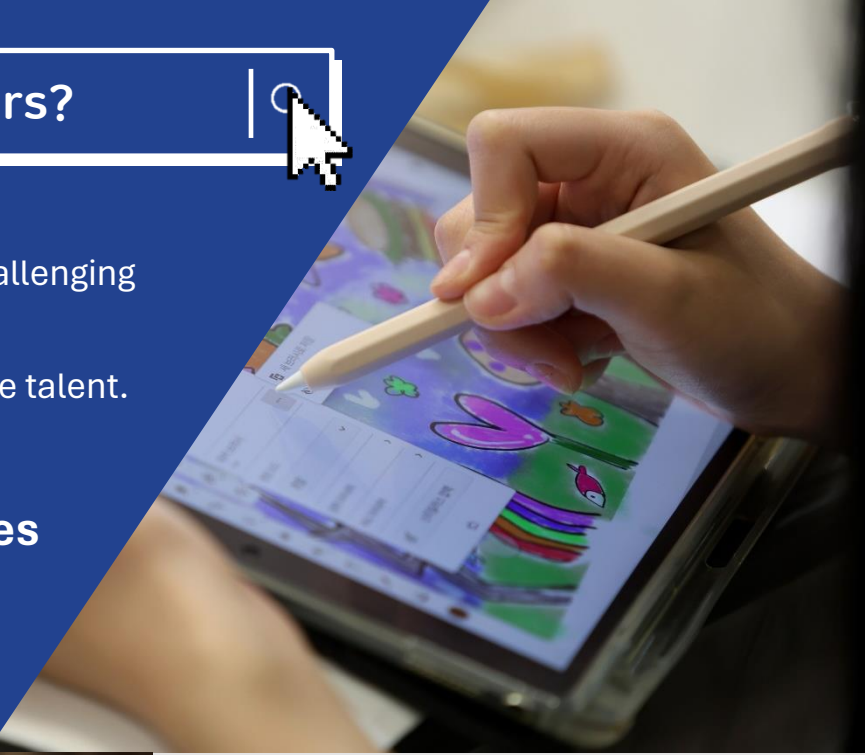


## What's Young Stars?



It is the most competitive and challenging **marketing & advertising competition** for young college talent.

It aims to find and support **promising future creatives** around the world.



Students all over the world show off **fresh ideas & skills** based on **the subject** of the contest that would be announced **on-site for 30 hours** during the MAD STARS.

Various global experts in the field of creative get together **to judge fairly** and select winner.

“

*Are you ready to get **a golden opportunity** to get recognition from veteran creators over the world?*

”



# Young Stars 2024



**Young Stars 2024** is scheduled to run from 20 to 23 August, for 4 days at Bexco in Busan, Republic of Korea. It aims to inspire and showcase young creatives to be next generation of creative leaders.

Judges are composed to 10 of various industry professional from 8 countries.



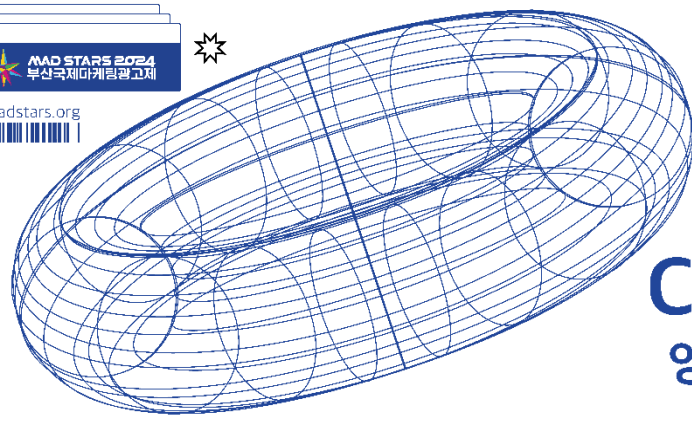
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# YOUNG STARS



www.madstars.org



## MAD COMPETITION

### 영스타즈 대학생 경진대회

2024.03.18. - 2024.05.26.



## Registration Period (Submit Application)

- Period : 18 March (Mon) - 26 May (Sun), 2024
- Announcement : 11 June (Tue), 2024 (At MAD STARS Website)
- ✂ **Competition schedule could be changed.**

## 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

### Precautions!

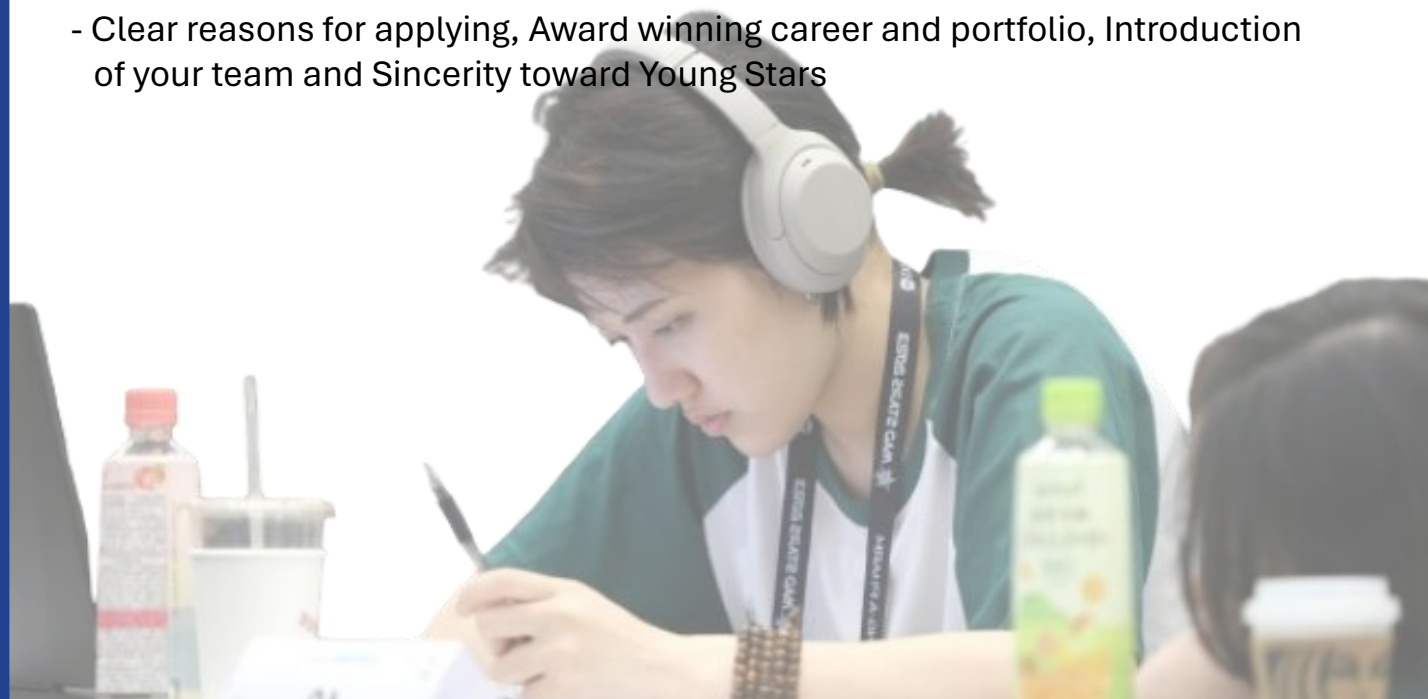


- ✂ ***Non-major-related and proof of enrollment is required***
- ✂ ***If you are graduated the university, You cannot participate as an Advertising Academy student operated by another institution***



## Selection Criteria

- Clear reasons for applying, Award winning career and portfolio, Introduction of your team and Sincerity toward Young Stars





## How to Apply



## Submission Material

- **Application form** : You can fill out form at MAD STARS website (**Only in English**)
- **Portfolio** : Must be converted into PDF files put together as a single file (Number of portfolios and pages are not limited and It is available in any languages)
- **Winning certification (Optional)** : The other contest winner has to scan and combine with one PDF file

### Precautions!

- ✘ *It's allowed to submit portfolio with team or separately as a free subject*
- ✘ *Upload the portfolio and winning certification capacity of 20MB or less on the entry form*



## Benefits for Finalist

- Free Registration to access MAD STARS 2024 (Including Opening Ceremony, Awards, Exhibition, Conference)
- Opportunity to attend Networking Party with Young Stars juries
- Provide winning trophy to whom win a bronze or over (1 trophy per team)
- Provide certificates of participation for all finalist
- ✂ **Accommodation, Airfare, meals and transportation costs are not provided**

## Awards

- Gold, Silver, Bronze and Crystal

## Registration Fee

- KRW 300,000 per person (Remittance fees paid by oneself)

✂ **Only team for final would need to pay for registration fee**  
**(Announce in detail through contact personally)**

✂ **Registration fees cannot be refunded due to personal affairs**

## Schedule (August)

Schedule Table				
19 (Mon)	20 (Tue)	21 (Wed)	22 (Thu)	23 (Fri)
<ul style="list-style-type: none"> <li>· Orientation</li> </ul>	<ul style="list-style-type: none"> <li>· Announce the Subject</li> <li>· Start the Competition</li> </ul>	<ul style="list-style-type: none"> <li>· Finish the Competition</li> <li>· Close to Submit</li> <li>· MAD STARS Opening Ceremony &amp; Gala</li> </ul>	<ul style="list-style-type: none"> <li>· Judging</li> <li>· Enjoy MAD STARS freely</li> <li>· Young Stars Networking Party</li> </ul>	<ul style="list-style-type: none"> <li>· Special Sessions &amp; Conversation with Juries</li> <li>· Enjoy MAD STARS freely</li> <li>· MAD STARS Awards Show &amp; Closing Gala</li> </ul>

✂ **Competition schedule could be changed.**



## Orientation

All

Image

Video

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## Competition

All

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## Judging

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### Special Session with Juries

All

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Video

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## Awards Show

All

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## Previous Young Stars Jury's Review

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### **Chermine Assadian, Global Creative Lead, Wunderman Thompson**

“Quite professional! I must say the brief was very, very hard. Young Stars did a great job trying to find good insights, cultural relevance and surprising ideas.”

### **James Keng Lim, Director of Creative Strategy, GCI Health**

“If I could give an award to everyone, I would. It takes mental fortitude, tenacity, hard work, and a perverse sense of sadism to want to put yourself out there, under immense pressure and insane deadline, not to prove to the judges you are creative, but rather, to prove to yourself you can make a difference.”



### **Freddy Montero Galva, Creative Director & Innovation, Mullenlowe Interamerica**

“The judging process was an interesting experience! A nice percentage of the projects submitted had something in their favor, they came from strong insights and therefore found good creative solutions that were backed by data. It is amazing being able to be part of the growth of the new generations.”





## Young Stars 2023 Winner List

All

Image

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### Winner List



Award	Team Name	Team Member	School
Gold	Backlight	Wang Leyi Zhang Zijie	Shanghai Normal University
Silver	CKMA	Chang Kai Ju Meilina Abadi	Nanyang Academy of Fine Arts
Bronze	Young Genius	TaeHoon Lee ChanHyeong Jeon	Hongik University Semyung University
	Jack's seed	YeoJin Cheong	Dankook University
Crystal	Chungstars	SeongHoon Jeong DongJoo Lim	Chungang University
	Umeboshi	Arisa Kikuchi	Keio University
	Pikayu	Ying-Chia Ling Yu-Ting Chen	Fujen Catholic University



## Previous Young Stars Winner's Review

All

Image

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### YOUNG STARS 2023 Gold

"This is hard work. We've worked hard for a long time, it's not about winning, but about not giving up. It's not about how many times we get rejected or fall down, or beaten up, but about how many times we stand up bravely and we keep on supporting each other.

Creatives Never Flinch, That's what we believe."

### YOUNG STARS 2023 Silver

"This is the first time the Nanyang Academy of Fine Arts (NAFA) is participating in the MAD STARS global awards and we're thrilled to have our students, Chang Kai-Ju and Meilina Evelina Abadi, clinched Silver for Singapore.

We would like to thank our lecturers, mentors, and students for their passion and dedication for creativity. Thank You for an inspiring learning journey!"



### YOUNG STARS 2023 Bronze

"We are grateful and delighted to have achieved this honor. This award allows us to feel that our efforts and passion are recognized in a larger world.

Thank you Young Stars!"



## Previous Young Stars Winner's Review

All

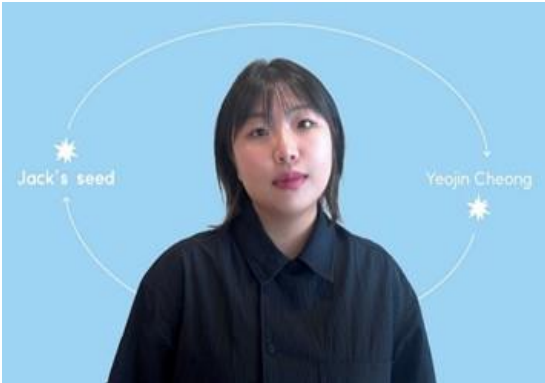
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### YOUNG STARS 2023 Bronze

“It is a great honor to receive the award. I think I learned something new and grew up through Young Stars. In order to plant seeds of thought in people's minds, the team name was Jack's seed. I will continue to develop with this mind.

I hope everyone I met at Young Stars will become a great adperson and meet in the field.”



### YOUNG STARS 2023 Crystal

“We are thrilled to be part of Young Stars 2023. Despite the challenging brief, it was a great growth as we were able to create a good piece of work.

Thank you for giving us the opportunity.”



### YOUNG STARS 2023 Crystal

“We are honored to have received the Crystal Award and are grateful for the recognition and guidance from MAD STARS.

This experience has taught us a lot and introduced us to friends from different countries.

Thank you, MAD STARS! Thank you, Busan!”







**MAD STARS  
2024**

**THANK YOU**

## **Contact**

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