



**MAD STARS  
2024**



20-23 AUGUST 2024, BUSAN

**NEW STARS  
2024**

# “ WHAT IS — NEW STARS

It is the most competitive and challenging **marketing & advertising competition** for junior creatives.

It aims to develop their skills and inspire **junior creatives** around the world, expanding and facilitating human network.

Creators under 5 years of career **show off fresh ideas & performances** based on the subject 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.



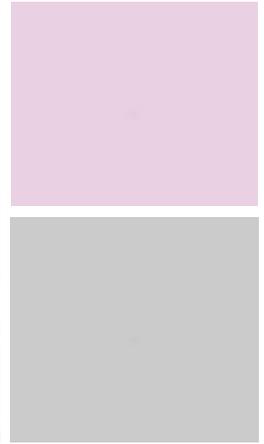
*Are you ready to dive into the creative journey,  
which you gain recognition from the world  
and satisfy insatiable curiosity to learn?*

“

# WHAT IS NEW STARS

New 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 give mentor's hand to junior creatives who aspire to learn and develop the experience.

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





# NEW STARS

**MAD COMPETITION**

2024. 4. 2. ~ 6. 6.

# Preliminary Round



## Registration Period (Submit Application)

- Period : 2 April (Tue) - 6 June (Thu), 2024
- Announcement : 13 June (Thu), 2024  
(At MAD STARS Website)
- ✳ **Competition schedule could be changed.**

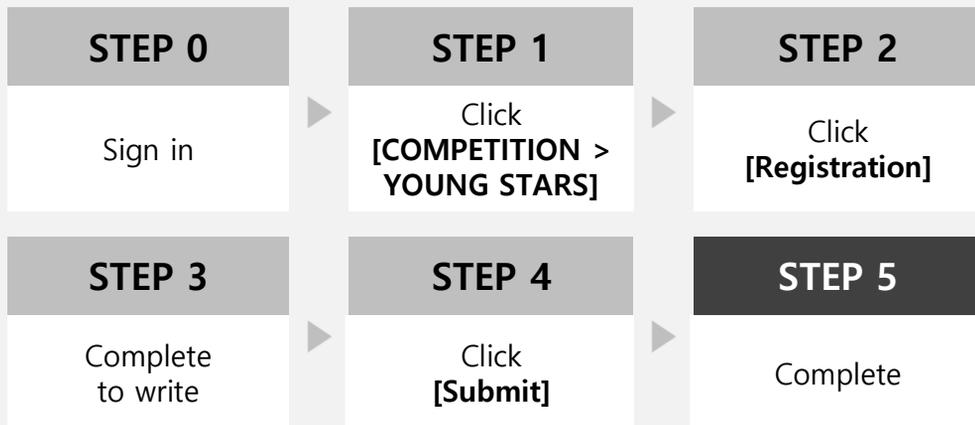
## Eligible Participants

- Individual or team of 2
- A person who specializes in related occupations such as Marketing, Public Relations, Advertising and AD Technology for less than 5 years (Joined the company after 2020)

## Selection Criteria

- Clear reasons for applying, Introduction of your team, Sincerity toward New Stars and Career in related industry

## How to Apply



## Submission Material

- **Application form** : You can fill out form at MAD STARS website (Only in English)

# Final Round

## Benefits for Finalist

- Accommodations and meals will be provided for 5 nights, 6 days (**Airfare and transportation costs are not provided**)
- Free Registration to access MAD STARS 2024 (**Full package**)
- Opportunity to attend Networking Party with New Stars juries
- Opportunity to have workcation in Busan for Gold winner
- Provide the full package ticket to MAD STARS 2025 for Gold winner
- Provide winning trophy to whom win a bronze or over (1 trophy worth \$700 per team)
- Provide certificates of participation for all finalist

## Awards

- Gold, Silver, Bronze and Crystal

## Registration Fee

- USD 1,300 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***



# Final Round

## Schedule

### AUGUST

19 (Mon)

- Check in
- Orientation

20 (Tue)

- Announce the Subject
- Start the Competition

21 (Wed)

- Finish the Competition
- Close to Submit
- MAD STARS Opening Ceremony & Gala

22 (Thu)

- Judging
- Enjoy MAD STARS freely
- New Stars Networking Party
- MAD STARS Networking Party

23 (Fri)

- Special Sessions & Conversation with Juries
- Enjoy MAD STARS freely
- MAD STARS Awards Show & Closing Gala

24 (Sat)

- Check out

**\* Competition schedule could be changed.**

# Program Orientation

MAD STARS



# Program Competition



# Program Judging



# Program

## Special Session with Juries



# Program Awards Show



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# HEAR FROM PREVIOUS JURIES



**Ali Rez, Impact BBDO, Chief Creative Officer**

“This was a great jury to be on, one where we all learnt a lot from the work and from each other - and I must say, everybody on the jury was just amazing.

There was some terrific exploration and a lot of deep insightful strategic thinking in this category designed for younger creatives.”

**Kazuhide Adachi, Creative Director, Dentsu Inc.**

“The nurturing of young people is necessary so that this industry doesn't become old and desolate. I think they will destroy what they think is wrong with this industry one after another and rebuild it with a new perspective.”



**Alfred Wee, Executive Creative Director, McCann Worldgroup Singapore**

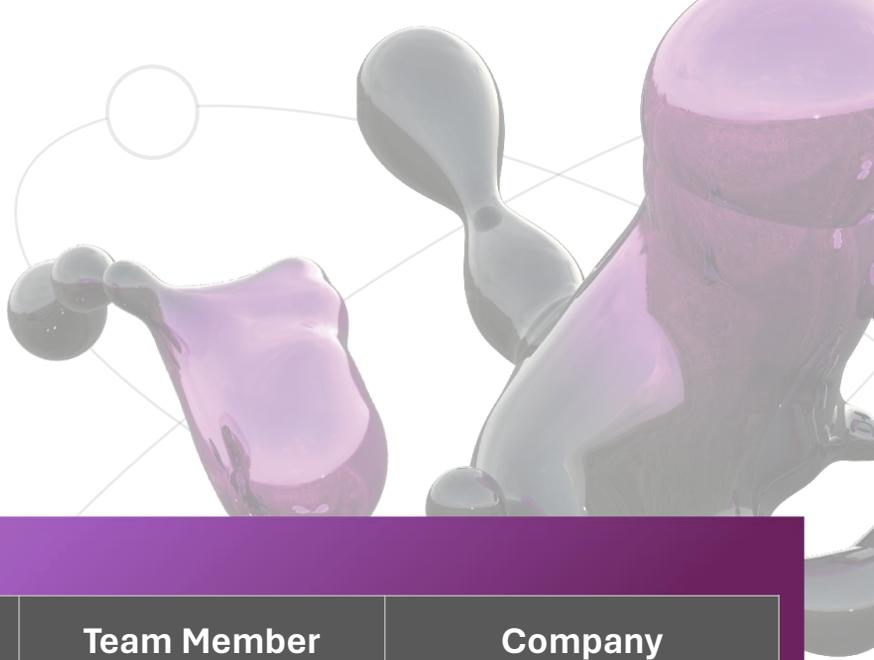
“I had a great experience being a part of the New Stars jury and being with a fantastic panel.

It was amazing to see these junior advertisers' creative and unique ideas and be equally impressed by the diverse range of talent and how various backgrounds and cultures can influence an idea.”



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# WINNER LIST 2023



## Winner List

Award	Team Name	Team Member	Company
<b>Gold</b>	IndoGotBalls	Rizki Bastian Vincentius Jeremy- Vinda Perdana	Alva - Olrage
<b>Silver</b>	Joy & Pearson	Wai Sing Pearson Tsim Chang Chieh Jou	Wunderman Thompson Taipei
	driftwood	Takahiro Hasegawa Aruki Ogita	Dentsu Inc.
<b>Crystal</b>	The Oddvertising Duo	WonJeong Lee SeungHyun Kim	Daehong Communications
	Holland the Dachshund	Cheng Tsz Yin (Leroy) Cheng Chung Ue (Tasha)	Ogilvy Hong Kong

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# HEAR FROM PREVIOUS — WINNER

## NEW STARS 2023 Gold

“Sharing perspectives and finally meeting so many creatives from around the world has been incredible. We are deeply honored to represent Indonesia in this competition and view this achievement as both a reminder and the beginning of all that the future holds.”



## NEW STARS 2023 Silver

"Thanks to New Stars and the jury, we are honored to receive the Silver Award and happy to meet talents from different countries."



## NEW STARS 2023 Silver

"We're grateful to MAD STARS for letting us explore creativity through the competition and interactions with juries and New Stars participants from all over the world."



## NEW STARS 2023 Crystal

"We are thrilled to receive an award at New Stars, a prestigious advertising festival representing Korea. We look forward to joining all of you on even bigger stages in the future!"



## NEW STARS 2023 Crystal

"Hurray!!! New Stars is seriously out of this world! We're stoked to have connected with brilliant talents from all over, bursting with incredible ideas. Thanks a million for the awesome award! Excited for next year's rising star!"





**THANK YOU**

**Contact**

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