



MAD STARS 2024



ENTRY KIT
ENGLISH





AIM



Aim Marketing Success with AI



MAD STARS is the only global-scale advertising festival in Asia related to Marketing, Advertising, and Digital Content. Our goal is to "Share MAD solutions that change the world".

----- Festival Period -----

21 - 23 August 2024

----- Programs -----

Awards

Conference

Exhibition

Competition

Networking Party



When the entry opens,
we will let you know via e-mail!

✉ info@madstars.org

CONTENTS

GENERAL INFORMATION

Key Dates & Fees	01
Awards	02
Judging	04
Eligibility & Rules	05
Copyright	07

ABOUT ENTRY

Categories	08
Entry Process	10
Sample Form	11
Materials	13
Credit	14
Payment	15

CATEGORIES

SOLUTION Group	17
Film Stars	17
Print Stars	19
Outdoor Stars	21
Radio & Audio Stars	24
Design Stars	26
Interactive Stars	28
Mobile Stars	31
Data Insights Stars	34
Social & Influencer Stars	37
PR Stars	40
Brand Experience & Activation Stars	42
Direct Stars	44
Media Stars	46
Integrated Stars	48
Innovation Stars	51
Place Brand Stars	53
Commerce Stars	55

STRATEGY Group	57
Strategy Stars	57
DIVERSE INSIGHTS Group	59
Diverse Insights Stars	59
VIDEO Group	59
Information Video Stars	59
Entertainment Video Stars	61
Viral Video Stars	63
PSA Group	65
SDGs (Sustainability Development Goals) Stars	65
PIVOT Group	67
PIVOT (Special Category)	67



Entry Open	2024. 02. 05. (Mon)	Finalist Announced	2024. 07. 19. (Fri)
1st Deadline	2024. 05. 10. (Fri)	Winner Announced	2024. 08. 23. (Fri)
2nd Deadline	2024. 05. 31. (Fri)	MAD STARS Festival	2024. 08. 21. (Wed) ~ 23. (Fri)
Final Deadline	2024. 06. 15. (Sat)	※ <i>The above schedule can be changed.</i>	

Fees by Categories	1st Deadline (Early Bird)	2nd Deadline (Regular)	Final Deadline (Late Fee)
Film Stars	\$200	\$250	\$300
Print Stars			
Outdoor Stars	\$150	\$200	\$250
Radio & Audio Stars			
Design Stars			
Interactive Stars			
Mobile Stars	\$200	\$250	\$300
Data Insights Stars			
Social & Influencer Stars			
PR Stars	\$150	\$200	\$250
Brand Experience & Activation Stars			
Direct Stars			
Media Stars			
Integrated Stars			
Innovation Stars			
Place Brand Stars	\$200	\$250	\$300
Commerce Stars			
Strategy Stars			
Diverse Insights Stars			
Information Video Stars			
Entertainment Video Stars			
Viral Video Stars			
SDGs Stars	\$150	\$200	\$250
PIVOT (Special Category)			

※ Only entrants for professional division are required to pay entry fees. As for General public, all is free of charge.



Finalist

Preliminary jury give points and review entire entry through an online judging and select entries being finalist. Finalist designates all entrant who pass the preliminary round and go to final round.

Grand Prix/Gold/Silver/Bronze/Crystal

The Final juries are divided into five groups that review entries the Finalist. Each jury will give points to the entries at the 1st round. In the subsequent 2nd round, judges review these aggregated results to select the Grand Prix, Gold, Silver and Bronze and Crystal Award winners for each category, the process to obtain these will involve scoring, discussion, and hand voting by the judges.

Grand Prix of the Year

After Grand Prix prizes are determined from all categories, Executive juries will go through discussion and vote for 'best of the best' work to select 1 Grand Prix of the Year from P&S's Grand Prix winners and 1 Grand Prix of the Year from PSA's Grand Prix winners. You can refer to below table for more details about P&S and PSA.

SOLUTION Group	STRATEGY Group	PSA Group
Film Stars Print Stars Outdoor Stars Radio & Audio Stars Design Stars Interactive Stars Mobile Stars Data Insights Stars Social & Influencer Stars PR Stars Brand Experience & Activation Stars Direct Stars Media Stars Integrated Stars Innovation Stars Place Brand Stars Commerce Stars	1. Marketing Strategy Stars	PSA 1. SDGs (Sustainability Development Goals) Stars
	DIVERSE INSIGHTS Group	PIVOT Group
	P&S 1. Diverse Insights Stars (Product & Service) VIDEO Group	1. PIVOT (Special Category)
	1. Information Video Stars 2. Entertainment Video Stars 3. Viral Video Stars	





Special Awards

The Special Awards do not require separate entry submission and are awarded based on the awards points or are recommended by the selection committee and selected by MAD STARS.

Holding Company of the Year **NEW**

This award is to celebrate a Holding Company that has conducted the most outstanding campaigns. It is given to the Holding Company that earned the highest scores including through Finalist to Grand Prix of the Year.

Network of the Year

This award is to celebrate a Network that has conducted the most outstanding campaigns. It is given to the Network that earned the highest scores including through Finalist to Grand Prix of the Year.

Agency of the Year

This award is to celebrate an agency that has conducted the most outstanding campaigns. It is given to the Agency that earned the highest score including through Finalist to Grand Prix of the Year.

Advertiser of the Year

This award is to celebrate an advertiser that has conducted the most outstanding campaigns. It is given to the Advertiser that earned the highest score including through Finalist to Grand Prix of the Year.
(Points from the last 3 years will be calculated.)

Production of the Year

This award is to celebrate a production company that has conducted the most outstanding campaigns. It is given to the Production Company that earned the highest points in every category including through Crystal to Grand Prix of the Year.

Calculate Points

for the Holding/Network/Agency/Advertiser/Production Company of the Year

Grand Prix of the Year : 20 points	Silver : 6 points	Finalist : 1 points
Grand Prix : 18 points	Bronze : 4 points	※Only applied to
Gold : 8 points	Crystal : 2 points	Holding Company/Network/Agency of the Year

Honorary Awards

International Honorary Awards

Regardless of country, race, religion, or business, it is awarded to individuals and groups that led cultural and social activities widely through ads, studies on advertising and the great achievements in advertising industry. Its goal is to encourage the global advertising industry while contributing to world peace and the improvement of the quality of human life.



Juries

The panels that take part in the judging process is composed of marketing and communication professionals across the globe including advertisers, planners, producers, digital content professionals, PR professionals, media professionals, brand video professionals etc. Since MAD STARS values cultural diversity, we aim to proportionately balance the panels amongst countries and continents to prevent a certain country or culture from being overrepresented. All points given by judges are carefully reviewed to eliminate any biases. Judges will read applications first and then review creative materials.

The judges are not allowed to review any entries in which they have been involved in. Therefore, a judge is required to abstain with respect to any works associated with him/her. Judges may occasionally abstain with respect to a particular case or category. For example, any judge who works in or for the automotive industry may not evaluate the entries submitted by his or her potential competitors

Scoring Criteria

Categories	Criteria	Score Rate
SOLUTION Group: Film Stars / Print Stars / Outdoor Stars / Radio & Audio Stars / Design Stars / Interactive Stars / Mobile Stars / Place Brand Stars DIVERSE INSTIGHTS Group: Diverse Insights Stars PSA Group: SDGs Stars	Idea	40%
	Relevance	30%
	Execution	30%
Categories SOLUTION Group: Data Insights Stars / Social & Influencer Stas / PR Stars / Brand Experience & Activation Stars / Direct Stars / Media Stars / Integrated Stars / Innovation Stars / Commerce Stars STRATEGY Group: Strategy Stars VIDEO Group: Information Video Stars / Entertainment Video Stars / Viral Video Stars PIVOT Group: PIVOT (Special Category)	Strategic Challenge & Objectives	23.3%
	Idea	23.3%
	Bringing the Idea to Life	23.3%
	Results	30%

Judging Process

Preliminary Judging		Final Judging 1 st Round		Final Judging 2 nd Round		Final Judging Last Round		Awards Show	
Type	Online			Offline				Awards Show 2024. 08. 23. (Fri)	
Jury	Preliminary Juries	Final Juries & Executive Juries			Final Juries & Executive Juries				
Award (Pro)	Finalist	Grand Prix/Gold/Silver/Bronze/Crystal			Grand Prix of the Year				
Award (Non-Pro)	Gold/Silver/Bronze/Crystal/Finalist								



Eligibility

All entries for professional, except for General Public works, must be part of a campaign that has been executed with the consent and paid for by the client. MAD STARS reserves the right to request from participants proof of such permission from the owner. If participants are unable to provide such proof, they may be excluded from the award.

General Public (Non-professional), works (that never been executed on public) are all free of charge.

The campaign should have run sometime between 1 May 2023, to 15 June, 2024.

In case your campaign was launched prior to 1 May, 2023, then it must have run sometime during the qualifying period.

Any work that was submitted in 2023 cannot be entered in 2024. However, if the campaign continues after the entry was submitted in 2023 and additional results or outcomes of the campaign occur, it is eligible for entering the award.

Rules

1. All the entries to MAD STARS must be made via our website at www.madstars.org.

2. You must include the following details in English on the entry:

- Summary
- Strategy
- Execution
- Results & Achievement

For each item, up to 800 bytes may be entered. Any data submitted must contain accurate information, the organizing committee may request additional documented proof if deemed necessary.

3. **Official Language: English**

All descriptions and summaries MUST be written in English. The entrant is responsible for the translation of their work into English. Entries that are not originally in English should be submitted with an English translation for reference when judging. The translation should be a direct translation of the original language. If the English translation is not comprehensible, entries may be excluded from the judging.

4. **Credit: Multiple companies cannot submit the same campaign.**

If more than two companies contributed to the production of the campaign, please discuss with each other in advance and select the representative company to submit. If two or more companies have submitted the same campaign, MAD STARS recognizes only the first one to be submitted as an entry. MAD STARS designates the submission company as the sole contact line for the submission.



There is no limit to the number of credits, and you can list your own company. We recommend that all companies and individuals who contribute to the campaign be registered in the credits.

5. Entrants are required to describe the marketing and advertising strategies they utilized.

The described strategy will have no impact on the results, these are only used for reference by MAD STARS. Please refer to our website for more information.

6. Each entrant is required to accept the rules and regulations of MAD STARS.

Further details are available on the MAD STARS website.

7. Entry may not be included in the screening and judging process if it determines that the entry does not conform to the submitted category.

8. MAD STARS values cultural diversity.

It is recommended that you highlight in your application ways in which you have adapted your asset to cultural diversities.

9. All results of MAD STARS are final and not subject to change or edit.





Copyright

1. All entries can be presented in a variety of ways and MAD STARS reserves the right to publish. All the materials submitted become the property of the MAD STARS and cannot be returned.
2. Any work submitted must either be the original or submitted by the person authorized to do so.
3. All the licenses, music, lyrics, rights of portrait MUST be secured and should have a proof of permitted document to use in the MAD STARS if a dispute arises. Entrants are responsible for licenses to be secured.
4. MAD STARS is not responsible for any cost of the creation, submission, handling and so on. Entrants are solely responsible for these.
5. MAD STARS has the right to request additional proof of initial publication and/or air date, to be submitted within 15 days of the request.
6. Each entrant authorizes the MAD STARS to screen or publish his/her ads without charge at public or private presentations, wherever and as often as the Organizing Committee sees fit.
7. Each entrant authorizes the lending or selling by the MAD STARS of the entries to any interested public or private organization with a view to promoting the MAD STARS either directly or indirectly.
8. Each entrant confirms to the MAD STARS that they have the legal right to enter the MAD STARS on the terms stipulated by the Entry Rules. Each entrant recognizes the need to compensate the Organizing Committee against all liability to any other person, firm or company and all losses that might arise from a breach by the entrant of any of these rules.
9. Entrants allows the MAD STARS to use trademarks, animated characters, and promotional items from the advertising submissions for the purposes mentioned above free of charge.
10. Each entrant authorizes the MAD STARS to use the entered works including any photographs and any copies made of said works by any broadcast, exhibition, publication, or other media indefinitely.
11. Entrants should be able to provide MAD STARS with a notarization on the authorization of acceptance for all the rights related to entered works. Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.
12. Any information on entries will be disclosed on MAD STARS website and any printed and promotional materials concerning MAD STARS. The entrant shall be solely liable for breaches of any confidentiality obligations.



Categories(6 Groups, 24 Stars, 373 Categories)

SOLUTION Group	STRATEGY Group	DIVERSE INSIGHTS Group	VIDEO Group	PSA Group	PIVOT Group
Solution that achieving marketing goal or solving problems	Marketing strategy by business type	Diverse ideas based on different cultures and nations	Unique video contents for achieving marketing goal	UN's SDGs (Sustainable Development Goals) for all mankind	Campaign strategy for responding to timely global issues
SOLUTION Group	STRATEGY Group	PSA Group			
1. Film Stars 2. Print Stars 3. Outdoor Stars 4. Radio & Audio Stars 5. Design Stars 6. Interactive Stars 7. Mobile Stars 8. Data Insights Stars 9. Social & Influencer Stars 10. PR Stars 11. Brand Experience & Activation Stars 12. Direct Stars 13. Media Stars 14. Integrated Stars 15. Innovation Stars 16. Place Brand Stars 17. Commerce Stars	1. Strategy Stars	1. SDGs (Sustainability Development Goals) Stars			
	DIVERSE INSIGHTS Group	PIVOT Group			
	1. Diverse Insights Stars	1. PIVOT (Special Category)			
	VIDEO Group				
	1. Information Video Stars 2. Entertainment Video Stars 3. Viral Video Stars				

Precautions

The limit on the number of categories that can be submitted for **each work** is as follows.

※ These parent categories are divided into Group, Stars and A, B, C categories. You can download Categories Material in [Here](#).

6 Groups	24 Stars	373 Categories		
		A	B	C
SOLUTION Group	Film Stars and 16 others	Non-duplicable (Select Category)	<u>Duplicable</u>	<u>Duplicable</u>
STRATEGY Group	Strategy Stars	Non-duplicable (Select Category)		
DIVERSE INSIGHTS Group	Diverse Insights Stars	Non-duplicable (Select Category)		
VIDEO Group	Information Video Stars and 2 others	Non-duplicable (Select Category)		
PSA Group	SDGs Stars	<u>Duplicable</u>		
PIVOT Group	PIVOT (Special Category)	Non-duplicable (Select Category)		



Example

I. SOLUTION Group	
Outdoor Stars	
A.	Sectors
A01	Foods
A02	Drinks (Alcoholic & Non-Alcoholic)
A03	Cosmetic/Beauty/Clothing/Footwear & Accessories
A04	Pharmaceutical/Toiletries
A05	Furniture/Household
A06	Vehicles
A07	Electronics/IT/Office Equipment/Home Electronics & Audio-Visual/Biz. 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 & Events
B05	Transit
B06	Interactive Outdoor Experience
B07	Digital Screen
B08	Non-Formatted Digital Outdoor
C.	Outdoor Craft
C01	Art Direction
C02	Copywriting
C03	Illustration
C04	Photography
C05	Typography

[e.g. Entry Title: AIM, Aim Marketing Success with AI]

1. When you want to submit it to Outdoor Stars, **you can (o)**

A01 Foods
B05 Transit
B07 Digital Screen
C01 Art Direction
C02 Copywriting
C05 Typography

Duplicable Entries in Outdoor Stars B, C sector.

2. When you want to submit it to Outdoor Stars, **you can (o)**

A01 Foods
B02 Small Scale Special Solutions
B03 Special Build
B05 Transit
B07 Digital Screen
C01 Art Direction
C02 Copywriting

Duplicable Entries
in Outdoor Stars B, C sector.

3. When you want to submit it to Outdoor Stars, **you can't (X)**

A01 Foods
A06 Vehicles
B05 Transit
B07 Digital Screen
C01 Art Direction
C02 Copywriting
C05 Typography

Non-duplicable Entries in Outdoor Stars A sector.

ABOUT ENTRY

Entry Process



[Back to Index](#)

Step 1	Visit the website of MAD STARS at www.madstars.org to acquire a clear understanding of rules and regulations, categories, and materials to submit.
Step 2	Create an account at www.madstars.org and sign in.
Step 3	Collect information about your entry. The information to be submitted includes information on the entrant (corporate information), title, date of transmission, client, credits, advertising appeals, campaign briefs etc.
Step 4	Prepare materials in digital format in accordance with the Submission Requirements.
Step 5	AWARD > Entry > Submit Now Fill out an entry form and upload materials.
Step 6	After entry submission, click ' Submit ' button and leads to last stage as payment. ※ Free of charge for General Public.
Step 7	Entry submission will be completed when payment is done.
Step 8	If you are selected as a finalist from the preliminary judging, you will be notified by email, using the email address you used during registration on the MAD STARS website.

※ **More details about 'How to Enter' in [here](#).**

ABOUT ENTRY

Sample Form



[Back to Index](#)

It is required to write in English. You cannot edit after you complete to submit. Insincere answers can be excluded from judging. You can enter up to 800Bytes for each field, and answers must be free of falsehoods.

Professional

It is designed to be divided into holding company, network, and agency on GLOBAL AGENCY FAMILY TREES. Click the **GLOBAL AGENCY FAMILY TREE** button to view your agency's network and holding companies.

Entry Information	
<ul style="list-style-type: none">* Please fill out the following forms* Please use English only* Do not use special characters* It is designed to be divided into holding company, network, and agency based on GLOBAL AGENCY FAMILY TREES.* All Information must be submitted correctly at the time of entry because minor differences, such as company name errors, can affect the ranking of the winning entries.	
Advertiser/Client	<input type="text"/>
Brand	<input type="text"/>
GLOBAL AGENCY FAMILY TREES	
Holding Company	<input type="text" value="-Select-"/>
Network	<input type="text" value="-Select-"/>
Agency / Company	<input type="text"/>
Production Company	<input type="text"/> <input type="text"/> <input type="text"/>
Summary (max. 800 bytes) (0/800)	<input type="text"/>
Strategy (max. 800 bytes) (0/800)	<input type="text"/>
Execution (max. 800 bytes) (0/800)	<input type="text"/>
Results & Achievement (max. 800 bytes) (0/800)	<input type="text"/>
Key Point	<input type="checkbox"/> Visual <input type="checkbox"/> Copy <input type="checkbox"/> Jingle/BGM <input type="checkbox"/> Plan <input type="checkbox"/> Others

Entry Information

- 1. Summary :** You can write overall description of your work in summary including the certain situation why you creative this work or campaign, what would you like to say through your campaign and so on.
- 2. Strategy :** Please write the techniques, crafts, platform, target/data gathering strategies, etc. used in the work.

ABOUT ENTRY

Sample Form



[Back to Index](#)

3. Execution : Please describe executions of your work including what did you do, where did the work appear, which platform or media it aired, execution date, time line, etc.

4. Results & Achievement : You can fill the specific performance or results in detail achieved from the campaign. Or, It could be written the expected effect and outcome as well.

General Public(Non-Professional)

Only non-executed campaigns can be entered. You can edit all fields before the deadline through [My Detail].

Entry Information	
<small>* Please fill out the following forms * Please use English only * Do not use special characters * It is designed to be divided into holding company, network, and agency based on GLOBAL AGENCY FAMILY TREES. * All information must be submitted correctly at the time of entry because minor differences, such as company name errors, can affect the ranking of the winning entries.</small>	
Advertiser/Client	<input type="text"/>
Brand	<input type="text"/>
Summary (max. 800 bytes) (0/800)	<div></div>
Strategy (max. 800 bytes) (0/800)	<div></div>
Execution (max. 800 bytes) (0/800)	<div></div>
Results & Achievement (max. 800 bytes) (0/800)	<div></div>
Key Point	<input type="checkbox"/> Visual <input type="checkbox"/> Copy <input type="checkbox"/> Jingle/BGM <input type="checkbox"/> Plan <input type="checkbox"/> Others

Entry Information

1. Summary : You can write overall description of your work in summary including the certain situation why you creative this work or campaign, what would you like to say through your campaign and so on.

2. Strategy : Please write the techniques, crafts, platform, target/data gathering strategies, etc. used in the work.

3. Execution : In the case of non-actual executed campaign, You can write how/where can you make your work to be appeared.

4. Results & Achievement : In the case of non-actual executed campaign, You can put the expected effects and achievements of the campaigns into that field.



	Category	Entry file (Compulsory file)	Support file (Optional file)	Details
SOLUTION Group	Film Stars	- Film	- Case film	*Specification · Film: .MOV or .MP4 · Image: .JPG · Audio: .MP3 ※ For non-English Film, English subtitle is required.
	Print Stars	- Digital image	- Digital image	
	Outdoor Stars	- Digital image or Case film	- Case film	
	Radio & Audio Stars	- MP3 files - Written Script (English)	- English version MP3 - Case film	
	Design Stars	- Digital presentation board	- Case film - Digital image	
	Interactive Stars	- URL (if submission is no longer live) or Digital presentation board	- Case film	
	Mobile Stars	- Mobile URL - Digital presentation board or Case film	- Additional URL	
	Data Insights Stars	- Digital presentation board or Case film	- Case film - Additional URL	
	Social & Influencer Stars	- Digital presentation board or Case film	- Additional URL	
	PR Stars	- Digital presentation board or Case film	- Campaign samples - Case film	*Length · Film: Max 3 min · Case film: Max 3 min · Audio: Max 3 min
	Brand Experience & Activation Stars	- Digital presentation board or Case film	- Campaign samples - Case film	
	Direct Stars	- Digital presentation board or Case film	- Campaign samples - Case film	*Viral Video Stars · Long form: 60 sec or more · Short form: within 60 sec
	Media Stars	- Digital presentation board or Case film	- Campaign samples - Case film	
	Integrated Stars	- Case film <i>(contains more than 2 different channels)</i>	- Campaign samples - Case film	Entrants can submit documents to provide additional Information on entries.
	Innovation Stars	- Digital presentation board	- Case film	
	Place Brand Stars	- Film or Digital image	- Case film	
	Commerce Stars	- Digital presentation board	- Case Film	
	STRATEGY Group	- Film or Digital image	- Case film	
	DIVERSE INSIGHTS Group	- Film or Digital image	- Case film	
	VIDEO Group	- Film	- Case film	
	PSA Group	- Film or Digital image	- Case film	
	PIVOT Group	- Film or Digital image	- Case film	

Credit

Entrants should upload credit information including team members from the agency, client and production company who have been involved in and contributed to the ad.

We urge you to think carefully about your partners—clients; agencies of all types including full service, media, digital, promo, PR, events, media owners; research companies; etc. We request that all entrants communicate with their own company and their partner companies and/or PR departments to ensure all client and agency company names are written correctly.

Credit information cannot be altered after you complete to submit. Please ensure that all credits are submitted correctly at the time of entry.

As for General Public, you can edit or add entries until the Late Fee deadline via [Login > My Detail].

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

SAVE



Professional is required to pay entry fees. General public[Non-Professional] is free of charge.

Payment

The submitting company is obligated to pay the entry fee.

The entry fee must be paid by midnight on the deadline date and can be paid by check/credit card or bank transfer. (*Payment Cards: Visa, Master, JCB, AMEX, Union Pay*)

※ Payment Deadline (KST)

Early Bird : Until midnight on 10 May, 2024

Regular : Until midnight on 31 May, 2024

Late Fee : Until midnight on 15 June, 2024

Please complete to submit your work at website. Then the screen for payment will be appeared as below.

MAD STARS

This category needs to be paid.
Submission is completed once the payment is done.

MADSTARS-ENTRY-Film Stars

Payment Total : USD 200

☐ PayPal

☐ Credit/Debit Card(VISA/MASTER/JCB)

☐ Credit/Debit Card(AMEX)

☐ UnionPay

☐ Bank Transfer

※ Please contact to info@madstars.org for bank transferring.

☐ Agree on Entry Submission Refund & Cancellation Regulations(Required)

[Entry Submission Refund & Cancellation Regulations]

Article 1 (Purpose)

- Once the payment has been made and the entry has been processed, you can withdraw your entry, but the payment is not refundable.
- If you cannot process the payment by Credit Card, please inquiry us via email.
✉ info@madstars.org

Submit **Close**

Bank Transfer

Please send email info@madstars.org for bank transferring. It is imperative that you cover ALL bank charges, otherwise your payment may be refused. Payment must be received within the designated deadline. If the deadline is exceeded, the payment may change. If payment is not completed within the deadline, it may not be reflected in the judging process.

If you provide us with your entry list, we can expedite the processing. [My Detail > My Entries > Excel Download]

- Beneficiary: MAD STARS
- Bank Name: Busan Bank
- Bank Address: DAEYEONDONG BRANCH, 1740-8, DAEYEON-DONG, NAM-GU, BUSAN
- Account Number: 036-01-036518-1
- Swift Code: PUBKRP2P

ABOUT ENTRY

Payment

[Back to Index](#)

[Before payment is completed]

Even though you've uploaded entry file successfully, **it will be considered as unfinished if you do not pay entry fee.** In the [My Detail], It is appeared status of **Incomplete.**

Division	Title[Entry No]	Category	Entry Type	Entry Status	Submission Details
Professional	AIM, Aim Marketing Success with AI [P-MO-UM-MA-S-146032]	Mobile Stars Use of Mobile Mobile Advertising	Single	Incomplete	Check your Entry Payment

[After payment is completed]

All entry submission will be done when entry fee is made.

In the [My Detail], It is appeared status of **Complete.**

Division	Title[Entry No]	Category	Entry Type	Entry Status	Submission Details
Professional	AIM, Aim Marketing Success with AI [P-MO-UM-MA-S-146032]	Mobile Stars Use of Mobile Mobile Advertising	Single	Complete	Check your Entry Payment

Refund

Refunds are not allowed if an entrant wishes to withdraw their entry due to reasons such as simple changes or input errors.

MAD STARS holds equal rights to the entries. If the entrant does not possess copyright or the right to submit the entry at the time of submission, the entry will be excluded from evaluation, and no refund will be granted.

MAD STARS may request documents proving the actual execution time of the entry. Failure to submit such documents will result in exclusion from evaluation, and no refund will be granted.

Entries that do not meet the criteria of the relevant category or have differences in the submission materials may be excluded from evaluation during the screening process. In such case, no refund will be granted.

※ Refunds for entries with completed payments are strictly not allowed. Please carefully review all the mentioned provisions before submitting your entry.



Film Stars is traditional television, cinema advertising and internet film. 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.

Criteria: Idea 40% / Relevance 30% / Execution 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Film Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries ✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]	



A Sectors		Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products)	Entry File (Compulsory Material) - Film Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	
B Film Craft		Materials
B01	Art Direction / Production Design	Entry File (Compulsory Material) - Film Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
B02	Direction	
B03	Achievement in Production	
B04	Cinematography	
B05	Editing	
B06	Script	
B07	Use of Music	
B08	Sound Design	
B09	Visual Effects	
B10	Animation	

B. FILM CRAFT

The juries will be judging the degree of technical completion (quality) like skillful copywriting, editing or great usages of background music. If a certain film provides an esthetically pleasing and amusing experience regardless of the topic, product, client and the idea, the film would be able to win the craft field although they might not be allegeable for the product / service field.



Print Stars refers to advertisements made for publication in newspapers, magazines, and other print media. Juries in the Print Stars category evaluate the campaign, focusing on how powerful the creativity of the idea is

Criteria: Idea 40% / Relevance 30% / Execution 30%

Entry Fee

Early Bird - \$150

Regular - \$200

Late Fee - \$250

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Digital image Support File (Optional Material) - Digital image ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidiscs, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries ✂ <i>Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	



A	Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products)	Entry File (Compulsory Material) - Digital image Support File (Optional Material) - Digital image ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	

B	Print Craft	Materials
B01	Art Direction	Entry File (Compulsory Material) - Digital image Support File (Optional Material) - Digital image ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
B02	Copywriting	
B03	Illustration	
B04	Photography	
B05	Typography	

B. PRINT CRAFT

Juries evaluate and award the perfection (quality) of the techniques shown in the execution of print advertisements. In this part, the idea behind the execution of the client or brand itself is not significant or considered.



Outdoor Stars is advertisements executed in billboard, poster, and outdoor. It is given to advertising and communication campaigns in outdoor media such as transportation media and outdoor advertising media. Evaluation will be focused on how effectively consumers participated.

Criteria: Idea 40% / Relevance 30% / Execution 30%

Entry Fee

Early Bird - \$150

Regular - \$200

Late Fee - \$250

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Digital image or - Case film Support File (Optional Material) - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries ✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]	



A		Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products)		Entry File (Compulsory Material) - Digital image or Case film Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions		
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation		
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities		

B		Ambient (Non-Standard and Free-Format Outdoor Advertising)	Materials
B01	Non-Standard Indoor Advertising		Entry File (Compulsory Material) - Digital image or - Case film
B02	Small Scale Special Solutions		
B03	Special Build		
B04	Live Advertising and Events		Support File (Optional Material) - Case film
B05	Transit		
B06	Interactive Outdoor Experience		► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
B07	Digital Screen		
B08	Non-Formatted Digital Outdoor		



C	Outdoor Craft	Materials
C01	Art Direction	Entry File (Compulsory Material) - Digital image or - Case film Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
C02	Copywriting	
C03	Illustration	
C04	Photography	
C05	Typography	

C. OUTDOOR CRAFT

Juries evaluate and award the perfection (quality) of the techniques shown in the execution of outdoor advertisements. In this part, the idea behind the execution of the client or brand itself is not significant or considered.



Radio & Audio Stars is advertising executed through radio stations and online radio channels. Includes all audio media contents, from commercials broadcast over public radio to commercials that can be downloaded. Present a campaign to deliver brand messages through excellence of recording, sonic innovation, or superior audio storytelling.

Criteria: Idea 40% / Relevance 30% / Execution 30%

Entry Fee

Early Bird - \$150

Regular - \$200

Late Fee - \$250

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - MP3 file - Written script (English) Support File (Optional Material) - English Version MP3 - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries <i>✗ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	



A	Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products)	Entry File (Compulsory Material) - MP3 file - Written script (English) Support File (Optional Material) - English Version MP3 - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	

B	Radio & Audio Craft	Materials
B01	Music / Sound Design	Entry File (Compulsory Material) - MP3 file - Written script (English) Support File (Optional Material) - English Version MP3 - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
B02	Scriptwriting	
B03	Active Performance	

B. RADIO & AUDIO CRAFT

The juries focus on the technical completeness revealed in the production process or the execution of radio advertisements. These include the completeness of the script, the excellent performance of the voice actor, the skillful use of music or sound design, and the best use of the radio as an advertising appropriately. In this part, the idea behind the execution of the client or brand itself is not significant or considered.



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

Criteria: Idea 40% / Relevance 30% / Execution 30%

Entry Fee

Early Bird - \$150

Regular - \$200

Late Fee - \$250

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Digital presentation board Support File (Optional Material) - Case film - Digital image ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries ✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]	



A	Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products)	Entry File (Compulsory Material) - Digital presentation board Support File (Optional Material) - Case film - Digital image ► Check to SUBMISSION GUIDELINE for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	

B	Communication Design	Materials
B01	Posters	Entry File (Compulsory Material) - Digital presentation board Support File (Optional Material) - Case film - Digital image ► Check to SUBMISSION GUIDELINE for submission format specifications.
B02	Stationery	
B03	Publications (Digital Brochures, Editorial Designs, eBook)	
B04	Self-promotion (POS, Consumer Touchpoints, 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	



Interactive Stars contains online, digital, and technical communications from certain brands. Campaigns in this area should be able to present ideas, skills, and creativity behind the production, presenting how the target participated in improving brand value, and how much business revenue and recognition have improved as a result.

Criteria: Idea 40% / Relevance 30% / Execution 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - URL (if submission is no longer live) or Digital presentation board
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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	Support File (Optional Material) - Case film
A03	Cosmetic / Beauty / Clothing / Footwear and Accessories Skin Toner & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	► Check to SUBMISSION GUIDELINE for submission format specifications.
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidiscs, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A	Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products) <i>✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	Entry File (Compulsory Material) - URL (if submission is no longer live) or Digital presentation board Support File (Optional Material) - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	

B	Use of Interactive	Materials
B01	Use of Web Platforms Website, microsite, web service, application	Entry File (Compulsory Material) - URL (if submission is no longer live) or Digital presentation board Support File (Optional Material) - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
B02	Use of Online Ad Individual works of advertisements that are published online with a fee (banner, rich media etc.)	
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 etc.)	
B04	Use of Social This section is for online digital campaigns which were created for social media. The entries are evaluated based on how focused they are on social networking. The level of engagement, social ripple effects, and 13 commercially successful use of social networks and related activities should be demonstrated and explained.	
B05	Use of Other Interactive Works (Games / Branded Technology) *Games: Games that are created for a certain brand (games that are not created specifically for a certain brand are not eligible). If a game is accessed through a certain website, the user should be able to gain access through a single URL click. *Branded Technology: Technologies or brand solutions that have been developed and used to improve the value of a brand can apply for this section. Useful and practical tools or online digital services that enhance the quality of the user's behaviors or life patterns as well as the value of the brand can be also applied. (e.g., applications or tools that can be downloaded, digital signatures & slogan, screen savers, widgets, calendars, notepads etc.)	



C	Interactive Craft	Materials
C01	User Experience (UX) Perception and responses, and overall experiences that direct or indirect human thoughts and feelings.	Entry File (Compulsory Material) - URL (if submission is no longer live) or Digital presentation board Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
C02	Site Optimization Various technical, design, and performance-related approaches to website.	
C03	Omni Channel Interaction Communication through various channels such as web, mobile, social media, phone, email, offline stores, etc.	
C04	Cross Device Interaction Maintaining access to consistent services and data using various devices.	
C05	Interactive Technology Technology that digitally facilitates interaction among people or allows for content or creation manipulation	
C06	Innovative Use of Technology Applying new technologies creatively to solve problems or create new value.	
C07	XR Extended Reality Interaction Extended reality, or XR, is a collective term that refers to immersive technologies, including virtual reality, augmented reality and mixed reality	



The Mobile Stars refers to entries implemented on mobile devices, applications, and the website for mobile devices.

Criteria: Idea 40% / Relevance 30% / Execution 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Mobile URL - Digital presentation board or Case film Support File (Optional Material) - Additional URL ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A		Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets		Entry File (Compulsory Material) - Mobile URL - Digital presentation board or Case film Support File (Optional Material) - Additional URL ► Check to SUBMISSION GUIDELINE for submission format specifications.
	Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products) <i>✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>		
	A09 Distribution / Publication		
	Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions		
	A10 Corporate / Institution		
Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation			
A11	Not-for-profit / Charity / Government		
Government, public information, other not-for-profit, military, charities			
B		Use of Mobile	Materials
B01	Use of Mobile Websites		Entry File (Compulsory Material) - Mobile URL - Digital presentation board or Case film
	Websites developed for mobile devices		
B02	Mobile Applications / Mobile Games		Support File (Optional Material) - Additional URL ► Check to SUBMISSION GUIDELINE for submission format specifications.
	* 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 media and community site applications that use mobile devices.			
B04	Mobile Advertising		
Banners and other rich media designed for and played on mobile devices.			



C	Mobile Craft	Materials
C01	User Experience (UX) Perception and responses, and overall experiences that direct or indirect human thoughts and feelings.	Entry File (Compulsory Material) - Mobile URL - Digital presentation board or Case film Support File (Optional Material) - Additional URL ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
C02	Activation by Location Applications or services based on information provide specific features in certain regions.	
C03	XR Extended Reality Experience Innovative solutions are offered by integrating virtual, augmented, and mixed reality.	
C04	Networked / Connected Mobile Technology Smartphones, tablets, and mobile devices to exchange data and access various services.	
C05	Wearable Technology Wearable devices collect information and interact, employing technology to perform specific functions.	
C06	Innovative Use of Technology Creatively and uniquely utilizing technology to solve problems and improve processes.	

C. MOBILE CRAFT

The juries will judge the quality and the degree of technical completion of mobile entries. This will consider the quality of the mobile design or interface; how easy and logical the mobile site / app is for the users to navigate and experience.



Data Insights Stars focuses on implementing a successful campaign through creative datamuse, interpretation, analysis, and application. The key is how creative you are using your data, and how much you've improved your results with your creative use

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% /
Bringing the Idea to Life 23.3% / Results 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Case film - Additional URL ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A Sectors		Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products) <i>✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Case film - Additional URL ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	
B Use of Data		Materials
B01	Data-Driven Targeting The definition of Data-Driven Targeting means gathering data to achieve goals more effectively: for example, using data to show the channel's strategy or goal for brand messages and to show efficient goal attainment. You must provide quantitative insights to show how you utilized data to improve brand positioning in the market.	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Case film - Additional URL ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
B02	Data Visualization The Data Visualization category refers to a form of complex data that clearly and efficiently communicates information to consumers in a way that drives behavior change. These include dynamic, static, interactive, or real-time online infographics and offline visualizations such as visual installations and 15 activations. This category celebrates Data Visualizations that enhance understanding and communication skills of data insights.	
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.	



B	Use of Data	Materials
B04	Data Technology Data-technology includes, but isn't limited to, models, tools, platforms, apps, and algorithms. Entrants must demonstrate how innovative data technologies have been developed or applied to enhance a creative message. It's important to clearly illustrate how data-technology contributed to the improvement of campaign performance - for example, by including a data such as analysis of audiences, messages, channels, services, etc.	Entry File (Compulsory Material) - Digital presentation board or Case film
B05	Data Integration Data Integration means selecting the best combination of different data streams to create a highly integrated or effective ads.	Support File (Optional Material) - Case film - Additional URL
B06	Social Data The definition of Social Data is using data and metadata (usually obtained from social networking services) to build targeted relationships with consumers and communities. For example, entrants should demonstrate how they used social data to derive meaningful insights, increase sales or improve brand awareness.	► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
B07	Innovative Use of Technology Entrants should demonstrate how they have used data technology in an innovative way to enhance user environment and brand communication.	



Social & Influencer Stars celebrates strategic influencer marketing, 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.

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% /
Bringing the Idea to Life 23.3% / Results 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Additional URL ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A Sectors		Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products) <i>✂Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Additional URL ► Check to SUBMISSION GUIDELINE for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	
B Social Insight & Engagement		Materials
B01	Community Building & Management This category designed to engage or build an online social community. Juries will assess the extent of community engagement, as well as the appropriateness of targeted conversations or communications directed at active or non-active consumers.	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Additional URL ► Check to SUBMISSION GUIDELINE for submission format specifications.
B02	Audience Targeting / Engagement Strategies This category recognizes works that can demonstrate the most successful consumer engagement by showing the result of tangible targeted ads. 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. Proof of consumer engagement through metrics such as 'time spent with brand', 'number of interactions with the brand', and 'number of downloads' will be taken into consideration when judging.	
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 realworld, real-time activity in an immediate and meaningful way, which may prompt social sharing and engagement.	



B Social Insight & Engagement	Materials
B04 Social Customer Strategy <p>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 consumer. 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 insights, which led to dramatically improved results. Juries will consider metrics such as increases in the AVO (Average Order Value), a reduction in online CPA (cost per action) or CPC (cost per click), etc.</p>	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Additional URL
B05 Social Customer Strategy <p>The definition of Social Customer Strategy includes any customer-focused social activity designed to support a brand's customer service and experience online.</p>	<p>► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.</p>
B06 Brand Storytelling <p>Entries for this category may include customer-centric social activities designed to support the brand's customer service and online experience.</p>	
B07 Livestream <p>A single or series of online videos that document a brand's live event via real-time video on a social platform.</p>	



PR Stars is creative use of reputation management by building and maintaining trust and understanding between individuals, businesses or organizations and the public. It 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.

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% /
Bringing the Idea to Life 23.3% / Results 30%

Entry Fee

Early Bird - \$150

Regular - \$200

Late Fee - \$250

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Campaign samples - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidiscs, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A	Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products) <i>✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Campaign samples - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	

B	Practices & Specialism	Materials
B01	Corporate Reputation & Communication	Entry File (Compulsory Material) - Digital presentation board or Case film
B02	Corporate Responsibility & Creating Shared Value Corporate Responsibility & Creating Shared Value, focuses companies on the right kind of profits-profits that create societal benefits rather than diminish them	Support File (Optional Material) - Campaign samples - Case film
B03	Public Affairs & Lobbying	
B04	Crisis Communications & Issue Management	
B05	Media Relations	
B06	Events & Experiential (PR campaign that uses an event or stunt)	► Check to SUBMISSION GUIDELINE for submission format specifications.
B07	Celebrity Endorsement	
B08	Sponsorship	
B09	Launch or Re-Launch	
B10	Brand Voice (incl. strategic storytelling)	



Brand Experience & Activation is an activity or suggestion designed to elicit immediate action for the sales of a product or service. These may include offering free samples, tie-ins, giveaways, joint promotions, contests, events, in-store advertising, exhibitions, and other promotional devices.

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% /
Bringing the Idea to Life 23.3% / Results 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Campaign samples - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A	Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products) <i>✗ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Campaign samples - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	

B	Use of Brand Experience & Activation	Materials
B01	Use of Promotional Stunts / Live Advertising / Live Shows / Concerts / Festivals	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Campaign samples - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
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, and 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	



Direct Stars refers to direct communication designed to elicit specific responses or actions by building and maintaining relationships with specific targets Direct Stars awards will go to the works that not only contain a response mechanism (coupon, phone number etc.), but also has some direct effect on behavior and obtained a measurable response.

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% /
Bringing the Idea to Life 23.3% / Results 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Campaign samples - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidiscs, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A	Sectors	Materials
A08	<p>Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets</p> <p>Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products)</p> <p><i>✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i></p>	<p>Entry File (Compulsory Material)</p> <ul style="list-style-type: none"> - Digital presentation board or Case film <p>Support File (Optional Material)</p> <ul style="list-style-type: none"> - Campaign samples - Case film <p>► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.</p>
A09	<p>Distribution / Publication</p> <p>Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions</p>	
A10	<p>Corporate / Institution</p> <p>Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation</p>	
A11	<p>Not-for-profit / Charity / Government</p> <p>Government, public information, other not-for-profit, military, charities</p>	

B	Use of Direct Marketing	Materials
B01	<p>Mailings</p>	<p>Entry File (Compulsory Material)</p> <ul style="list-style-type: none"> - Digital presentation board or Case film
B02	<p>Ambient Media</p> <p>e.g., premiums, giveaways, print collateral, direct response stunts, street teams, direct response events, ambient media which encourage direct interaction</p>	
B03	<p>Use of Digital in a Direct Marketing Campaign</p> <p>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</p>	<p>Support File (Optional Material)</p> <ul style="list-style-type: none"> - Campaign samples - Case film <p>► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.</p>
B04	<p>Use of Social in a Direct Marketing Campaign</p>	



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

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% /
Bringing the Idea to Life 23.3% / Results 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Campaign samples - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries ✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]	



A	Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products)	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Campaign samples - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	

B	Use of Media	Materials
B01	Use of Screens	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Campaign samples - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
B02	Use of Print in a Media Campaign	
B03	Use of Outdoor in a Media Campaign	
B04	Use of Audio Platform 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	



Integrated Stars refers to a fully integrated campaign executed across multiple platforms. Integrated campaigns take a good idea and reach it to its fullest potential, helping your audience build associations with your brand at every opportunity. An integrated campaign should utilize at least 2 platforms or more.

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% /
Bringing the Idea to Life 23.3% / Results 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Campaign samples - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A	Sectors	Materials
A08 A09 A10 A11	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products) <i>✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	Entry File (Compulsory Material) - Case film (contains more than 2 different channels) Support File (Optional Material) - Campaign samples - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	



Innovation Stars means 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. Entrants are required to provide the proof of new concept. Already developed ideas or concepts have no eligibility. Entries should prove a technique clearly.

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% /
Bringing the Idea to Life 23.3% / Results 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Digital presentation board
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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	Support File (Optional Material) - Case film
A03	Cosmetic / Beauty / Clothing / Footwear and Accessories Skin Toner & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A	Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products) <i>✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	Entry File (Compulsory Material) - Digital presentation board Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	

SOLUTION Group

Place Brand Stars



[Back to Index](#)

Place Brand Stars is to discover excellent cases of outstanding communication in branding a nation or city. Brands of nation, city and province may be entered. The category includes events, tourism and festivals related to a nation, city, or province.

Criteria: Idea 40% / Relevance 30% / Execution 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	National Brands	Materials
A01	National Brands	<p>Entry File (Compulsory Material) - Film or Digital image</p> <p>Support File (Optional Material) - Case film</p> <p>► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.</p>
B	City Brands (Including Province)	Materials
B01	City Brands (Including Province)	<p>Entry File (Compulsory Material) - Film or Digital image</p> <p>Support File (Optional Material) - Case film</p> <p>► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.</p>



Commerce Stars celebrates the works that have used creative e-commerce, payment solutions, and where innovation stands out. 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.

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% /
Bringing the Idea to Life 23.3% / Results 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Digital presentation board Support File (Optional Material) - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A	Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products) <i>✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	Entry File (Compulsory Material) - Digital presentation board Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
	A09 Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
	A10 Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
	A11 Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	



Commerce Stars celebrates the works that have used creative e-commerce, payment solutions, and where innovation stands out. 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.

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% /
Bringing the Idea to Life 23.3% / Results 30%

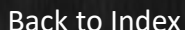
Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Film or Digital image Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A	Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products) <i>✗ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	Entry File (Compulsory Material) - Film or Digital image Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	



The DIVERSE INSIGHTS Group selects advertisements that utilize the unique cultural characteristics of the region. If you have already submitted a campaign to another category but based on insight into the unique cultural characteristics of the region, you can submit additional entries to this group.

Criteria: Idea 40% / Relevance 30% / Execution 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Film or Digital image Support File (Optional Material) - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A	Sectors	Materials
A08	<p>Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets</p> <p>Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products)</p> <p>✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</p>	<p>Entry File (Compulsory Material) - Film or Digital image</p> <p>Support File (Optional Material) - Case film</p> <p>► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.</p>
A09	<p>Distribution / Publication</p> <p>Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions</p>	
A10	<p>Corporate / Institution</p> <p>Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation</p>	
A11	<p>Not-for-profit / Charity / Government</p> <p>Government, public information, other not-for-profit, military, charities</p>	



Information Video Stars 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.

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% /
Bringing the Idea to Life 23.3% / Results 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Film Support File (Optional Material) - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A	Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products) <i>✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	Entry File (Compulsory Material) - Film Support File (Optional Material) - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
	A09 Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
	A10 Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
	A11 Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	



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

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% /
Bringing the Idea to Life 23.3% / Results 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Film Support File (Optional Material) - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A	Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products) <i>✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	Entry File (Compulsory Material) - Film Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	

A	Sectors	Materials
B01	Music Videos in Creativity	Entry File (Compulsory Material) - Film Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
B02	Music Videos in Craft	
B03	Games	
B04	Movies	
B05	Broadcast	

B. TYPE

Branded videos that use or integrate with other entertainment content such as drama, documentary, sitcom, music video, game, movie etc.



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.

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% / Bringing the Idea to Life 23.3% / Results 30%

Entry Fee

Early Bird - \$200

Regular - \$250

Late Fee - \$300

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Film Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries	



A		Sectors	Materials
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets		Entry File (Compulsory Material) - Film Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
	Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products) <i>✂Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>		
	A09 Distribution / Publication		
	Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions		
A10	Corporate / Institution		
	Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation		
A11	Not-for-profit / Charity / Government		
	Government, public information, other not-for-profit, military, charities		

B		Type	Materials
B01	Long Form		Entry File (Compulsory Material) - Film Support File (Optional Material) - Case film ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
	Video content that has a content arc with a beginning, middle, and end *Length: 60 seconds or longer		
B02	Short Form		
	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		



SDGs Stars This includes campaigns based on human happiness and corporate social responsibility, such as environmental issues, human rights, education, and health improvement. If the campaign delivers ideas and content that are in the public interest, it can be submitted by private companies as well as non-profit organizations, NGOs, and governments.









Criteria: Idea 40% / Relevance 30% / Execution 30%

Entry Fee

Early Bird - \$150

Regular - \$200

Late Fee - \$250

A Sustainability Development Goals (SDGs)		Materials
A01	No Poverty: End poverty in all its forms everywhere.  <p>Campaigns to end all forms of poverty everywhere should include eliminating absolute poverty and establishing a social security system for everyone.</p>	Entry File (Compulsory Material) - Film or Digital image Support File (Optional Material) - Case film ► Check to SUBMISSION GUIDELINE for submission format specifications.
A02	Zero Hunger: End hunger, achieve food security and improved nutrition and promote sustainable agriculture.  <p>To end hunger, it is a campaign to provide sufficient nutrition to the poor and vulnerable groups such as infants, and to achieve food security through a sustainable food production system.</p>	
A03	Good Health and well-being: Ensure healthy lives and promote well-being for all at all ages.  <p>Health-related campaigns should include providing essential health services to all, reducing the number of children dying from preventable diseases, and creating a universal health care system.</p>	
A04	Quality Education: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.  <p>It is a campaign that allows all people, including men, women, the disabled, and native residents, to receive universal education and receive the education they need, such as college, technical training, and vocational training.</p>	
A05	Gender Equality: Achieve gender equality and empower all women and girls.  <p>Campaigns include eradicating violence and unfair practices against women, such as early marriage, forced marriage and human trafficking, eliminating discrimination against women, and ensuring equal participation in all sectors such as politics, economy, and the public.</p>	
A06	Clean Water and Sanitation: Ensure availability and sustainable management of water and sanitation for all.  <p>Campaigns related to clean water and sanitation include reducing water pollution and managing water including ensuring safe drinking water and sanitation for everyone.</p>	
A07	Affordable and Clean Energy: Ensure access to affordable, reliable, sustainable, and modern energy for all.  <p>This includes a campaign to provide sustainable energy for all, and to universally disseminate reliable and modern energy at an affordable price.</p>	
A08	Decent Work and Economic Growth: Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.  <p>It refers to a campaign to achieve detailed goals such as supporting small start-ups, protecting workers' rights, and sustainable tourism to provide quality jobs for everyone with the content of jobs and economic growth.</p>	



A	Sustainability Development Goals(SDGs)	Materials
A09	<p>Industry Innovation and Infrastructure: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.</p> <div data-bbox="153 479 240 568"> </div> <p>It refers to a campaign that can be achieved through the construction of safe infrastructure related to social infrastructure and industrialization, the expansion of industries with environmentally friendly processes, strengthening science and technology research, and investment.</p>	<p>Entry File (Compulsory Material) - Film or Digital image</p> <p>Support File (Optional Material) - Case film</p>
A10	<p>Reduced Inequalities: Reduce inequality within and among countries.</p> <div data-bbox="153 669 240 759"> </div> <p>This includes a campaign to eliminate discrimination against all people, provide equal opportunities, and alleviate inequality in results to reduce inequality within and between countries.</p>	<p>► Check to</p>
A11	<p>Sustainable Cities and Communities: Make cities and human settlements inclusive, safe, resilient, and sustainable.</p> <div data-bbox="153 848 240 938"> </div> <p>It is a campaign to build sustainable cities and communities. The campaign includes sufficient and affordable housing, the development of public transportation for the vulnerable, and the preservation of world culture and natural heritage.</p>	<p>SUBMISSION GUIDELINE for submission format specifications.</p>
A12	<p>Responsible Consumption and Production: Ensure sustainable consumption and production patterns</p> <div data-bbox="153 1005 240 1095"> </div> <p>It refers to a campaign that calls for halving food waste and significantly reducing waste so that sustainable consumption and production can be sustainable and consumed.</p>	
A13	<p>Climate Action: Take urgent action to combat climate change, and its impacts</p> <div data-bbox="153 1162 240 1252"> </div> <p>It refers to a campaign to respond to climate change with a message to strengthen the ability to restore from natural disasters especially in developing countries after being damaged by natural disasters.</p>	
A14	<p>Life below Water: Conserve and sustainably use the oceans, seas, and marine resources for sustainable development</p> <div data-bbox="153 1352 240 1442"> </div> <p>This includes a campaign on marine ecosystem conservation to prevent marine pollution, eradicate excessive fish harvests, and enable to have sustainable fishing and aquaculture.</p>	
A15	<p>Life on Land: Protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</p> <div data-bbox="153 1532 240 1621"> </div> <p>It means a campaign with a message about protecting the land ecosystem. It includes protecting all land ecosystems, including forests, wetlands, and mountainous areas, preserving biodiversity, and preventing desertification.</p>	
A16	<p>Peace, Justice, and Strong Institutions: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels.</p> <div data-bbox="153 1756 240 1845"> </div> <p>It refers to a campaign to build justice, peace, and effective systems with content to build a society and government without corruption, violence, discrimination.</p>	
A17	<p>Partnership for the Goals: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.</p> <div data-bbox="153 1946 240 2036"> </div> <p>As a campaign for global cooperation, the importance of monitoring through data and various partnerships, including financing the SDGs, technical cooperation between developed and developing countries, equal trade, and civil society, should be emphasized.</p>	



PIVOT Group is a 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 new brand strategy through creative, business and branding ideas.

PIVOT category is designed to support agencies and creators who are helping brands evolve and communicate new perspectives to move forward.

Criteria : Strategic Challenge & Objectives 23.3% / Idea 23.3% /
Bringing the Idea to Life 23.3% / Results 30%

Entry Fee

Early Bird - \$150

Regular - \$200

Late Fee - \$250

A	Sectors	Materials
A01	Foods Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, cakes, biscuits, sweet & savory bars, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, ice cream baking ingredients, breakfast cereals, yoghurt & drinks, desserts	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Campaign samples ► Check to <u>SUBMISSION GUIDELINE</u> for submission format specifications.
A02	Drinks (Alcoholic & Non-Alcoholic) Beer, 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 & Lotion, bath supplies, make-up, skin & nail care products, perfumes, hairspray, gel, mousse, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers & straighteners & 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	
A04	Pharmaceutical / Toiletries OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & 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 & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products, tobacco & associated products	
A05	Furniture / Household House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint	
A06	Vehicles Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories, In-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing	



A	Sectors	Materials
A07	Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidiscs, MP3 players, home computers, DVD players, personal phone equipment, mobile phones & pagers, binoculars, business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries <i>✂ Please note mobile phone service providers should be entered in [A08. Commercial Public Services]</i>	Entry File (Compulsory Material) - Digital presentation board or Case film Support File (Optional Material) - Campaign samples ► Check to SUBMISSION GUIDELINE for submission format specifications.
A08	Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets Banks, building societies, credit cards, current & savings accounts, mortgages & loans, pension & retirement plans, investment companies, personal, health & building insurance, car insurance, real estate investment, Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, bicycles, boats & caravans, sports and outdoor equipment, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services, airlines, train & bus companies, car hire, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, travel passes, fast food restaurant, franchise, coffee shops, telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices (e.g., legal, architectural & landscaping service), pet products (pet food & pet care products)	
A09	Distribution / Publication Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores, and auctions	
A10	Corporate / Institution Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation	
A11	Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities	

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

MAD STARS Organizing Committee Office

Email: info@madstars.org

Tel: 051 623 5539

Web: www.madstars.org

Thank you for your interest in MAD STARS 2024.