

# MAD COMPETITION

2025.APR.02.

뉴스타즈

전문가

경진대회

# NEW

# STARS

JUN.05.



## What's New Stars?



New Stars MAD Competition is the most competitive and challenging **marketing & advertising competition** for junior creatives.

It aims to inspire junior creatives all around the world and develop their skills. By connecting with varied participants, it could help building and expanding human network.

Creators with **less than 5 years of career** will be given **30 hours** to show their **fresh ideas & performances** about the theme announced on-site.

Global experts in various fields of creative will gather and judge fairly to select winners.

“ *Are you ready to dive into the creative journey?  
Get the chance to earn worldwide recognition  
And satisfy insatiable curiosity to learn!!* ”



## New Stars 2025

**New Stars 2025** is scheduled to run from 26 to 29 August, for 4 days at SIGNIEL BUSAN in Busan, Republic of Korea. Its goal is to inspire passionate juniors and offer them meaningful time receiving advice and applause from senior mentors.

Judges are chosen from a range of high-profile industry leaders.

# New Stars 2025

## ✓ Preliminary Round

### Registration Period (Submit Application)

- Period: 2 April (Wed) – 5 June (Thu), 2025
- Announcement: 13 June (Fri), 2025 (At MAD STARS Website)
- ※ *Competition schedule could be changed.*

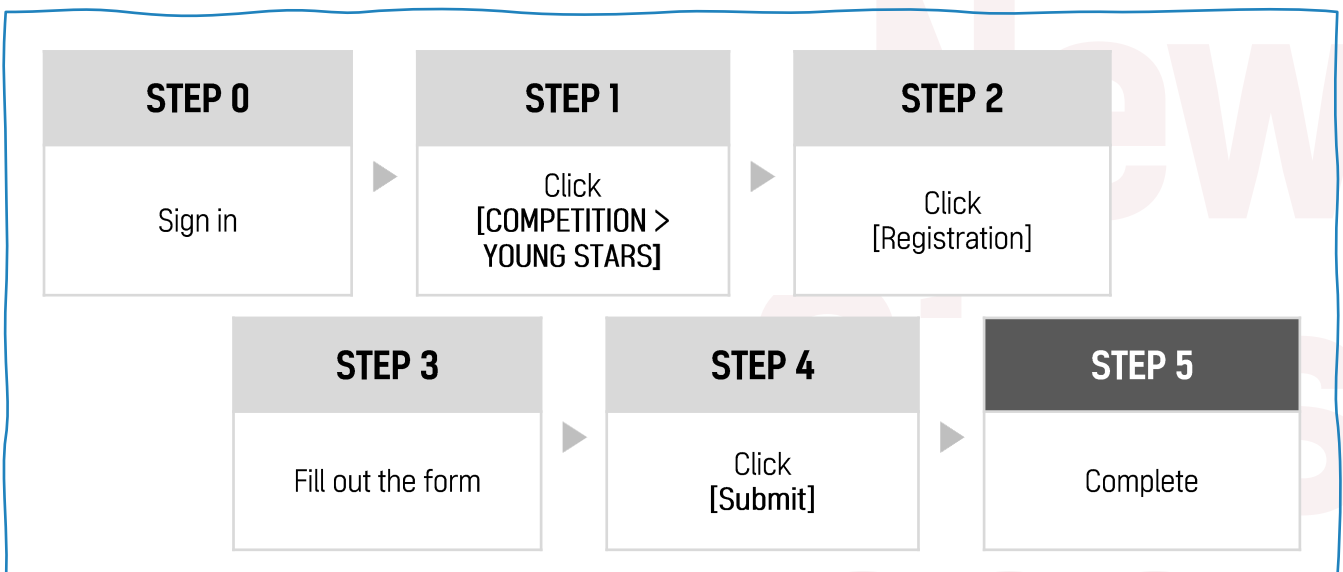
### Eligible Participants

- Individual or team of 2
- A person who specializes in related occupations such as Marketing, Public Relations, Advertising and AD Technology with less than 5 years of career

### Selection Criteria

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

### How to Apply



### Submission Material

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



# New Stars 2025

## ✓ Final Round

### Registration Fee

- KRW 1,500,000 or USD 1,300 / person
  - ※ Participants are responsible for any remittance charges
  - ※ Only finalists would need to pay registration fee
    - [An Announcement and detail will be sent out individually]
- ※ Registration fees cannot be refunded due to personal affairs

### Benefits for Finalist

- Accommodations will be provided for 5 nights, 6 days
  - ※ Airfare and transportation costs are not provided
- Free Registration to access MAD STARS 2025
- Opportunity to attend New Stars Networking Party
- Full package ticket for MAD STARS 2026 given to Gold winner
- Winning trophies to whom wins a bronze or higher (1 trophy per team)
- Certificates of participation for all finalists

### Awards

- Gold, Silver, Bronze and Crystal

### Schedule (August)

#### AUGUST

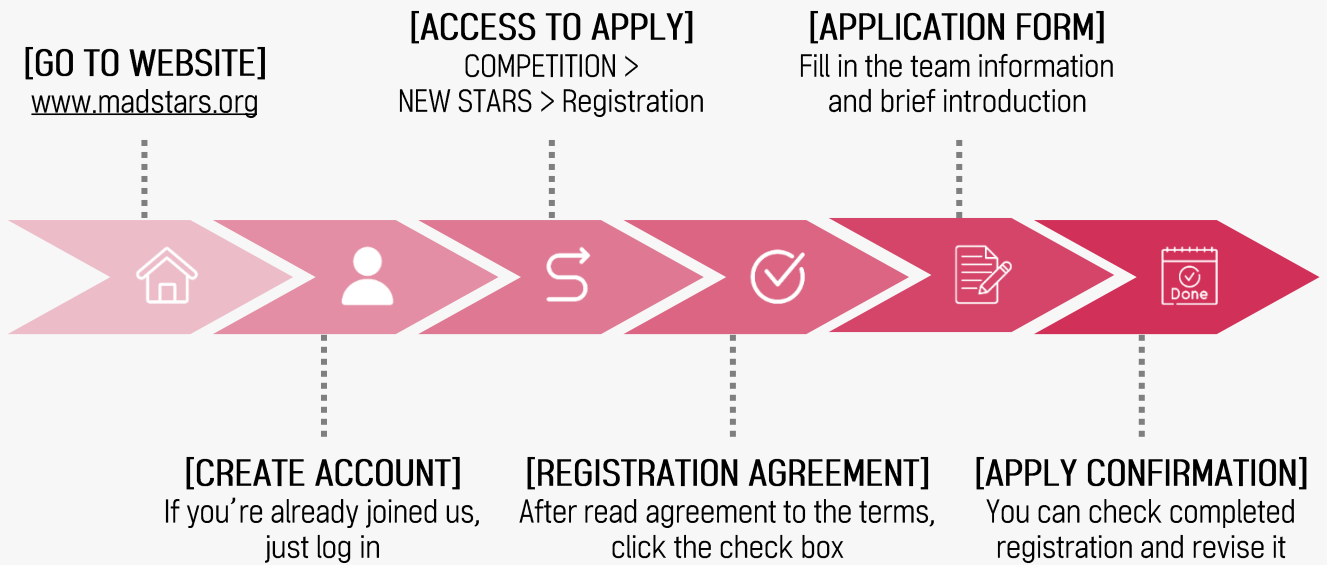
\*Check-in: 8. 25. / Check-out: 8. 30.

26 (Tue)	27 (Wed)	28 (Thu)	29 (Fri)
<ul style="list-style-type: none"> <li>· Subject Announced</li> <li>· Competition begins</li> </ul>	<ul style="list-style-type: none"> <li>· Competition Finishes</li> <li>· Work submissions close</li> <li>· MAD STARS Opening Ceremony &amp; Gala</li> </ul>	<ul style="list-style-type: none"> <li>· Judging</li> <li>· Enjoy MAD STARS</li> <li>· New Stars Networking Party</li> <li>· MAD STARS Networking Party</li> </ul>	<ul style="list-style-type: none"> <li>· Special Sessions &amp; Conversation with Jury</li> <li>· Enjoy MAD STARS</li> <li>· MAD STARS Awards Show &amp; Closing Gala</li> </ul>

※ Competition schedule could be changed.

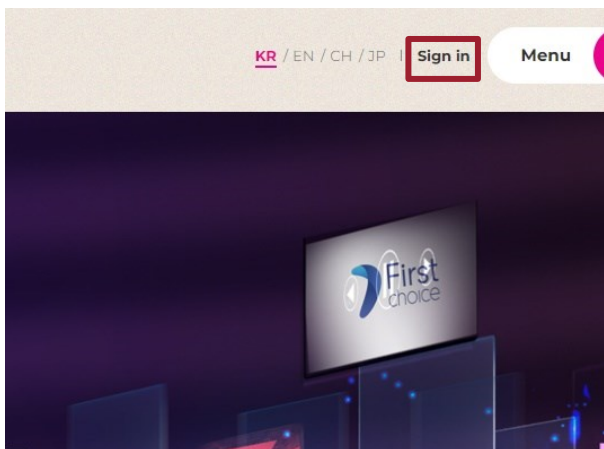
# Application Guideline

## ✓ Procedure At a Glance

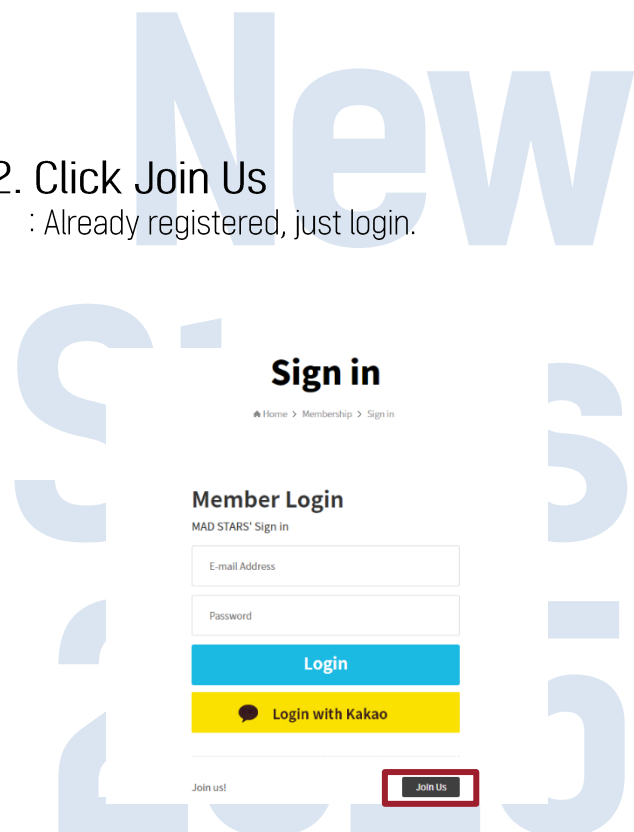


### ① Go to Website

1-1. Access to the  
MAD STARS Website  
: [www.madstars.org](http://www.madstars.org)



1-2. Click Join Us  
: Already registered, just login.

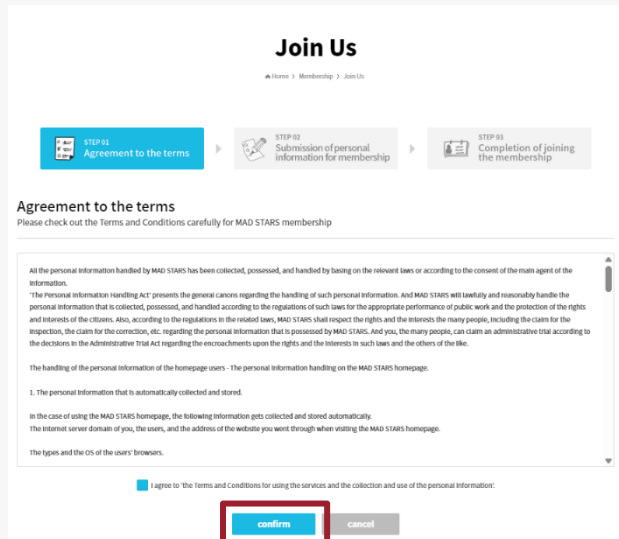


# Application Guideline

## ① Go to Website

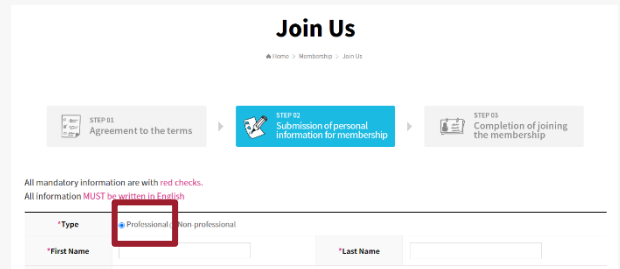
### 1-3. Agreement to the Terms

: If you clicked Join Us, read Agreement to the terms and click confirm.



### 1-4. in the Required Information

: Please check "Type" as below.



## Precautions!

※ **Professional:** refers to the creatives who are currently working in industries related to marketing, advertising or digital contents.  
 (In the case of NEW STARS, you have to check as Professional)

### 1-5. Click Login

You've joined MAD STARS' membership.  
 You've successfully signed up for MAD STARS.  
 Enjoy the information and a wide range of benefits MAD STARS provides!



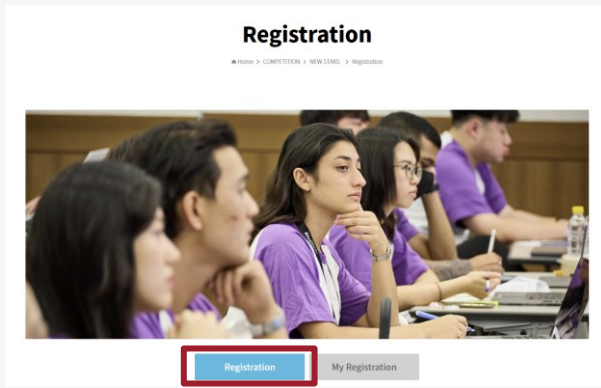
1-6. If you've not been redirected to the sign in page, then click the sign in on the top right corner



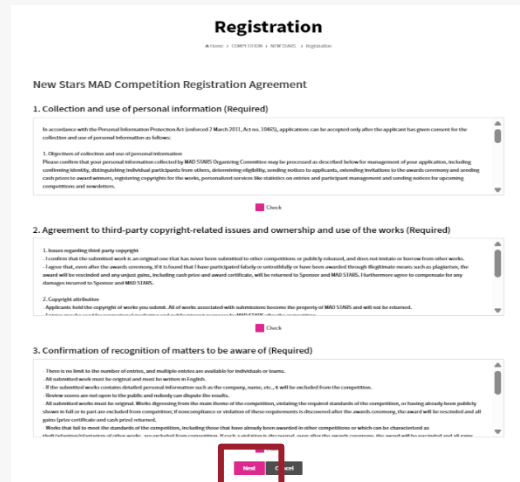
# Application Guideline

## ② How to Apply

**2-1. Click Registration in Blue Box**  
 : First to submit, click Registration.  
 Want to check completed registration click My Registration in Gray box.

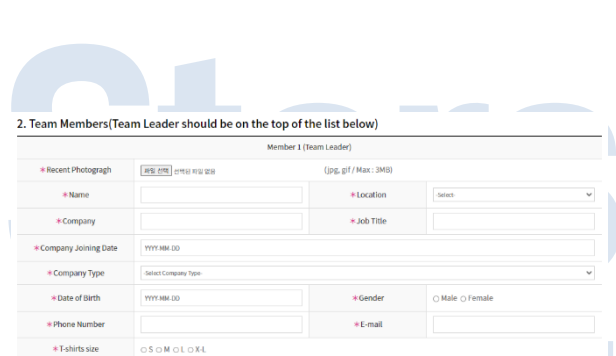
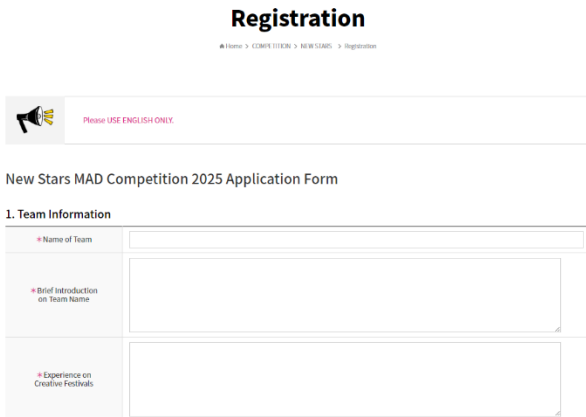


**2-2. Registration Agreement**  
 : After read agreement to the terms, click the check boxes and Next. Then you can go to next step.



**2-3. Fill in the Team Information**  
 : You can enter all of information in only English.

**2-4. Fill in the Team Members Information**  
 : Be aware of Image format (jpg, gif, max 3 MB) when you upload your recent photograph.



# Application Guideline

## ② How to Apply

2-5. Fill in the Brief Motivation & Aspiration

2-6. Complete

## ③ Application Confirmation

- There are 3 ways to check if your application is completed. You may review and revise your information.

**WAY 1.** Right after completing your application  
: If you are already in "My Page" you can check and revise your completed application from there.

**WAY 2.** Click "My Page" on Main Page  
: My Page > New Stars MAD Competition

**WAY 3.** Click "My Registration"  
: COMPETITION > New Stars > Registration > My Registration

## Hear from Previous Winner

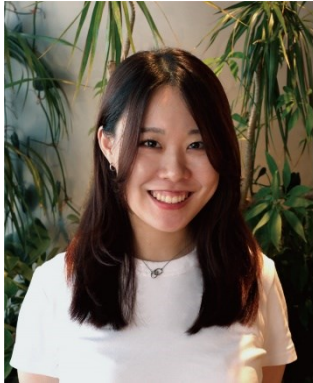


### New Stars 2024 “Gold”

I am deeply honored to receive an award at the prestigious MAD STARS competition, NEW STARS. I would like to express my sincere gratitude to the Organizing Committee and the judges for giving me the opportunity to connect with so many talented creators and experience their outstanding work. Above all, I want to extend my heartfelt thanks to D.blent, our team leader, and our youngest team member for their unwavering support and encouragement throughout this journey.

### New Stars 2024 “Silver”

It is such an honor for us to receive the Silver Award at New Stars. We would like to thank the jury members and the staff, the New Stars participants, and all the people who have made it possible for us to participate in this wonderful opportunity.



### New Stars 2024 “Bronze”

Thanks to MAD STARS, we've connected with creatives worldwide and gained fresh perspectives on the advertising landscape. We now see that the possibilities are endless, with room for every creative mind to shine.

### New Stars 2024 “Crystal”

Wow! We're thrilled to win the Crystal Award at Madstar for McCann Health Hong Kong and HK4As! 🌈 Huge thanks to the jury for believing in us, and to all the amazing creatives we've met along the way. This win is for our incredible team, family, and friends who've supported us—let's keep the momentum going!



### New Stars 2024 “Crystal”

“Gas” team, explosive and bright, and took flight. Busan New Stars, we've been here, and left our light!

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Thank you

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