



# ENTRY KIT



AD STARS 2019

## KEY INFORMATION

### AD STARS 2019 OVERVIEW

AD STARS consists of the Advertising section for advertisements, the Video section for brand video clips and PSA advertising section. All entries share virtually identical sets of the schedule, eligibility, entry regulations, credits, trophies, publishing permits and other details.

### AD STARS 2019 CALENDAR

Date	Deadline
May 15, 2019	Entry Deadline
June 20-27, 2019	Preliminary Judging
July 10-17, 2019	Initial Screening of the Final Judging
August 20-21, 2019	Final Judging
August 24, 2019	Awards Ceremony

\*The schedule above can be changed.

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## ELIGIBILITY & RULES

### AD STARS Eligibility

- All entries, with the exception of non-professional works, must be part of the campaigns that have actually been staged with the consent of and paid for by the client. In case of need, AD STARS request you to immediately provide us with a copy of such permission and check a fact from the client/ owner. If cannot be proven, entries will be excluded from the award.
- The campaign should run from May 1, 2018 to June 15, 2019  
Your case can have been introduced earlier than May 1, 2018 but must have run during the qualifying time period.  
An entry cannot be made in to a category in AD STARS 2019 if it is been entered in AD STARS 2018. However, In the event that additional information regarding results and the outcome of the campaign becomes available after you have submitted your entry.

### AD STARS Rules

1. All the entries of AD STARS are accepted only via online at [www.adstars.org](http://www.adstars.org) Entrants must upload the entry according to the file type indicated in the category.
2. Include the following details to fit in the campaign brief form in English on the entry form when entering:
  - Describe the brief from the client
  - Describe strategy
  - Describe results & achievement
  - Describe additional points (optional)

For each item, up to 700 bytes may be entered. Any data submitted must contain no false information, and the Organizing Committee may request additional proof when necessary.

3. **All ad descriptions and summaries MUST be in English.** The entrant is responsible for the translation of their work into English. Entries that are not originally in English have to 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 available to understand, entries can be excluded from the judging.

**Film: Translated English subtitles are necessary.**

**Radio: Please attach a translation of the entire script in digital format.**

**Website: Please submit translations of important menu items, headings and main text.**

4. Credit

Only one party may enter an entry, i.e. the agencies or the production companies may enter a piece that both parties have worked on, but both parties cannot enter simultaneously and a single company that is going to make the entry should be agreed in advance. In the event that the same entry is submitted by two different entrant companies, only the first entry will be accepted.

The entrant company will be considered as the entry's sole contact but all contributing companies and people can be credited for their contribution to the work entered. AD STARS does not have a limit of the number of people being registered on credit. Please ensure that all contributing companies and people are credited on your entry form before finalizing your submission.

5. AD STARS will request each entrant by email to submit the mounted proofs for the works that have made it to the second round. Each entrant so requested will be required to mail the mounted proofs for the applicable works in accordance with the following specifications as described by the AD STARS Organizing Committee to the following address. The proofs will be used for the second round and exhibition.

A. Specifications:

Dimensions of the proof, including the board, may not exceed board size 61cm x 41cm (advertisement size 60cm x 40cm). Use a black foam board and attach a label on the reverse side of the board, specifying the entry number, title and entrant. No other type of foam board may be used, and the Organizing Committee will not accept other type of form boards.

B. Mailing to:

AD STARS Secretariat Office  
Busan Design Center 506,  
57, Centum dong-ro, Haeundae-gu,  
Busan, Republic of Korea 48059  
Tel: +82 51 623 5539

C. Entrants must pay for the expenses for mailing and tax.

D. On the package please write "Contest material, No commercial value" in bold print

E. AD STARS is not responsible for expenses related to tax.

6. AD STARS reserves the right to consolidate, rename and/or divide entry categories. AD STARS and the panel for the final round also reserve the right to re-categorize any entries. AD STARS reserves the right to, where necessary, refuse to accept any entries and to disqualify any entries that are not in compliance with the entry regulations.
7. Entrants are required to select the type of appeal used in communication. Selecting the type of appeal does not have any effect on the result. It would be used only as a reference for the purpose of archive management. Please refer to the AD STARS website for more information.

8. The finalists to AD STARS will be selected on the net by over 200 preliminary round judges from different countries in the first round. The finalists are evaluated by 1<sup>st</sup> online judging and then in person by the final round judges in the second round.
9. All the licenses, music, lyrics, rights of portrait MUST be secured and should have a proof of permitted document to use in the AD STARS festival if a dispute arises. The entrant is responsible for licenses to be secured. All the cost of the creation, submission, handling and so on will be responsible for the entrant not by the AD STARS Organizing Committee
10. Each entrant is required to accept the terms and conditions of the Copyright and License Regulations of AD STARS. Further details are available in the website.
11. AD STARS values cultural context. You are advised to add detailed descriptions if the idea for your work is based on cultural specificities
12. All results of AD STARS are final and not subject to change.

## THE AD STARS ENTRY SUBMISSION PROCESS

STEP 1	Visit the website of AD STARS at <a href="http://www.adstars.org">www.adstars.org</a> and acquire a clear understanding of rules and regulations, categories and materials to submit. Downloading the Entry Kit will be helpful.
STEP 2	Collect information about your entry. The information to be submitted at the time of entry includes information on the entrant (corporate information), title, date of transmission, client, credits, advertising appeals selected, campaign briefs etc.
STEP 3	Prepare materials in digital format in accordance with the Submission Requirements.
STEP 4	Create an account at <a href="http://www.adstars.org">www.adstars.org</a> and sign in.
STEP 5	Enter information on your entry using the Enter Your Work button and upload your materials.
STEP 6	Entry should be completed. (Entering paid categories are completed after payment.)
STEP 7	If your work makes it to the second round, you will be notified that your work has been selected as a finalist via email address specified by you. You will then be required to mail a mounted proof for your work including entry information (i.e. entry no, title etc).

### OVERVIEW

The AD STARS has a total of 17 categories.

#### Categorization of entries

Each category in the AD STARS section has its own sub-hierarchy, which is structured as illustrated in the following table.

The subcategory A. Product & Service is classified by industry. All categories also have subcategories B, C, D and so forth, which are defined by the type of medium. In subcategory A, a single work can have only one industry designation out of the ten and result in a single entry. In subcategories B and others, however, you may submit multiple entries for any subcategories corresponding to the characteristics of your work.

For instance: OUTDOOR Category

#### **3. Outdoor**

##### **A. Product & Service**

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical / Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT/ Office Equipments / Home electronics & audio-visual

/ Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants

/ Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

##### **B. Ambient**

##### **C. Outdoor Craft**

For instance, if a car brand has taken out a billboard advertisement, entries for the advertisement may be submitted for subcategory Vehicle of A. Product & Service and subcategory C. Outdoor Craft. But an entry may be submitted only one from 10 subcategories of A. Product & Service.

However, Film Craft, Diverse Insights and Place Brand Categories do not have subcategory A (Product & Service) by nature.

## CATEGORY

The hierarchy of the entry categories and subcategories for AD STARS 2019 is listed below.

Please refer to the APPENDIX for more details of each subcategory.

### 1. Film

The definition of film is traditional television, cinema advertising and internet film including pre-roll ads. The juries will award works that have shown great synergy between the brand and the advertisement, creative and dynamic approaches to attain the goal and the ability to carry out the advertisement's purpose.

#### A. Product & Service

**\* As shown below, subcategory A (Product & Service) is further broken down into ten industry designations, which is consistent among all categories.**

Subcategory
<p><b>A01. Foods</b></p> <p>Meats, fish, seafood, soups, delicatessen, fruits &amp; vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked &amp; prepared meals, baby foods &amp; baby milk, cream, butter, cheese, eggs, milk, margarine &amp; spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts &amp; dried fruit, sweet &amp; savory bars, cakes, biscuits, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, baking ingredients, breakfast cereals, yoghurt &amp; yoghurt drinks, desserts, ice cream</p>
<p><b>A02. Drinks (alcoholic &amp; non-alcoholic)</b></p> <p>Beer (incl. non-alcoholic beer), cider, lager, alcopops, wine, champagne, fortified wines, spirits, liqueurs, coffee, tea, chocolate &amp; malt drinks, still &amp; carbonated drinks, fruit &amp; vegetable juices, mineral waters, flavored milk</p>



**A03. Cosmetic / Beauty / Clothing / Footwear and accessories**

Skin Toner and Lotion, bath supplies, make-up, skin & nail care products, perfumes, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hairspray, gel, mousse, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers, hair straighteners, hair curlers  
Day, evening & nightwear, 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

**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, kitchen rolls

**A06. Vehicles**

Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks, vans, lorries, motorbikes, tires, spare parts, accessories incl. 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 incl. mobile phones & pagers, binoculars (Please note mobile phone service providers should be entered in Commercial Public Services)  
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

**A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets**

Banks, building societies, credit cards, current & savings accounts, mortgages & loans, investment companies, personal, health & building insurance, car insurance, pension & retirement plans, 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, sports and outdoor equipment, bicycles, boats & caravans, toys, board games, computer games, Play Station, Xbox, Game Boy etc., lotteries, gambling, golf & country clubs, sex toys, dating services

Airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, 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 etc)

**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

**B. Film Craft**

B01. Art direction / Production design

B02. Direction

B03. Achievement in production

B04. Cinematography

B05. Editing

B06. Script

B07. Use of Music

B08. Sound Design

B09. Visual Effects

B10. Animation

## 2. Print

The definition of print is advertisements intended for published printed media including Newspaper, Magazine and journals. The juries in the Print sector will award works with strong creativity.

### A. Product & Service

### B. Print Craft

The juries will judge the degree of technical completion (quality) presented during the process of publishing the print advertisement. The idea behind the execution in relation to the client or brand should be of little or no consideration to the craft jury, accepting, of course, that it is often integral to the ad and cannot be ignored completely (However, this aspect is still usually a necessary part in advertising and is not always disregarded and to submit the entries to a field where the ideas do not play a huge role, the aspects below must have an outstanding quality.)

B01. Art Direction

B02. Copywriting

B03. Illustration

B04. Photography

B05. Typography

## 3. Outdoor

The definition of outdoor is billboard and poster advertising as well as out of home ambient executions. The outdoor prizes will be awarded to advertising and communications encountered in the out of home environment and will evaluate how the advertisement induced the engagement of consumers.

### A. Product & Service

### B. Ambient (Non-Standard and Free-Format Outdoor Advertising)

B01. Non-Standard Indoor Advertising

B02. Small Scale Special Solutions

B03. Special build

B04. Live Advertising and Events

B05. Transit

B06. Interactive Outdoor Experience

B07. Digital Screen

B08. Non-Formatted Digital Outdoor

### C. Outdoor Craft

The juries will judge the degree of technical completion (quality) presented during the process of publishing the print advertisement. The idea behind the execution in relation to the client or brand should be of little or no consideration to the craft jury, accepting, of course, that it is often integral to the ad and cannot be ignored completely. (However, this aspect is still usually a necessary part in advertising and is not always disregarded and to submit the entries to a field where the ideas do not play a huge role, the aspects below must have an outstanding quality.)

- C01. Art Direction
- C02. Copywriting
- C03. Illustration
- C04. Photography
- C05. Typography

### 4. Radio & Audio

The definition of Radio is traditional advertising on radio stations and online radio channels.

All audio media content, from ads broadcast over public radio, to those made available for download. Entries will need to demonstrate ideas that are wired for sound; that is, work that communicate a brand message through audio excellence, sonic innovation or superior aural storytelling.

#### A. Product & Service

#### B. Radio & Audio Craft

The jury will reward the quality of craft as demonstrated in either the production process or the technical execution of radio ads. This might take into account the quality of the scriptwriting or acting performance, the skillful use of music or sound design, or the best use of radio as a medium. The idea behind the execution in relation to the client or brand should be of little or no consideration to the craft jury, accepting, of course, that it is often integral to the ad and cannot be ignored completely.

- B01. Music / Sound Design
- B02. Scriptwriting
- B03. Active Performance
- B04. Use of Radio as a Medium

## 5. Design

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

### A. Product & Service

### B. Communication Design

B01. Posters

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-Visualisation, Digital Installations and Events, UX, UI and Journey Designs)

B07. Packaging(Sustainable Packaging, Special Edition, and Promotional Packaging)

## 6. Interactive

The definition of interactive encompasses branded online, digital and technological communication. Successful entrants will be able to present their ideas, technology and creativity behind the work seamlessly, and prove how their target audience engaged and enhanced brand value, resulting increased business sales and recognition.

### A. Product & Service

### B. Use of Interactive

B01. Use of Web Platforms

Website, microsite, web service, application

B02. Online Ad

Individual works of advertisements that are published online with a fee(banner, rich media etc.)

B03. Web Campaigns

Online campaigns that are consisted of at least two web executions(e.g. one website, one online video, one online advertisement etc.)

B04. Social

This section is for online digital creations which targets social media. The entries are judged for the relevance entries have with social media. The application of social media and related activities in the entries to enhance success in businesses, cause ripple effects in society, and induce participation of the public will be judged.

## B05. Other Interactive Works (games/Branded Tech)

- \* Game: Games that are created for a certain brand (games that are not created for a certain brand is not applicable) If a game needs to be accessed through a certain website, the user should be able to gain access through a single click of URL.
- \* 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

- C01. User Experience (UX)
- C02. Site Optimization
- C03. Omni channel Interaction
- C04. Cross Device Interaction
- C05. Use of social Data
- C06. Interactive Technology
- C07. Innovative Use of Technology

## 7. Mobile

The definition of Mobile is creative work activated by a mobile device, app or mobile web.

### A. Product & Service

### B. Use of Mobile

- B01. Use of Mobile Websites  
Websites developed for mobile devices
- B02. Mobile Applications / Mobile Games

- \* 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

- C01. User Experience (UX)
- C02. Activation by Location
- C03. Augmented Mobile Experience
- C04. Virtual Reality Experience
- C05. Networked / Connected Mobile Technology
- C06. Wearable Technology
- C07. Innovative Use of Technology

## 8. Data Insights

The definition of Data Insights means using data to enhance the execution or success of advertisements through the creative use, interpretation, analysis or application of data. How creative you are with your data, and how the execution was enhanced by the creative use of data, must be at the core of the idea.

### A. Product & Service

### B. Use of Data

#### B01. Data-Driven Targeting

The definition of Data-Driven Targeting means gathering data to achieve goals more effectively: for example, using data to tailor brand messages or define your channel strategy. You must provide quantitative insights to show how you utilized data to improve brand positioning in the market. Examples of creativity in this category include using a unique combination of data sets that support better insight, or creating a new algorithm that delivers superior insight. Entrants must clearly deliver a bottom line benefit in terms of reduced costs, or greater revenue, via any aspect of the marketing mix.

#### B02. Data Visualisation

Data Visualisations communicate complex information clearly and efficiently to consumers in a way that leads to a change in behavior. They include online dynamic, static, interactive or real-time info graphics and offline visualizations such as visual installations and activations. This category celebrates Data Visualisations that enhance understanding and communicate data insights clearly.

#### 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.

#### B04. Data Technology

Data-technology includes, but isn't limited to, models, tools, platforms, apps and algorithms. Entrants must demonstrate how they applied, or invented, innovative data technology to enhance a

creative message. It's important to clearly illustrate how data-technology contributed to an improvement in campaign performance – for example, by including a breakdown of audience, message, channels and delivery.

#### B05. Data Integration

Data Integration means selecting the best combination of different data streams to create a highly integrated or effective advertisement.

#### B06. Social Data

The definition of Social Data is using data and metadata (usually obtained from social networking services) to build targeted relationships with audiences and communities. For example, entrants should demonstrate how they used social data to derive meaningful insights, increase sales or improve brand awareness.

#### B07. Innovative Use of Technology

Entrants to this category must build upon the inventive use of data technologies to show how they used technology to enhance environmental and brand communication.

### 9. Social & Influencer

This category celebrates strategic influencer marketing solutions, 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.

#### A. Product & Service

#### B. Social Insight & Engagement

##### B01. Community Building & Management

This category celebrates campaigns designed to engage or build an online social community. Judges will assess the extent of community engagement, as well as the appropriateness of targeted conversations or communications directed at active or non-active users.

##### B02. Audience Targeting / Engagement Strategies

This category recognizes work that can demonstrate the most successful consumer engagement by showing tangible target audience related results. 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. Audience measurement results and proof of engagement through metrics such as 'time spent with brand', 'number of interactions with the brand', and 'number of downloads' will be taken into consideration.

##### B03. Real-time Response

This category celebrates targeted social activity that utilises social platforms in order to respond to different world events, public affairs and other real-world, real-time activity in an immediate and meaningful way, which may prompt social sharing and engagement.



#### B04. Social Data & Insight

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 audience. 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 resulting insights, which led to dramatically improved results. Judges will consider metrics such as increases in the average order value, a reduction in online CPA (cost per action) or CPC (cost per click), etc.

#### B05. Social Customer Strategy

The definition of Social Customer Strategy includes any customer-focused social activity designed to support a brand's customer service and experience online.

#### B06. Brand Storytelling

This category celebrates social campaigns that use a particular brand or consumer case to drive meaningful engagement with specific target customers.

### 10. PR

The definition of PR is the creative use of reputation management by the building and preservation of trust and understanding between individuals, businesses or organizations and their publics. PR awards 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.

#### A. Product & Service

#### B. Practices & Specialism

B01. Corporate Reputation & Communication

B02. Corporate Responsibility

B03. Public Affairs & Lobbying

B04. Crisis Communications & Issue Management

B05. Media Relations

B06. Events & Experiential (PR campaign that use an event or stunt)

B07. Celebrity Endorsement

B08. Sponsorship

B09. Launch or Re-launch

B10. Brand Voice (incl. strategic storytelling)

## 11. Promotion

The definition of Promotion is activity which is designed to create immediate activation and/or offer for the sales of a product or service. This may be affected using sampling, tie-ins, competitions, events, in-store advertising, exhibitions and other promotional vehicles, such as digital media.

### A. Product & Service

### B. Use of Promo & Activation

B01. Use of promotional stunts / live advertising / live shows / concerts / festivals

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)

B08. Use of social in a promotional campaign

(e.g. promotional campaigns that use social platforms to create relationships with consumers)

## 12. Direct

The definition of Direct is targeted direct communication designed to generate response or specific action whilst building and prolonging relationships. Direct awards will go to the work that not only contains a response mechanism-coupon, phone number etc.-but also has some direct attributable effect on behavior and obtains a measurable response.

### A. Product & Service

### B. Use of Direct Marketing

B01. Mailings

B02. Ambient Media

(e.g. premiums, giveaways, print collateral, direct response stunts, street teams, direct response events, ambient media which encourage direct interaction)

B03. Use of digital in a direct marketing campaign

(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.)  
B04. Use of social in a direct marketing campaign.

### 13. Media

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

A. Product & Service

B. Use of Media

- B01. Use of screens
- B02. Use of print in a media campaign
- B03. Use of outdoor in a media campaign
- B04. Use of ambient media
- B05. Use of special events and stunt/live advertising
- B06. Use of digital in a media campaign
- B07. Use of social in a media campaign
- B08. Use of mobile devices

### #14. Integrated (Paid)

The definition of Integrated is fully integrated campaign executed across multiple platforms. Through expanding the possibility the max using one great idea, campaign makes target market stimulate associations about brand in every time contacting the brand. Integrated campaign may be submitted utilizing 2 more platforms at least.

A. Product & Service

\* Please refer page 30 for payment.

### #15. Innovation (Paid)

The definition of Innovation is breakthrough technology and innovation that may allow brands, technologists and creative to communicate with their customers in a new way, or might stand alone as significant innovation in their own right.

The entries are required the proof of new concept. Already developed idea or concept has no eligibility. Entries should prove a technique clearly.

A. Product& Service

\* Please refer page 30 for payment.

16. Diverse Insights

The Diverse Insights category selects advertisements that utilize unique local cultural characteristics of the target. The entry submitted to other category may be submitted additionally to this category if the advertisement is based on insights of unique local cultural characteristics.

There are no subcategories in Diverse Insights.

17. Place Brand

AD STARS has the Place Brand category to discover excellent cases of outstanding communications in branding a nation or city. Brands of nation, city and province may participate. The category includes events, tourism and festivals related to a nation, city or province.

A. National Brands

B. City Brands (including province)

## VIDEO STARS AWARD CATEGORY

### OVERVIEW

**Video content is no longer the playground for innovators and early adopters. More and more brands produce entertaining and engaging brand videos for their audience to achieve their marketing goals. Video Stars is created to celebrate the most creative and original brand video content.**

Among 5 subcategories, 1-4 subcategories for the VIDEO STARS are divided by purpose of the video and are not mutually exclusive. Any video having two or more purposes of communication, therefore, may have multiple entries for applicable categories.

Any work having multiple entries will be evaluated by the panel in each subcategory and may thus receive awards in two or more subcategories.

### CATEGORY

**Category and Sub-Category are as below.**

#### 1. Branded Information Videos

Branded videos aim to provide information on brands, products, services or companies. It can be branded video for product launch, branded video for publicity, direct marketing video, in-store video, recruitment video etc.

#### 2. Branded Entertainment Videos

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

##### A. Music Videos

A01. Music Video in Creativity

A02. Music Video in Craft

##### B. Games

##### C. Movies

##### D. Broadcast

##### E. Others

### 3. Branded Viral Videos

Branded videos created with the primary intention of being shared or user-distributed online. This category accepts any type of video regardless of the format or media if it aims to be shared virally. It includes, but not limited to, web videos, mobile videos, vines, user-generated videos for public sharing.

### 4. Campaign Videos (Case film)

Branded videos explain the campaigns and summarize the result of them (case film). Campaign videos (case film) are made to provide the information how the campaign is made and how much impact the campaign created for the brand. This category is to evaluate the campaign video's persuasiveness and uniqueness and to award excellent campaign videos / case films.

### 5. Non Branded Videos

Non Branded Videos mean videos that do not have a purpose of promoting brands. The videos have been created including incredible ideas and creativity for general public.

## PSA(PUBLIC SERVICE ADVERTISING) CATEGORY

### OVERVIEW

PSA is a public service advertisement that contains a theme of public welfare. The category includes advertisements based on the human happiness and social responsibility of a company such as environmental protection, human rights, improvement of education and health.

Therefore, if the advertisement is based on public welfare, it may be submitted by not only the nonprofit organizations, NGO and governments but also private companies.

### CATEGORY

**Category and Sub-Category are as below**

1. Green  
Ads about environment can be entered.
2. Human Rights  
Ads about human rights can be entered.
3. Education  
Ads about education can be entered.
4. Healthcare  
Ads about public health and safety can be entered.
5. Gender Equality  
Ads about gender equality can be entered
6. Peace & Justice  
Ads about justice, peace, embracing societies can be entered
7. Partnerships  
Ads about stimulating economic development through global partnerships can be entered. (e.g. financial aid, search and rescue etc.)
8. Others  
Any ads about public interest can be entered. (Any ads with topics that do not fit any of the themes from 1~7 can be entered through 8)

## JUDGING CRITERIA

The panels of judges will consist of the planners, producers, digital content professionals, PR professionals, media professionals, brand video professionals of advertisers and advertising agencies as well as other active marketing and communication professionals across the globe.

As AD STARS values cultural diversity, panels are proportionately balanced among 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.

Abstention by judges: As any judge may not review his or her own work, the judge is required to abstain with respect to any works associated with him/her. Judges may occasionally abstain with respect to a certain 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.

An entry undergoes a three-stage evaluation process. Entries given high marks in the online preliminary are selected as finalists and advances to the 1st final round. From its 1st final round, highest scored entries will be evaluated in the 2<sup>nd</sup> final round.

The online preliminary is evaluated by some 200 judges all over the world, who review entry information and creative materials online. Judges will give points to each entry in each subcategory in accordance with the following criteria.

### **Judging Guidelines of VIDEO STARS and Categories; Film/Print/Outdoor/Radio/Interactive/Mobile/Design/Diverse Insights/Place Brand/ PSA**

<b>Idea</b>	<b>40%</b>
<b>Relevance</b>	<b>30%</b>
<b>Execution</b>	<b>30%</b>
<b>Total</b>	<b>100%</b>

### **Judging Guidelines of Categories; Integrated/Promotion/Direct/PR/Media/Innovation/Data Insights/Social & Influencer**

<b>Strategic Challenge &amp; Objectives</b>	<b>23.3%</b>
<b>Idea</b>	<b>23.3%</b>
<b>Bringing the Idea to Life</b>	<b>23.3%</b>
<b>Results</b>	<b>30%</b>
<b>Total</b>	<b>100%</b>



Approximately top 15% entries are selected as finalists, which are then subject to the 1st final round. The 1<sup>st</sup> final round will be judged by final judges via online.

In the 2<sup>nd</sup> final round, leading advertising professionals from across the globe get together to see and evaluate the works in person.

### **Grand Prix of the Year**

The final round judges are organized into five panels to evaluate entries in categories to which judges are assigned. Each judge then gives points to entries, which are aggregated by the Organizing Committee and distributed to all members of the panel. Judges review these aggregated results to select the Grand Prix, Gold, Silver and Bronze Award winners for each category, which process may involve discussion and voting. The numbers of winners are decided at the discretion of the judges. But same work gets only 1 gold under the same category (except craft). The numbers of winners for each category is determined by the applicable panel.

Among all the grand prizes, the two 'best of the best' works will be awarded to Grand Prix of the Year

As AD STARS values public interest, one out of two Grand Prix of the Year winners will be an entry delivering a message that serves public interest.

### **SPECIAL AWARDS**

The special awards do not require separate entries and are given according to the aggregated points or under the authority of the Organizing Committee.

### **DIVERSITY AWARDS**

This award is presented to the best ideas from diverse countries. As AD STARS respects all different cultures from different countries, based on the result from first round of final judging, the entry is finalists but didn't advance to the 2<sup>nd</sup> final judging will be the nominates. From the nominations, if country has not a single entry in the 2<sup>nd</sup> finalists, and the entry got the highest score will be awarded.

Nominees : Countries that advanced to finalists but did not pass the finals

Judging Process : Give chances to win awards to best works with the highest score(based on the preliminary online judging) from each countries regardless of category

### **NETWORK of the Year**

This award is presented to the network that has conducted more outstanding campaigns than others. Points for finalists through Grand Prix of the Year winners are aggregated to give this award to the highest scoring network.

### **AGENCY of the Year**

This award is presented to the agency that has conducted more outstanding campaigns than others. Points for finalists through Grand Prix of the Year winners are aggregated to give this award to the highest scoring agency.

### **ADVERTISER of the Year**

This award is presented to the advertiser that has conducted more outstanding campaigns than others. From the last 3 years, points for finalists through Grand Prix of the Year winners are aggregated to give this award to the highest scoring advertiser.

How to aggregate points for the Network/Agency/Advertiser of the Year

Grand Prix of the Year - 7 points

Grand Prix - 6 points

Gold - 5 points

Silver - 4 points

Bronze - 3 Point

Crystal - 2 Point

Finalist - 1 Point (Applied to Network of the Year/Agency of the Year)

### **AD STARS International Honorary Awards**

The AD STARS International Honorary Awards has been established since 2010 as one of the special awards in AD STARS. It will be awarded to the individuals and groups that led to a variety of cultural activities and social activities widely through advertisements, studies on the advertising and the great achievements in the advertising industry.

Its goal is to encouraging the global advertising activities and studies on the Advertising and contributing world peace and improving rich cultural life.

It will be awarded to the individuals and groups that have accomplished the great achievements in the advertising industry for every person in the world without any strings attached of the nation, nationality, religion and business.

**\*Non-professionals is followed the different regulation. Please check it out on web.**

## CREATIVE MATERIAL & TECHNICAL GUIDELINE

The following table summarizes the creative materials to be submitted for each category. Refer to the **APPENDIX** for more details of requirements for materials to be submitted. All entries should be in English (or with English subtitles).

Category	Compulsory Creative Material	Supporting Creative Material	Remarks
Film	Original ad with English subtitle (if necessary)	Case film(Film Craft) Short case film	*Submission Format Film : .MOV or MP4 Image : JPG Radio : MP3  *Length Film : Max 3 min Case film : Max 3min Short case film : Max 45 sec(for screening at the awards ceremony)  Entrants can submit documents to provide additional Information on entries
Print	Digital image		
Outdoor	Digital image or Case film	Case film	
Radio & Audio	MP3 files(Max 3min) Written Script(English)	English Version MP3(for non-English ads) Case film(for explaining craft)	
Design	Digital presentation board	Case film Design Sample Short case film	
Interactive	URL or Demo URL/site/game (if submission is no longer live) Digital presentation board	Case film	
Mobile	Mobile URL Digital presentation board or Case film	Additional URL Short case film	
Data Insights	Digital presentation board or Case film	Short case film	
Social & Influencer	Digital presentation board or Case Film	URL Short case film	
PR	Digital presentation board or Case film	Campaign samples Short case film	
Promotion	Digital presentation board or Case film	Campaign samples Short case film	
Direct	Digital presentation board or Case film	Campaign samples Short case film	
Media	Digital presentation board or Case film	Campaign samples Case film Short case film	
Integrated	Case film(contains more than 2 different channels)	Campaign samples Short case film	

Innovation	Case film	Short case film	
Diverse Insights	Film or Digital Image	Case film Short case film	
Place Brand	Film or Digital Image	Case film Short case film	
PSA	Film or Digital Image	Case film Short case film	
VIDEO STARS	Film	Case film Short case film	

## CREDITS / TROPHIES / CERTIFICATES / PUBLICATION

### CREDITS

You are required to credit all creative and strategic partners who contributed to the marketing communications effort.

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 corporate office and the offices of their credited partner companies and/or PR departments to ensure all client and agency company names are credited correctly. This information should be communicated to contributing companies as well. Credits cannot be altered before and/or during judging.**

Any amendments such as non-description, misdescription may incur admin costs 100 USD. Please ensure that all credits are submitted correctly at the time of entry.

Request for credit editing after the festival is available only Organizing Committee allow it.

### TROPHIES AND CERTIFICATES

One trophy will be given to each of Grand Prix of the Year, Grand Prix and Gold winners. (General Public section will give a trophy only to Gold winner).

Trophies are offered for free of charge only when entrant company to receive it at the awarding ceremony. Otherwise, trophies are available for purchase after the festival ends. (to be sent C.O.D.)

Winners may purchase additional replicas or copies of trophies or certificates.

## PUBLICATION PERMISSION

- The material to be used directly or indirectly for the purpose of promoting the Festival. The rights of publication belong to Festival organizers.
- Any work submitted must be either the original or submitted by the person authorized to do so.
- All the materials submitted become the property of the AD STARS and cannot be returned.
- Each entrant authorizes the AD STARS Organizing Committee to screen or publish his/her ads without charge at public or private presentations, wherever and as often as the Organizing Committee think fit.
- Each entrant undertakes to allow the lending or selling by the AD STARS Organizing Committee of the entries to any interested public or private organization with a view to promoting the AD STARS either directly or indirectly.
- Any entry may be compiled by the AD STARS Organizing Committee into a collection of entries.
- Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.
- Each entrant confirms to the AD STARS Organizing Committee that they have the legal right to enter the AD STARS on the terms of these Entry Rules. Each entrant indemnifies the Organizing Committee against all liability to any other person, firm or company and all loss arising from a breach by the entrant of any of these rules.
- The competition entrants permit AD STARS Organizing Committee to use trademarks, animated characters and promotional items from the advertising submissions for the purposes mentioned above free of charge.
- The AD STARS Organizing Committee will possess the copyright to the entered works and to any photographs and any copies made of said work and may use the work in any broadcast, exhibition, publication or other media indefinitely.
- If a third party wishes to publish/broadcast or copy the entered ad(s), AD STARS Organizing Committee retains the licensing fee.
- The exhibitors should have all the licenses using the music expressed in his/her exhibit or should be able to certify it.

- The exhibitors, in disclosing his/her exhibits selected as the assignee and license of AD STARS Organizing Committee, may not affect their works nor create any additional expenses.
- Entrants should be able to provide AD STARS Organizing Committee with a notarization on the authorization of acceptance for all the rights related to the exhibit.
- AD STARS Organizing Committee understands that the exhibitors agreed not to ask for any expenses.
- Any information on entries will be disclosed on the AD STARS website and any printed and promotional materials concerning AD STARS. The entrant shall be solely liable for breaches of any confidentiality obligations.

**ENTRY FEE**

**ENTRY PAYMENT**

Entitle to Integrated/Innovation Category from professionals.

There can only be one entrant company per entry. The entrant company is responsible for payment of entry fees and will be considered the entry’s sole contact. Multiple companies can be credited for their contribution to the work entered. Please ensure that all contributing companies are credited on your entry form before finalizing your submission.

Entries will not be considered completed until the compulsory media has been uploaded online and full payment has been made.

**Payment Deadline: Final Entry Deadline**

The entry fee must be paid immediately. By completing your entry online and choosing credit card option you are making a promise to pay the fee. If you have any inquiry, please contact to [info@adstars.org](mailto:info@adstars.org).

Category	Entry Fee
Integrated	KRW 100,000
Innovation	KRW 100,000

**REFUND**

Entrant may exchange or change of entries before the official deadline. If the entry has been paid, refund is not available.

In addition, the festival can withdraw from the judging, if your entry is not eligible. Once the payment has been made and the entry has been processed, you can withdraw your entry, but the payment is not refundable.

## SUBMIT

AD STARS 2019 entries are accepted online. To submit an entry, please visit the AD STARS website at [www.adstars.org](http://www.adstars.org).

Thank you for your interest in AD STARS.  
If you have inquiry, please do not hesitate to contact.

AD STARS Secretariat Office  
Busan Design Center 506,  
57, Centum dong-ro, Haeundae-gu  
Busan, Republic of Korea 48059

Tel: +82 51 623 5539 / Fax: +82 51 623 5529 / Email: [info@adstars.org](mailto:info@adstars.org)