



AD STARS 2019

# GUIDELINES FOR ENTRIES

HOW TO ENTER

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





## AD STARS AWARDS 2019

### INTRODUCTION

Welcome to our guide for AD STARS Awards 2019.

AD STARS is the only international advertising festival which combines creativity with cutting-edge technology.

It aims to share creative solutions and change the world.

As its ultimate value is "humanity",

we strive to become a communication platform to contribute to mankind.

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 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,

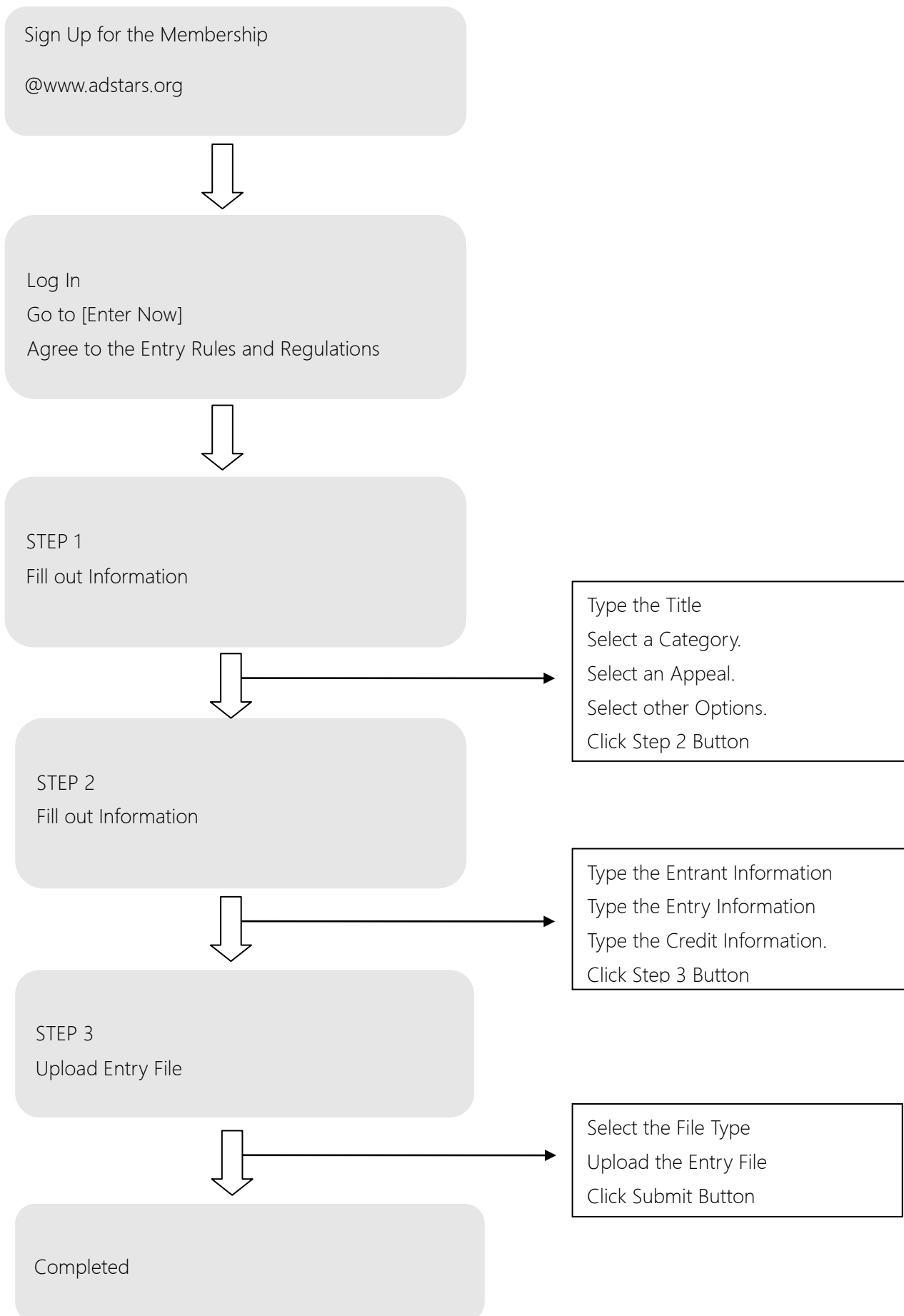
57, Centum dong-ro, Haeundae-gu

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## HOW TO ENTER





## BEFORE YOU ENTER

### 1. User Environment

The user entry environment is as follows.

If possible, the latest version of the Web browser is recommended.

OS Environment	Windows OS, MAC OS
Web Browser	Internet Explorer 11 or Higher Firefox 3.5 or Higher Google Chrome 25.0 or Higher Safari 5.1 or Higher

\* In case of Safari and Firefox, the latest version of Flash Player needs to be installed.

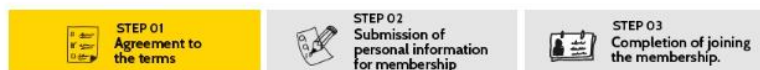
### 2. Sign Up the Membership

If you are not a member of AD STARS, please sign up for membership on our website.

After accessing [www.adstars.org](http://www.adstars.org), click on the "Join Us" button.

After that, type the required information for membership.

## Join Us



### Agreement to the terms

Agreement to the Terms and Conditions.  
If you want to become a member of AD STARS, you must agree to the Terms and Conditions below, without fail.

All the personal information handled by AD STARS has been collected, possessed, and handled by basing on the relevant laws or according to the consent by the main agent of the information.

The Personal Information Handling Act presents the general canons regarding the handling of such personal information. And AD STARS will lawfully and reasonably handle the personal information that is collected, possessed, and handled according to the regulations of such laws for the appropriate performance of the public work and for the protection of the rights and the interests of the citizens. Also, according to the regulations in the related laws, AD STARS shall respect the rights and the interests of the many people, including the claim for the inspection, the claim for the correction, etc. regarding the personal information that is possessed by AD STARS. And you, the many people, can make a claim for an administrative trial according to the decisions in the Administrative Trial Act regarding the encroachments upon the rights and the interests in such laws and the others of the like.

The handling of the personal information of the homepage users - The personal information handling on the AD STARS homepage.

1. The personal information that is automatically collected and stored.

In the case of using the AD STARS homepage, the following information gets collected and stored automatically.

The Internet server domain of you, the users, and the address of the website you went through when visiting the AD STARS homepage.

The types and the OS's of the users' browsers.

I agree to the Terms and Conditions for using the services and the collection and use of the personal information.

confirm

cancel



BEFORE YOU ENTER

In the "Division", "Professional" refers to the creatives who are currently engaged in the fields of marketing and communications.

"Non- Professional" refers to students and ordinary people who are not currently engaged in the fields of marketing and communications.

# Join Us

<b>STEP 01</b> Agreement to the terms	<b>STEP 02</b> Submission of personal information for membership	<b>STEP 03</b> Completion of joining the membership.
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All mandatory information are with red checks.  
 All information **MUST** be written in English

◆ First Name	<input type="text"/>	◆ Last Name	<input type="text"/>
◆ Division	<input checked="" type="radio"/> Professional <input type="radio"/> Non-professional	Job Title	<input type="text"/>
◆ Email Address(ID)	<input type="text"/>		<input type="button" value="Check Availability"/>
	<input checked="" type="checkbox"/> Yes, I want to receive enewsletter from Adstarsfestival		
◆ Confirm Email Address	<input type="text"/>		
◆ Password	<input type="text"/>	◆ Company Name	<input type="text"/>
◆ Business Field	<input type="text" value="-Select Business Field-"/>	◆ Agency Network	<input type="text" value="-Select Agency Network-"/>
Agency Name	<input type="text"/>		
◆ Address 1	<input type="text"/>		
◆ Address 2	<input type="text"/>		
◆ City	<input type="text"/>	◆ State/Province/County	<input type="text"/>
◆ Zip or Postal Code	<input type="text"/>	◆ Country	<input type="text" value="-Select Country-"/>
◆ Telephone	<input type="text"/>	Fax	<input type="text"/>
◆ Mobile	<input type="text"/>	Company Website Address	<input type="text"/>
◆ How did you know AD STARS?	<input checked="" type="radio"/> Internet search <input type="radio"/> Banner ads <input type="radio"/> Recommendation by acquaintance <input type="radio"/> Others ( <input type="text"/> )		



## Entry Process

### 1. Log In


After connecting to the website, [www.adstars.org](http://www.adstars.org), go to The Award > Enter Now.



If you are not logged in, please log on. After logging in, the screen below will appear.

Please tick "I agree with rules and regulations." first.

## Enter Now

Entries should be submitted in English.

 Recommended internet environment for entry is as follows.

Windows OS	Mac OS
	
Internet explorer 11 Firefox 3.5 and above Google chrome 25.0 above	Firefox 3.5 and above Safari 5.1 above

Safari, Firefox's, please install the latest version of the **Flash Player**.

I agree with rules and regulations.

Enter

### 2. Step 1

Fill out the information of Title, Category, Appeal, and Other Options. English is only available.

| Type the Title (Mandatory)

The title can be entered in English only. You are not allowed to enter special characters such as <, >, ^, !, @, &, #.

**Title**

Title

\* Please don't's use Special characters like " <>^!@,&# "  
\* Please USE ENGLISH ONLY

| Select a Category (Mandatory)

Please select a category. You may also need to select a Sub- category#1 or a Sub- category#2 in some categories.

## Category

See AD STAR'S Category ▶

AD STARS	<input checked="" type="radio"/> Film <input type="radio"/> Radio & Audio <input type="radio"/> Mobile <input type="radio"/> PR <input type="radio"/> Media <input type="radio"/> Diverse Insights	<input type="radio"/> Print <input type="radio"/> Design <input type="radio"/> Data Insights <input type="radio"/> Promotion <input type="radio"/> Integrated <input type="radio"/> Place brand	<input type="radio"/> Outdoor <input type="radio"/> Interactive <input type="radio"/> Social & Influencer <input type="radio"/> Direct <input type="radio"/> Innovation
VIDEO STARS	<input type="radio"/> Branded Information Videos <input type="radio"/> Branded Viral Videos <input type="radio"/> Non Branded Videos	<input type="radio"/> Branded Entertainment Videos <input type="radio"/> Campaign Videos (Case film)	
PSA	<input type="radio"/> Green <input type="radio"/> Gender Equality	<input type="radio"/> Human Rights <input type="radio"/> Peace & Justice	<input type="radio"/> Education <input type="radio"/> Partnerships <input type="radio"/> Healthcare <input type="radio"/> Others
Sub Category#1	<input type="text" value="--Select Category#1--"/>		

| Select an Appeal (Mandatory)

Next, select an appeal. AD STARS manage an entry database which classifies and views the entries by type of appeal. The Appeal will be used only for references, not for any additional evaluation or awards.

## Appeal

See tips for the types of the appeals ▶

<input type="radio"/> Humor	<input type="radio"/> Fear	<input type="radio"/> Sex	<input type="radio"/> Comparison
<input type="radio"/> Recommendation	<input type="radio"/> Soft sell	<input type="radio"/> Hard sell	<input type="radio"/> Direct Response
<input type="radio"/> Affection	<input type="radio"/> Nostalgia	<input type="radio"/> Fact Presentation	<input type="radio"/> Demonstration
<input type="radio"/> Others			

| Select Other Options (Mandatory)

Please select other options. And click the "Step 2" button to save the Entry Information 1, and then go to the page of Entry Information 2.

## Other Options

Single / Campaign	<input checked="" type="radio"/> Single <input type="radio"/> Campaign CAMPAIGN : A coordinated series of linked, multi-channel executions with a single idea or theme.
URL	<input type="text"/>
Allow other people to watch my entry	<input type="radio"/> Agree <input checked="" type="radio"/> DO NOT Agree

\* Single : A single execution

Campaign : A campaign with multiple executions

\* You can revise the information on My Page> My Entries, before submission deadline.

## 2. Step 2

Type the information of Entrant Information, Entry Information, and Credit Information.  
English is only available.

| Type the Entrant Information (Mandatory)

Select the information corresponding to Country and Agency Network respectively.

If there is no relevant Agency Network, select "All OTHER COMPANIES".

And then you can type Agency Network Name you want.

| Type the Entry Information (Mandatory)

### Entry Information

\* Please fill out the following blanks if any

\* Please USE ENGLISH ONLY

Advertiser/Client	<input type="text"/>
Brand	<input type="text"/>
Describe Mission (max. 700 bytes) (0/700)	<input type="text"/>
Describe Idea (max. 700 bytes) (0/700)	<input type="text"/>
Describe results & achievement (max. 700 bytes) (0/700)	<input type="text"/>
OPTIONAL Additional Point (max. 700 bytes) (0/700)	<input type="text"/>

Strong Point  Visual  Copy  Jingle/BGM  Plan  Others



| Enter the Credit Information (Mandatory)

## Credit Information

\* How to add credit: Select a credit → click the ADD button

\* How to add credit again : Perform the step of 1

Credit ADD	<input type="checkbox"/> Account Director	<input type="checkbox"/> Account Manager	<input type="checkbox"/> Account Supervisor	<input type="checkbox"/> Advertiser's Supervisor
	<input type="checkbox"/> Agency Producer	<input type="checkbox"/> Art Buyer	<input type="checkbox"/> Art Director	<input type="checkbox"/> Chief Creative Officer
	<input type="checkbox"/> Copywriter	<input type="checkbox"/> Creative Director	<input type="checkbox"/> Director	<input type="checkbox"/> Editor
	<input type="checkbox"/> Executive Creative Director	<input type="checkbox"/> Head Of Technology	<input type="checkbox"/> Music	<input type="checkbox"/> National Strategy/ Planning Director
	<input type="checkbox"/> Post Production	<input type="checkbox"/> Producer	<input type="checkbox"/> Production Company	<input type="checkbox"/> Senior Developer
	<input type="checkbox"/> Senior Digital Producer	<input type="checkbox"/> Sound Design/Arrangement	<input type="checkbox"/> Write more credit you need	

ADD

Part	Name	Company	E-mail	DEL
Chief Creative Officer	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Executive Creative Director	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Creative Director	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Copywriter	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Art Director	<input type="text"/>	<input type="text"/>	<input type="text"/>	

STEP3

To add credit, select the necessary item from the [Credit ADD] and click the [ADD] button, you can type the other credit information.

To delete credit, you can click the [DEL] button.

After finalizing insert credits, click the [STEP 3] button to go to next page.

### 3. Step 3

This page is the last step to complete submission by uploading entry file.

| Upload the Entry File (Mandatory)

We will not accept any submission formats outside of these areas.

#### Media Requirements

Video	Image	Radio	Interactive
<ul style="list-style-type: none"><li>• Extension : .MP4, .MOV</li><li>• File size : Maximum 350MB, Maximum 3 minutes</li><li>• exception) When Film category exceeds 3 minutes : Submit the original file and upload the edited version that does not exceeds 3 minutes as supporting file.</li></ul> Do not include bars, slate or Black.	<ul style="list-style-type: none"><li>• Extension : .Jpg in RGB (CMYK is NOT Acceptable)</li><li>• Dimension : approximately 2400 X 1600 pixel</li><li>• File size : Maximum 3MB</li></ul>	<ul style="list-style-type: none"><li>• Extension : .MP3</li><li>• File size : Maximum 3 MB (by three minutes)</li></ul> Radio entry <b>MUST</b> submit with its English script.	<ul style="list-style-type: none"><li>• Extension : .MP4, .MOV</li><li>• File size : Maximum 350MB</li><li>• URL : (ei. www.adstars.org)</li></ul>

If necessary, Support File can be added.

After you complete the entry process, click the [Submit] button to complete the entry.

Then, all the steps for submission are completed.

#### Entry File (Compulsory Material)

\* Upload your entry

File	<input type="radio"/> Movie <input type="radio"/> Image <input type="radio"/> Sound
<input type="text"/>	<input type="button" value="Find"/>

#### Support File (Supporting Material)

\* Please upload extra files which can support your idea

File #1	<input type="radio"/> Movie <input type="radio"/> Image <input type="radio"/> Sound <input type="radio"/> Document
<input type="text"/>	<input type="button" value="Find"/>

#### ThumbNail File




\* It will be used as an image to represent the entry on the Ad Stars homepage.

File	<p>* Image (* File From : JPG, GIF * File Size :160*80 Pixel)</p> <input type="text"/> <input type="button" value="Find"/> <p>* The thumbnail will be created when the entry file is registered. * In case of sound registration should be done directly. * If the thumbnail not registered, replacement with the image on the left side will occur.</p>
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- ▶ Click Submit if you have finished.
- ▶ You can also add other entries for the same campaign on My Page.

## 4. Edit

You can edit Entry Information at My Page > My Entries menu.

Division	Title[Entry No]	Category	Media Type	Entry Status	Management
Professional <input type="button" value="Add"/> <input type="button" value="Delete"/>	<b>Entry Title</b> [ P-PB-NA-00-C-102918 ] 	Place brand National Brands	Campaign	1 of 2 Complete	<input type="button" value="edit"/>
Professional <input type="button" value="Clone the entry"/> <input type="button" value="Delete"/>	<b>Entry Title</b> [ P-PR-PP-CC-C-102898 ] 	PR Practices & Specialism Corporate reputation & communication	Campaign	1 of 2 Complete	<input type="button" value="edit"/>
	<b>Entry Title</b> [ P-PR-PP-CC-C-102899 ] 	PR Practices & Specialism Corporate reputation & communication	Campaign	2 of 2 Complete	<input type="button" value="edit"/>

### | Clone

You can register new entry by making a clone and revise its information such as category, strategy etc.

### | Edit

The Entry Information can be revised.

### | ADD

When the entry is a campaign type, you can register another entry in series by clicking [ADD] button.

### | Delete

The submitted entry can be deleted.

## 5. FAQ

1. During the entry process, it doesn't go to the next step well, and an error occurs.

The error may result from the unsuitable user environment. Please check the following user environment. In addition, please check whether the mandatory information has been entered or selected properly.

The user environment for entry is as follows.

OS Environment	Windows OS, MAC OS
Web Browser	Internet Explorer 11 or Higher Firefox 3.5 or Higher Google Chrome 25.0 or Higher Safari 5.1 or Higher

If possible, the latest version of the Web browser is recommended.

\* In case of Safari and Firefox, the latest version of Flash Player needs to be installed.

2. A message appears to check the file type and its size.

Please, check the following file formats and file sizes available in the entry rules and regulations before submitting your work.

### Media Requirements

Video	Image	Radio	Interactive
<ul style="list-style-type: none"> <li>• Extension : .MP4, .MOV</li> <li>• File size : Maximum 350MB, Maximum 3 minutes</li> <li>• exception) When Film category exceeds 3 minutes : Submit the original file and upload the edited version that does not exceeds 3 minutes as supporting file.</li> </ul> <p>Do not include bars, slate or Black.</p>	<ul style="list-style-type: none"> <li>• Extension : .jpg in RGB (CMYK is NOT Acceptable)</li> <li>• Dimension : approximately 2400 X 1600 pixel</li> <li>• File size : Maximum 3MB</li> </ul>	<ul style="list-style-type: none"> <li>• Extension : .MP3</li> <li>• File size : Maximum 3 MB (by three minutes)</li> </ul> <p>Radio entry MUST submit with its English script.</p>	<ul style="list-style-type: none"> <li>• Extension : .MP4, .MOV</li> <li>• File size : Maximum 350MB</li> <li>• URL : (ei. www.adstars.org)</li> </ul>

3. I want to submit my completed entry to other categories further.

*Is there any way not to enter the entry information every time?*

Go to My Page> My Entries, and click the [Clone the entry] button next to the completed entry to copy its existing information and to register it to a new category. If necessary, please revise and edit information.

4. I have registered my entry as Non-professional but want to change it to Professional.

It is not available for entrants change the division, please request it to [info@adstars.org](mailto:info@adstars.org)

5. How can I send a physical material to secretariat?

Finalists are only needed to send a physical materials, the finalists announcement will be on early July.

Contact

*If you have any additional questions, please contact to [info@adstars.org](mailto:info@adstars.org)*

*Tel +82 51 623 5539*