



AD STARS 2018

Joining Young Stars AD Competition Guide

Young Stars AD Competition is the first college student advertising competition in the world. Its goal is development of International human resource and finding excellent personnel who represent from all over the world. It will be held for 4 days during the AD STARS. Submission will be fairly judged by the experts in advertising industry.

Young Stars aims to find and support promising future creatives. Winners who get prize Bronze and above will be given an internship opportunity at advertising companies.

----- [Event Outline] -----

■ Event Title

- Young Stars AD Competition 2018

■ Event Period

- 22 ~ 25 August, 2018 / 4 days

■ Venue

- Competition : Busan Haeundae BEXCO
- Accommodation : Busan Youth Hostel ARPINA

■ Participants volume

- About 120members 40teams 8countries

■ Schedule

8/21(TUE)	8/22(WED)	8/23(THU)	8/24(FRI)	8/25(SAT)	8/26(SUN)
* Check in * Orientation	* Opening ceremony * Topic announcement * Competition	* Competition * Project submission * ADSTARS Opening ceremony	* Judging * Enjoy AD STARS - Seminar - Exhibition * Young Stars Networking Party	* Enjoy AD STARS * Young Stars Special Seminar & conversation with judges * Awards ceremony	* Check out

※ The above program schedule is subject to change.

----- [Participation Guide] -----

■ **Registration deadline (Submission of Application and Portfolio)**

- Entry : 26 March (MON) ~ 2 May (WED), 2018
- Announcement : 8 June (FRI), 2018 (On AD STARS' web and individual contact)

■ **Eligible participants**

- Domestic or overseas university students (including student on a leave of absence)
- Graduate students (except Ph.D)
- Students of AD or Design related major, etc.
- ※ Participants must be consisted of less than 3 people per team. Cannot be allowed one person for one team.

■ **Registration in detail**

1. Visit the AD STARS' website (www.adstars.org)
2. Complete an application (Only in English) and send the portfolio file together
 - ※ Portfolio must be combined to only 1 file and change PDF file (It is allowed freedom of number and formality)
 - ※ Awarded certificates from other competitions should make only 1 file after scanning
3. Send an e-mail to Heejeong Lee (zannylee@adstars.org)

■ **Selection criteria**

- Application: reason for application, award winning career, introduction of your team, sincerity, etc.
- Portfolio: Your submitted portfolio will be judged by experts in advertising industry.

■ **Benefits for the selected team**

- Qualifications of participated in Young Stars Main Competition
- Participate to AD STARS 2018 (Free to enter paid exhibition zone, conference, etc.)
- Accommodations and meals will be provided (5nights 9meals), Networking party
- ※ Airfare and transportation costs are not inclusive.

■ **Registration fee for AD STARS**

- 300,000 KRW per person. (It is only for final participants)

■ **Awards and benefits**

- Gold, Silver, Bronze, Crystal
- Participating internship (Gold/Silver/Bronze)
- ※ The benefits can be changed

■ **Inquiry about your participation**

- Contact : Heejeong, Lee (Tel: 82-51-623-5539 / E-mail: zannylee@adstars.org)

■ 2017 Young Stars AD Competition photos

