



AD STARS 2019

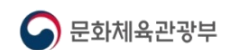
August 22-24, 2019, BEXCO, BUSAN

World Public Advertising Exhibition

2019.03.

Hosted by AD STARS Organizing Committee

Sponsored by



➤ Overview



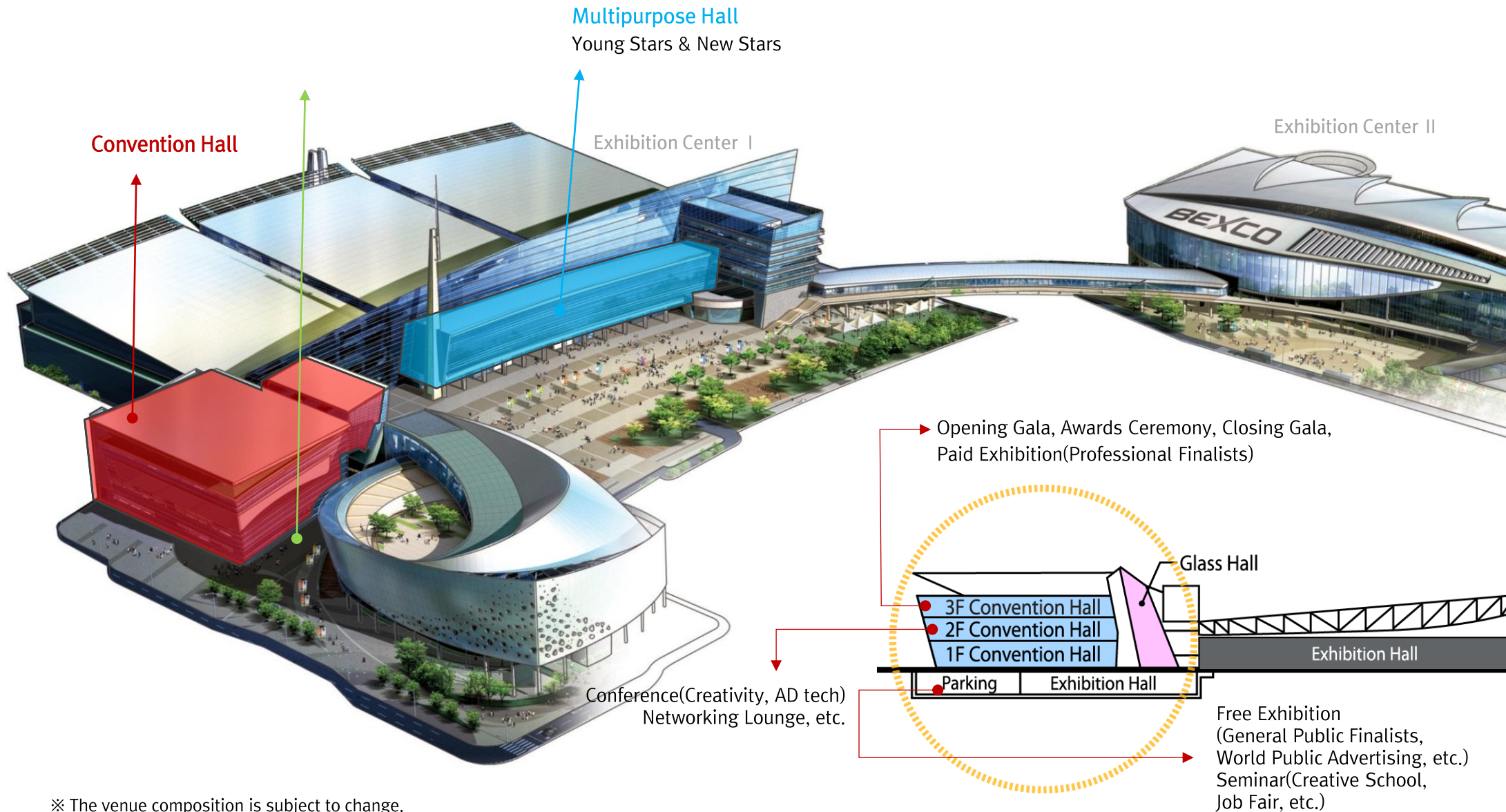
- Title : AD STARS 2019
- Period : 22(Thu.) ~ 24(Sat.), August, 2019
- Venue : Convention Hall & Multipurpose Hall, BEXCO, BUSAN
- Hosted by : AD STARS Organizing Committee
- Sponsored by : Ministry of Culture, Sports and Tourism,
Busan Metropolitan City

➤ Theme

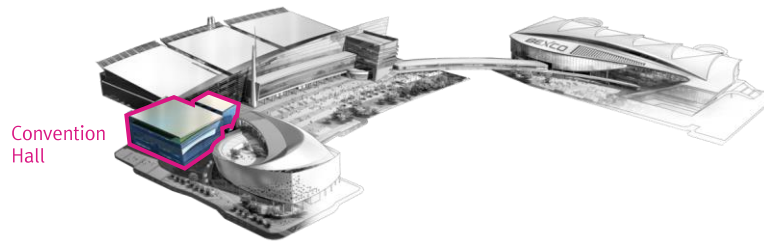


Influence

Marketing communications
with positive influence on consumers.



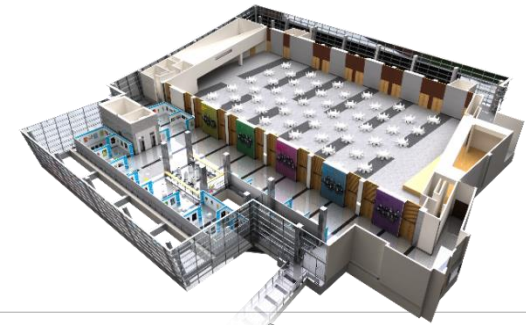
※ The venue composition is subject to change.



3F (Paid Zone)

Professional Finalists and Official Events

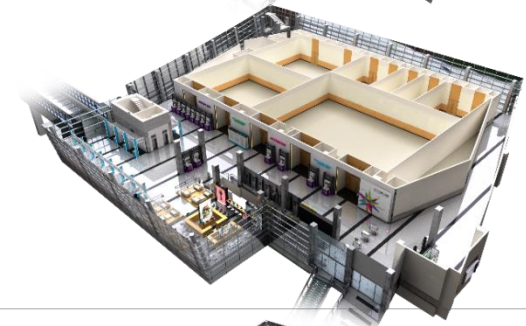
- Professional Finalists
- Finalists Kiosk
- Official Events(Opening Gala/Award Ceremony and Closing Gala)



2F (Paid Zone)

Conference, Networking and Business Promotion

- AD tech Zone (Promotion Booth)
- Networking Lounge
- Finalists Screening Room
- KIT Desk
- AD STARS Conference
- AD tech Conference
- Press Room



1F (Free Zone)

Advertising Exhibition and Lecture for Public

- Registration Desk
- Information Desk
- Sponsor Booth
- Open Conference track
- General Public Finalists
- World Public Advertising
- Creative Camp Winners Works





Official Event

- ▶ Opening Gala
- ▶ Closing Gala
- ▶ Awards
- ▶ Networking Party

Exhibition

- ▶ Finalist
(General Public, Professional)
- ▶ World Public Service Ad.
- ▶ AD tech Zone
- ▶ Promotion Booth

Conference

- ▶ AD STARS track
- ▶ AD Tech track
- ▶ Open Conference track

Competition

- ▶ Young Stars AD Competition
 - ▶ New Stars AD Competition
 - ▶ Creative Camp
- 

Program

- Official Event



- Exhibition



Program

AD STARS 2019

– Conference



- Competition



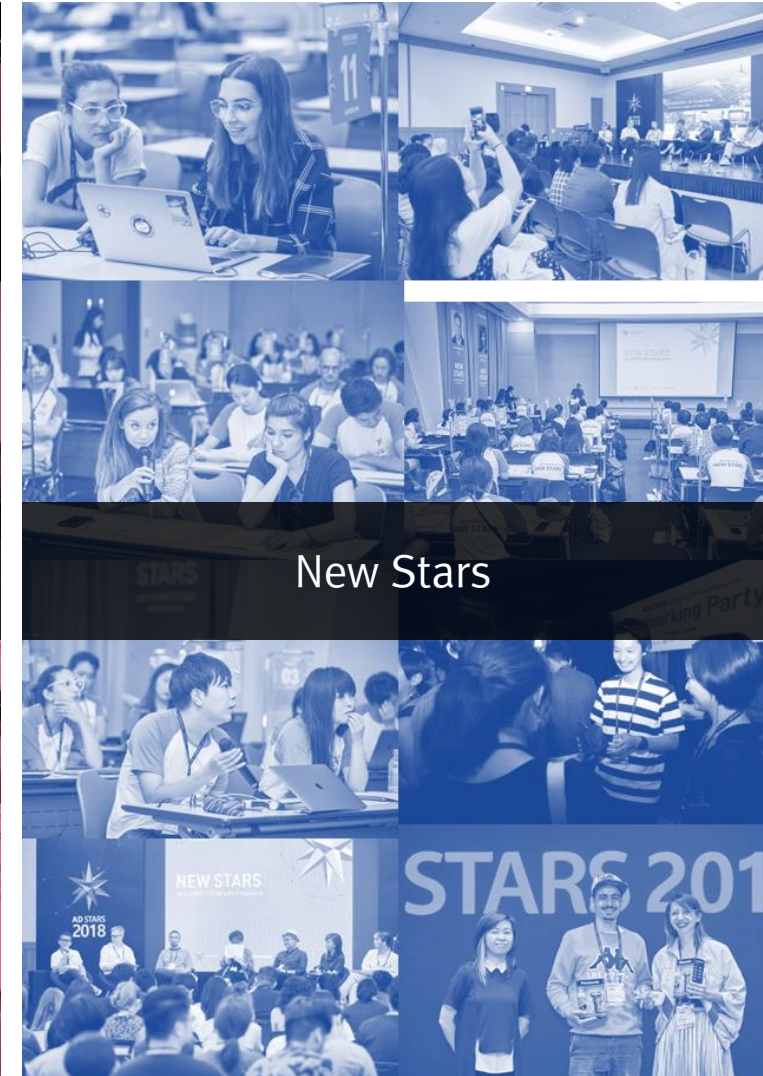
Creative Camp

“Creative Camp is a program for developing creativity and competition for teenagers”



Young Stars

“Young Stars AD competition aims to find and support promising future creatives around world”



New Stars

“New stars AD competition is for junior advertising professionals with less than 3 years experience or under 30 around the world”

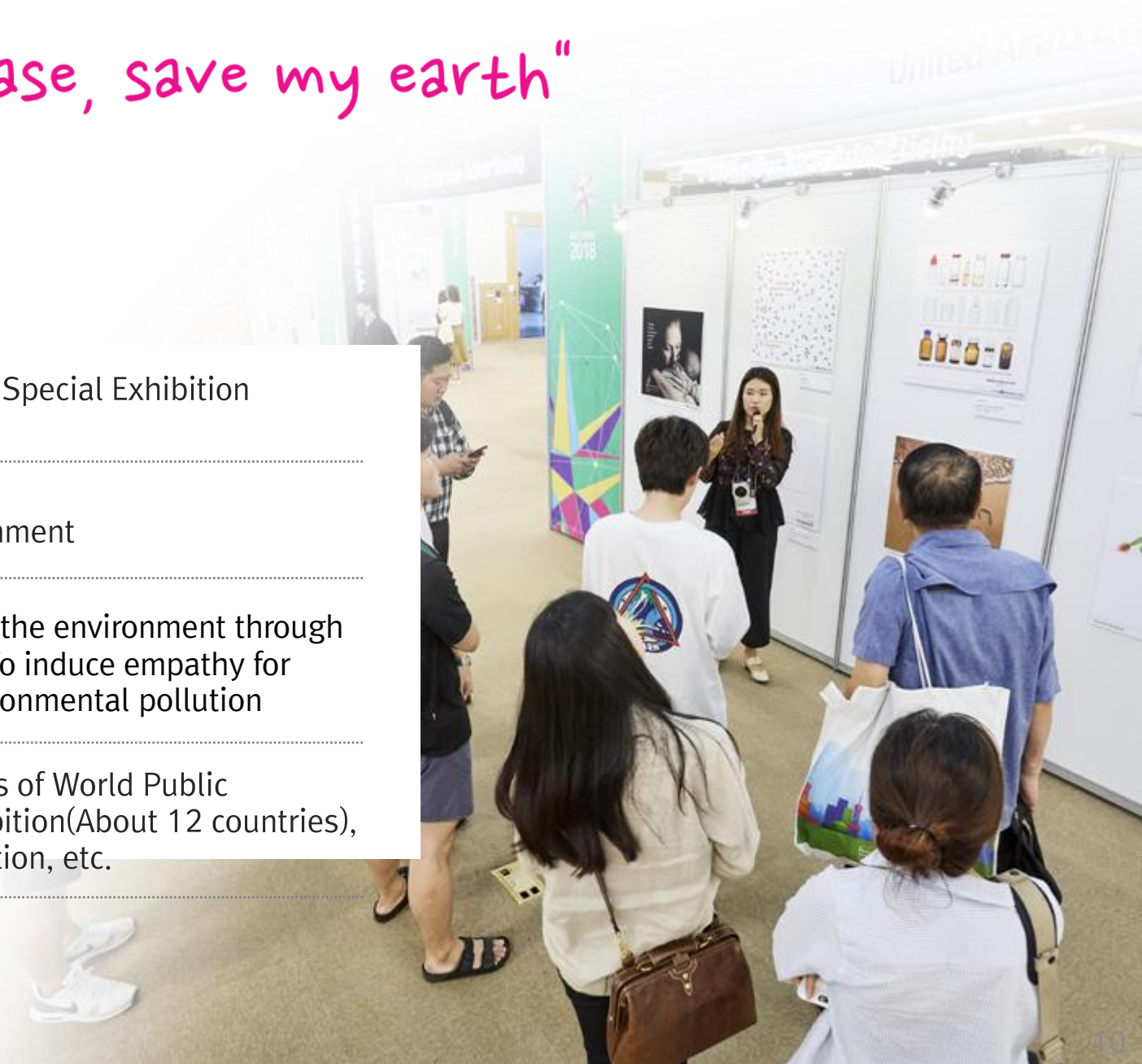
“please, save my earth”

- ▶ **TITLE** World Public Advertising Special Exhibition
“please, save my earth”

- ▶ **THEME** Protection Of The Environment

- ▶ **PURPOSE** Introduce how to protect the environment through advertising campaigns, To induce empathy for methods to prevent environmental pollution

- ▶ **CONTENTS** Exhibition and screenings of World Public Advertising Special Exhibition(About 12 countries), Experience resource rotation, etc.



★ Works requirement

1. Print : 20 ~25 pieces(Executed after January 1st in 2018)
 - Format : JPG
 - Resolution : 300dpi (It will be printed 60X40cm)
 - Short description of each campaign (MS Word file)
2. Film : 20 ~ 30 pieces(Executed after January 1st in 2018)
 - Format : .MP4, .AVI (Not available .MOV)
 - Print & Film Deadline : Send them to me by 31 May

※ Write a message in English that you want to convey the campaign title, copy, etc. in the attached excel file.

★ Example



Title : Protect Forest to Protect Animals

- ENG
When human deforest, it not only causes the environmental problems but also affects animals negatively.

- KOR
숲이 사라지면 동물들도 사라진다. 인간에 의한 숲의 황폐화는 환경적 문제를 초래할 뿐만 아니라 동물들에게도 부정적 영향을 미친다.



Title : Smile Mask

- ENG
When Hope Bridge's logo is upside down, it looks like smiling. So, we are going to create Smile Mask with upside-down Hope Bridge logo and give it to the workers.

- KOR
미세먼지 해결을 위해 일하는 비정규직인 Hope Bridge의 로고를 거꾸로 하면 미소를 짓고 있는 것처럼 보인다. 우리는 Hope Bridge 로고를 거꾸로 돌린 "스마일 마스크"를 야외에서 사람들에게 배포하였다.



Title : Emart Seed Coupon

- ENG
It's a environment friendly DM, Seed is in the paper, seeds in a seed shape. It dose not make any trash, also it can be a environment movement.

- KOR
씨앗 모양의 종이에 씨앗을 담은 것이 아이디어의 핵심이다. 이 DM은 쓰레기를 만들지 않으면서 환경보호도 할 수 있다.

★ Example(Caption)

AD STARS 2018

Public Service Advertising

Italy

Recycling aluminum is easy. Thanks to separate collection.

#NOTJUSTCANS - Aluminum packaging—it's all 100% recyclable, forever.

Not just beverage cans, but also cooking trays, food cans, spray cans, toothpaste and other tubes, thin sheets like aluminum foil or yogurt seals, plus caps and lids—all of these can be recycled, giving life to new products and saving huge amounts of material and energy.

CIAL, a non-profit consortium

알루미늄 재활용은 쉽습니다. 분리수거 감사합니다.

알루미늄 포장재는 100% 무한 재활용 가능합니다.

음료수 캔, 그릇과 통조림 캔, 스프레이 용기, 튜브 용기, 알루미늄 포일, 요거트 용기 등은 모두 재활용할 수 있습니다.

재활용으로 자원과 에너지를 절약해 주세요

비영리컨소시엄 CIAL

AD STARS 2018

Public Service Advertising

Russia

All proud of their native nature. Only 1% of Russians save the nature.

Change it on WWF.RU. Vladimir Pozner supports projects of WWF for saving Snow Leopard

WWF

누구나 자연을 자랑스러워 하지만 러시아인 1%만 자연보호에 참여합니다.

블라디미르 포즈너는 WWF의 눈표범 보호 운동을 지지합니다.

WWF

AD STARS 2018

Public Service Advertising

Russia

60 million tons of trash Russian people produce per year. 20% of the trash produces in Moscow. Every people produce about 400 kg of trash per year, which is like an average weight of a bear. Choose a destiny for your waste!

1.On the Dump 2.On the Burning station 3.On Recycling
Choice is up to you! Learn more on [просторазделяй.рф](#)

러시아인의 쓰레기는 매년 6천만 톤, 그중 20%가 모스크바에서 나옵니다. 1인당 매년 400kg를 배출합니다.

곰 한 마리의 평균 무게죠. 쓰레기의 운명을 미리 정해주세요!

1. 매립지 2. 소각로 3. 재활용 - 당신에게 달려 있습니다! [просторазделяй.рф](#) 에서 알아보세요.

ERA 재단

AD STARS 2018

Public Service Advertising

Japan

They go to a distant "waterhole" to find water multiple times a day.

There are kids who carry polytanks instead of their bookbags. We must reduce the number of such kids. Support WaterAid Japan to give everyone in the world access to clean water.

WaterAid

물을 구하기 위해 멀리 "물 웅덩이" 까지 하루에도 몇 번씩 왔다 갔다 한다.

책가방 대신에 폴리탱크를 짊어져야만 하는 아이들. 그런 아이들을 한 명이라도 줄여나가야 한다. 모든 세상사람들이 깨끗한 물을 마실 수 있도록. 워터에이드 재팬에 힘을 모아 주세요.

WaterAid

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