

Multiple Ad Stars entries ready for judging

Of the 18,000+ entries to this year's Ad Stars awards, professionals working in the advertising, design, digital and production industries entered over 14,200. Over 3,800 entries were received from non-professionals, including students and people with an interest in advertising, who do not work in the industry.



An international panel of remote jurors is now judging entries to determine this year's finalists. In August, our executive jury will decide this year's Grand Prix, Gold, Silver and Bronze winners. Winners will be revealed at the 9th Ad Stars festival, a three-day festival of ideas and creativity that will run from 25-27 August 2016 in Busan, South Korea.

The most popular categories entered include Print (3,000+ entries), Outdoor (2,900+ entries), Design (1,300+ entries), Promotion (1,100+ entries), Interactive (1,100+ entries), and Media and Public Service Advertising (each received 1,000+ entries).

"From its local origins in South Korea, Ad Stars has grown into a global event with a unique point of difference in just eight years. We are pleased to have attracted so many entries again this year and we'd like to thank everyone who took the time to enter," says Eui Ja Lee, co-chairperson of the Ad Stars Executive Committee.

The competition offers a level playing field for agencies and production companies by virtue of the fact that almost all of its 18 categories are free to enter. Only the Integrated category has an entry fee attached to it, which makes the festival accessible to agencies, regardless of size or location.

It is also the only global advertising festival to reward two US \$10,000 cash prizes to its Grand Prix of the Year winners as means of nurturing and supporting creative talent. For more information, go to www.adstars.org.

For more, visit: <https://www.bizcommunity.com>