< Promotion Video >

- Promotion Video -

Application period: June 2 (Mon) - August 5 (Tue), 2025

Guide for Promotion Video Category

Show Me Your Korea!

**Share your everyday Korean experiences with us through video.**

• Create a 2–3 minute promotion video on the theme “My Korea Story,” blending your own ideas with elements of Korea that have become part of your everyday life.

• Create a video promoting Korea by showcasing everything Korean that has become a part of daily life, including K-POP, K-CULTURE, and K-FOOD.

• You can submit various types of horizontal videos, including cinematic films, music videos, 3D motion graphics, animations, and media art.

 **Contest Theme**

- Produce a video that incorporates Korea as a theme woven into your daily life.

- You can submit various types of horizontal videos, including cinematic films, music videos, 3D motion graphics, animations, and media.

**Who Can Apply**

- Foreigners (Participation is allowed individually or as a team. For teams, prizes and benefits are awarded as if to one person)

**Submission Guidelines**

- Original video: Length of 2-3 minutes, in Full HD 1920x1080

**Submission Criteria**

➊ Upload on your personal YouTube channel and set to public.

➋ Required hashtags: #talktalkkorea2025 #ttk2025

➌ Include a self-introduction (including your nationality) and a detailed description of the work when uploading.

➍ Include information regarding any sound sources used.

\* To submit your contest entry, you must post it to your personal social media and YouTube channels and then provide the link.

\* The original submission of the work is only required from the finalists (1,000 entries after the first round of judging). Notifications will be sent individually.

\* Finalists are required to submit the original files, and failure to meet the submission requirements may lead to disqualification.

**How to Submit**

**-** Go to the official Talk Talk Korea 2025 website → Select the Promotion Video category → Click “Participate” and submit your link

\* Please register and log in before submitting your contest entry.

\* Entries without a title and description may be excluded from the judging process.

**Award Benefits**

**-** The best work across all five categories (Grand Prize) will receive the Minister of Culture, Sports and Tourism Award (one team or individual).

**🥇 1st Place (1 entry)**

Korean culture experience voucher
(8 nights, 9 days)

**🥈 2nd Place (1 entry)**

USD 1,000 worth of digital prizes

**🥉 3rd Place (2 entries)**

USD 600 worth of digital prizes

**🏆 4th Place (2 entries)**

USD 300 worth of digital prizes

**🏆 5th Place (10 entries)**

USD 200 worth of digital prizes

**🏆 Participation Award (44 entries)**

USD 20 worth of digital prizes

★ 2nd through 5th place winners will receive Amazon e-gift cards. However, the distribution method is subject to change.

**Announcement of Winners**

- September 26 (Fri), 2025

< Art & Craft >

- Art & Craft -

Application period: June 2 (Mon) - August 5 (Tue), 2025

Guide for Art & Craft Category

Got Talent: My Handmade Korea!

**Korean Sensibility, Crafted by Your Own Hands**

• The Beauty and Charm of Korea, Brought to Life by Your Hands

• Please incorporate the most Korean materials or elements you can think of in your work.

• Please create pieces in a free format, such as hanbok, traditional crafts, webtoons, illustrations, calligraphy, animations, etc., and submit them as images and creation videos.

**Contest Theme**

- Create a piece centered on the most uniquely Korean subject or element from your own perspective.

- Participation is open to any form without restrictions, including hanbok, traditional crafts, webtoons, illustrations, calligraphy, animations, etc.

**Who Can Apply**

- Foreigners (individual participation)

**Submission Guidelines :**submit both the original images and a making-of video

- Image: Drawn on paper measuring 210mm × 297mm (A4, ISO 216 standard) and then scanned

- Computer graphics: Created at a resolution of 2953 x 4169 pixels and 300 dpi

- Making-of video: Produced in Full HD (1920x1080) resolution and under 5 minutes long

\* Format requirements by work type: Entries that do not meet the specified format when submitting the original for the finals may be disqualified.

**Submission Criteria**

➊ Create a work in a format of your choosing.

➋ Upload images or making-of videos of the completed work on personal social media and YouTube channels, ensuring the privacy setting is set to public.

➌ Required hashtags: #talktalkkorea2025 #ttk2025

➍ Include a self-introduction (including your nationality) and a detailed description of the work when uploading.

➎ Include information regarding any sound sources used.

\* To submit your contest entry, you must post it to your personal social media and YouTube channels and then provide the link.

\* The original submission of the work is only required from the finalists (1,000 entries after the first round of judging). Notifications will be sent individually.

\* Finalists are required to submit the original files, and failure to meet the submission requirements may lead to disqualification.

**How to Submit**

**-** Go to the official Talk Talk Korea 2025 website → Select the Art & Craft category → Click “Participate” and submit your link

\* Please register and log in before submitting your contest entry.

\* Entries without a title and description may be excluded from the judging process.

**Award Benefits**

**-** The best work across all five categories (Grand Prize) will receive the Minister of Culture, Sports and Tourism Award (one team or individual).

**🥇 1st Place (1 winner)**

Korean culture experience voucher (8 nights, 9 days)

**🥈 2nd Place (1 winner)**

USD 1,000 worth of digital prizes

**🥉 3rd Place (2 winners)**

USD 600 worth of digital prizes

**🏆 4th Place (2 winners)**

USD 300 worth of digital prizes

**🏆 5th Place (10 winners)**

USD 200 worth of digital prizes

**🏆 Participation Award (44 winners)**

USD 20 worth of digital prizes

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**Announcement of Winners**

- September 26 (Fri), 2025

< Photo Book >

- Photo Book -

Application period: June 2 (Mon) - August 5 (Tue), 2025

Guide for Photo Book Category

Pick & Paste, Bling It On!

**A photo book reflecting your personal style and showcasing Korean sensibility**

• A special ‘My Korea Collage’ capturing the aspects of Korean culture you love

• Create a unique photo book using collage techniques, such as mix in landscape photos, illustrations, Korean-themed stickers, images of K-pop artists, drama scenes, food, and more.

• Free to participate using any method, whether it’s a digital collage or a handmade one using cut-and-paste techniques.

• Feel free to create in any form as there are no limits. Decorate diaries, yearbooks, corkboards, and more.

\* submit both the original images and a making-of video

**Contest Theme**

- Gather materials related to Korea that reflect your tastes and decorate a photo book using collage techniques.

​- Participation is open in any form without restrictions, including decorating diaries, yearbooks, corkboards, etc.

**Who Can Apply**

- Foreigners (individual participation)

**Submission Guidelines :**submit both the original images and a making-of video

- Work image (original): Minimum resolution of 2953 x 4169 pixels / Resolution of 300 dpi or higher

- Making-of video: Produced in Full HD (1920x1080) resolution and under 5 minutes long

\* Format requirements by work type: Entries that do not meet the specified format when submitting the original for the finals may be disqualified.

**Submission Criteria**

➊ Create a photo book in a free format using collage techniques, incorporating photos, illustrations, images of K-POP artists, food, and other materials related to Korea.

➋ Upload images or making-of videos of the completed work on personal social media and YouTube channels, ensuring the privacy setting is set to public.

➌ Required hashtags: #talktalkkorea2025 #ttk2025

➍ Include a self-introduction (including your nationality) and a detailed description of the work when uploading.

➎ Include information regarding any sound sources used.

\* To submit your contest entry, you must post it to your personal social media and YouTube channels and then provide the link.

\* The original submission of the work is only required from the finalists (1,000 entries after the first round of judging). Notifications will be sent individually.

\* Finalists are required to submit the original files, and failure to meet the submission requirements may lead to disqualification.

**How to Submit**

**-** Go to the official Talk Talk Korea 2025 website → Select the Photo Book category → Click “Participate” and submit your link

\* Please register and log in before submitting your contest entry.

\* Entries without a title and description may be excluded from the judging process.

**Award Benefits**

**-** The best work across all five categories (Grand Prize) will receive the Minister of Culture, Sports and Tourism Award (one team or individual).

**🥇 1st Place (1 winner)**

Korean culture experience voucher
(8 nights, 9 days)

**🥈 2nd Place (1 winner)**

USD 1,000 worth of digital prizes

**🥉 3rd Place (2 winners)**

USD 600 worth of digital prizes

**🏆 4th Place (2 winners)**

USD 300 worth of digital prizes

**🏆 5th Place (10 winners)**

USD 200 worth of digital prizes

**🏆 Participation Award (44 winners)**

USD 20 worth of digital prizes

★ 2nd through 5th place winners will receive Amazon e-gift cards. However, the distribution method is subject to change.

**Announcement of Winners**

- September 26 (Fri), 2025

< Meme & Trend >

- Meme & Trend -

Application period: June 2 (Mon) - August 5 (Tue), 2025

Guide for Meme & Trend Category

Short! Sharp! Shine!

**Be a trendsetter!**

• Join the emerging short-form and meme culture among the Korean MZ generation.

• Dopamine-stimulating memes and trends inspired by Korean entertainment shows, dramas, and YouTube creators. Give it a try!

• Create short content centered around Korean memes and trends, including humorous parody videos, globally adapted new memes, and new trends in Korean culture that you want to lead.

**Contest Theme**

- Create short content focused on memes and trends that are currently popular in Korea.

- Humorous parody videos, globally adapted new memes, and trends in Korea that you want to lead.

**Who Can Apply**

- Foreigners (Participation is allowed individually or as a team. For teams, prizes and benefits are awarded as if to one person)

**Submission Guidelines**

- Short videos ranging from 15 to 60 seconds (e.g., YouTube Shorts, Instagram Reels, etc.)

- Resolution: Must be Full HD (1080x1920) or higher, and only vertical videos will be accepted.

\* Format requirements by work type: Entries that do not meet the specified format when submitting the original for the finals may be disqualified.

**Submission Criteria**

➊ Upload on personal social media and YouTube channels, ensuring the privacy setting is set to public.

➋ Required hashtags: #talktalkkorea2025 #ttk2025

➌ Include a self-introduction (including your nationality) and a detailed description of the work when uploading.

➍ Include information regarding any sound sources used.

\* To submit your contest entry, you must post it to your personal social media and YouTube channels and then provide the link.

\* The original submission of the work is only required from the finalists (1,000 entries after the first round of judging). Notifications will be sent individually.

\* Finalists are required to submit the original files, and failure to meet the submission requirements may lead to disqualification.

**How to Submit**

**-** Go to the official Talk Talk Korea 2025 website → Select the Meme & Trend category → Click “Participate” and submit your link

\* Please register and log in before submitting your contest entry.

\* Entries without a title and description may be excluded from the judging process.

**Award Benefits**

**-** The best work across all five categories (Grand Prize) will receive the Minister of Culture, Sports and Tourism Award (one team or individual).

**🥇 1st Place (1 entry)**

Korean culture experience voucher
(8 nights, 9 days)

**🥈 2nd Place (1 entry)**

USD 1,000 worth of digital prizes

**🥉 3rd Place (2 entries)**

USD 600 worth of digital prizes

**🏆 4th Place (2 entries)**

USD 300 worth of digital prizes

**🏆 5th Place (10 entries)**

USD 200 worth of digital prizes

**🏆 Participation Award (44 entries)**

USD 20 worth of digital prizes

★ 2nd through 5th place winners will receive Amazon e-gift cards. However, the distribution method is subject to change.

**Announcement of Winners**

- September 26 (Fri), 2025

< 80th Liberation Day >

- Special Contest : 80th Liberation Day -

Application period: June 2 (Mon) - August 5 (Tue), 2025

Guide for 80th Liberation Day Category

**80th Anniversary of Liberation**

Creative Commemoration Contest!

• Create your own unique content that reflects the meaning of #LiberationDay, #80th #Anniversary and themes of #Commemoration, #Progress, and #Future.

• Feel free to create promotional videos, memes & trends, art & crafts, photo books, and more!

• Express the achievements of South Korea over the past 80 years since liberation in creative content that can be celebrated by people around the world.

• Liberation Day (Gwangbokjeol)

Gwangbokjeol, observed on August 15, commemorates Korea’s liberation from Japanese colonial rule in 1945 and the restoration of national sovereignty.

The year 2025 marks the 80th anniversary of this historic milestone, a significant moment of remembrance and reflection for the nation.

**Contest Theme**

- Express a message commemorating the 80th anniversary of liberation in your own unique way.

- Themes commemorating the 80th anniversary of liberation, reflecting on your country's independence and wars, as well as materials related to Korea’s Liberation Day, etc.

- Promotion Video (under 180 seconds), Meme & Trend (under 60 seconds), Art & Craft, Photo Book - format is open.

- The topics below are examples. Please feel free to create content commemorating Korea’s liberation that goes beyond these themes.

**Example Topic 1.**Creating content related to Korea’s liberation: A celebratory performance reenacting the moment of liberation, reading the Declaration of Independence, making works inspired by symbols like the Independence Gate or The Independent newspaper, or designing and printing a Taegukgi (Korean flag) to celebrate Liberation Day

**Example Topic 2.**Sharing the values of freedom and peace: Educating neighbors and future generations about the significance of Korea’s liberation

**Example Topic 3.**Content about those who dedicated themselves to liberation: Introducing Korean independence activists you admire, comparing Korean independence activists with figures from your own country, and learning about fellow countrymen who supported Korea’s independence, etc.

**Example Topic 4.**Stories of Korea rising above hardships following liberation: Creatively expressing themes such as war and peace, industrialization, and democracy through webtoons, illustrations, videos, etc.

**Who Can Apply**

- Foreigners (Participation is allowed individually or as a team. For teams, prizes and benefits are awarded as if to one person)

**Submission Guidelines**

- Promotion video: Between 2 and 3 minutes long, in Full HD (1920x1080) resolution or higher

- Meme & Trend: Between 15 and 60 seconds long, in Full HD (1080x1920) resolution or higher

- Art & Craft, Photo Book (submit both the original images and a making-of video)

• Image: Drawn on paper measuring 210mm × 297mm (A4, ISO 216 standard) and then scanned

• Photo: Minimum resolution of 2953 x 4169 pixels, with a resolution of 300 dpi or higher

• Making-of video: Produced in Full HD (1920x1080) resolution and under 5 minutes long

\* Format requirements by work type: Entries that do not meet the specified format when submitting the original for the finals may be disqualified.

**Submission Criteria**

➊ Create a work that freely embodies the spirit of commemorating the 80th anniversary of Korea’s liberation (the use of artificial intelligence is not allowed).

➋ Upload images or making-of videos of the completed work on personal social media and YouTube channels, ensuring the privacy setting is set to public.

➌ Required hashtags: #talktalkkorea2025 #ttk2025

➍ Include a self-introduction (including your nationality) and a detailed description of the work when uploading.

➎ Include information regarding any sound sources used.

\* To submit your contest entry, you must post it to your personal social media and YouTube channels and then provide the link.

\* The original submission of the work is only required from the finalists (1,000 entries after the first round of judging). Notifications will be sent individually.

\* Finalists are required to submit the original files, and failure to meet the submission requirements may lead to disqualification.

**How to Submit**

**-** Go to the official Talk Talk Korea 2025 website → Select the Special category (80th Anniversary of Liberation) → Click on “Participate” and then submit your link

\* Please register and log in before submitting your contest entry.

\* Entries without a title and description may be excluded from the judging process.

**Award Benefits**

**-** The best work across all five categories (Grand Prize) will receive the Minister of Culture, Sports and Tourism Award (one team or individual).

**🥇 1st Place (1 entry)**

Korean culture experience voucher (8 nights, 9 days)

+ USD 2,000 worth of digital prizes

**🥈 2nd Place (1 entry)**

USD 1,000 worth of digital prizes

**🥉 3rd Place (2 entries)**

USD 600 worth of digital prizes

**🏆 4th Place (2 entries)**

USD 300 worth of digital prizes

**🏆 5th Place (10 entries)**

USD 200 worth of digital prizes

**🏆 Participation Award (44 entries)**

USD 20 worth of digital prizes

★ 1st through 5th place winners will receive Amazon e-gift cards.

However, the distribution method is subject to change.

**Announcement of Winners**

- September 26 (Fri), 2025

< 5개분야 공통 영역 - 유의사항 >

**Important Notes for Contest Participation**

**1.**Participants can submit multiple entries for the contest, and it’s possible to receive duplicate awards as long as they are in different categories.

**2.**The invitation event for visiting Korea is limited to one person, even for teams.

**※ If you can cover your airfare, accommodation, and other personal expenses, you may participate in the invitation event after prior consultation.**

**※ If a winner is unable to visit Korea due to personal circumstances, the prize may be modified.**

**3.** Entries that are marked as ‘private’ or ‘unlisted’ will be excluded from the judging process.

**4.** If the account where the work is uploaded is set to ‘private,’ it will be excluded from the judging process.

**5.** Only original works created and uploaded after 2025 are eligible for submission, and duplicate entries that have been submitted to other contests are not permitted.

**6.** If you are using original music, please make sure to include that information. If copyright issues arise from sources used in the work, such as music or images of celebrities, the entry may be excluded from the judging process, and any related issues must be resolved by the participant themselves.

**7.** The copyright (moral rights and economic rights) of works submitted to the contest belongs to the entrant as the creator. However, the Ministry of Culture, Sports and Tourism is deemed to have provided fair compensation by awarding the announced prize money or benefits for the winning works. The Ministry retains the rights to utilize the economic rights of the winning works (including reproduction rights, performance rights, broadcasting rights, exhibition rights, distribution rights, rental rights, and rights to create derivative works) to showcase them on Ministry channels and promote Korean culture.

**8.**Prizes may change without prior notice due to shipping circumstances, and any taxes incurred upon receipt of the prizes must be confirmed and paid by the recipient.

**9.**In the event of copyright issues, disqualification may occur even after winners are confirmed. If such issues arise after the award, the award may be revoked, and the certificate and prize money must be returned as a matter of principle.

**10.** If it is confirmed that the submitted work is not your own, is a copy (including cases from abroad), or is a work generated with the assistance of artificial intelligence and not an original creation by the individual, it may result in

disqualification.

**11.** If the work defames others or contains illegal information, it may result in disqualification. All disputes and any civil or criminal liabilities related to this are the sole responsibility of the entrant.

**12.** If the entry deviates from the contest theme or does not follow the submission specifications, it may be excluded from the judging process.

**13.** If the work contains illegal or sexually suggestive content, it may lead to disqualification.

**14.** Minors under the age of 14 must obtain consent from a legal guardian to participate; by submitting an entry, you confirm that this consent has been granted. The submitter is solely responsible for any related issues.

**15.** Works by foreigners are protected under the treaties to which the Republic of Korea is a party.

**16.**All entries must not violate the portrait rights, copyrights, intellectual property rights (including sound sources, videos, images, illustrations, and fonts), or any other related rights of third parties. In case of any disputes regarding plagiarism or misappropriation, all civil and criminal legal responsibilities lie solely with the entrant.

**17.** If identical or similar works are submitted, the award-winning entries will be chosen based on the order in which they were submitted, and any subsequent entries will be excluded from award consideration.

**18.** If there is a possibility of infringing on portrait rights (such as works that feature recognizable individuals), consent for portrait rights must be obtained. If requested by the organizers, a consent form must be submitted. By submitting

the work, it will be assumed that “consent for portrait rights” has been obtained, and the submitter is solely responsible for any related issues.

**19.**The finalist works will be verified by the organizers and will be publicly displayed on the website for about seven days for online voting. During this time, feedback from netizens regarding any irregularities will also be collected.

**※ Acceptance of objections concerning works that are similar to those awarded in other contests, existing works, or  works published through other media.**

**20.**Any disadvantages resulting from a lack of information about the rules and guidelines are the responsibility of the contest participants.