

Korea hosts 2020 food video contest for foreigners

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The slogan of this competition is #Play Korean Food, which was prepared to share the way people from various languages can enjoy Korean food in their daily lives, as it is difficult to go out due to Corona 19.

The contest is in two formats. It is a contest of cooking (cookbang) of Korean food and eating (mukbang). In particular, it is noteworthy that as an online contest targeting the world, the contest attracts foreigners' participation by focusing on powerful influencers' promotion on social media.

The total prize money is USD 37,000, and a total of 32 works will be selected and presented online after the result of summing the views and likes of the received video and a second evaluator screening.

The application period for the contest is from November 30 to December 6, and the official website provides support in seven languages.