

WASHZ Character Contest Launches with US\$15,000 Prize Pool

SEOUL, HONG KONG, April 28, 2025 / EINPresswire.com/ -- BASH Co., Ltd. (CEO: Tae Shik Cho, hereinafter "BASH") announces the "1st [WASHZ](#) Character Utilization Contest" featuring five laundry themed characters and a US\$15,000 prize pool.

Running from April 23 to May 31, 2025 (6:00 PM KST), the contest includes divisions for children, youth, and adults. Participants can create merchandise designs, short videos, comics, or emojis using WASHZ characters representing detergent, water, laundry ball, fabric softener, and soap bubbles.

Winners will receive internship opportunities and chances to commercialize their creative works. BASH specializes in IP licensing and animation production, with WASHZ characters inspired by kindergarten nap blanket laundry services.

BASH will participate in the Seoul Pavilion at the Hong Kong International Licensing Show ([HKILS](#)) starting on the 28th at the Hong Kong Convention and Exhibition Centre (HKCEC), seeking B2B collaborations.

Contest details and character information are available via QR codes on the poster and at www.neat-boys.com/washzcontest, as well as on the official WASHZ Instagram account.

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Visit us on social media:
[Instagram](#)



The poster for the 2025 WASHZ Character Design Contest features a light blue background with a grid pattern. At the top, it says "BASH" and "WASHZ" in blue. Below them is a washing machine and a laundry basket. The main title "2025 WASHZ CHARACTER DESIGN CONTEST" is in bold, followed by "HELLO WASHZ" in large, stylized letters. The contest dates "2025.04.23-05.31 18:00" are prominently displayed. The poster includes a table of awards, a list of entry categories, and a contact email. It also features QR codes for the website and Instagram, and logos for HKILS and Jetsen yihe Technology Industry.

2025 WASHZ CONTEST

THEME
Production Design using WASHZ Characters

SUBMISSION PERIOD
2025.04.23 - 05.31

HOW TO APPLY
Via Website (QR)

ENTRY CATEGORIES
General : Age 19 and over
Youth : Age between 13 and 18
Children : Age between 7 and 12

DESIGN FIELD
Instagram Comics (webcomics)
Shorts/Reels (animation)
Merchandise, Emojis
*Specification Details on Website

AWARDS (Total 15,000 USD)

Category	General	Youth	Children
Grand	4,000 usd		
Golden	1,500 usd	1,500 usd	1,500 usd
Excellence	750 usd	750 usd	750 usd
Special	750 usd		

Contact
washz_competition@neat-boys.com
-Click 'Character Intro' on Website to download
-Refer to WASHZ Instagram (@washz_official)

HKILS
Hong Kong International Licensing Show
香港國際授權展

Jetsen yihe Technology Industry

THIS IS A COMPETITION!

WASHZ CONTEST POSTER

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