



2018 GALAXY Awards  
Grand Winners  
Book

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# 2018 GALAXY Awards Judges

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## **AIR**

*Maryland, MD*

Martha Mater – Manager, Creative Services

## **BGA PUBLISHING, INC**

*Brightwaters, NY*

Beau Gardner - President

## **BURGESS STRATEGIC MARKETING SERVICES**

*Troy, MI*

Sandra J. Burgess – Owner

## **CHINA UNICOM (HONG KONG) LIMITED**

*Wanchai, HONG KONG*

Michelle Lam – Assistant Company Secretarial  
Manager

Enrica Lee – Assistant Company Secretary

## **DONNELLEY FINANCIAL SOLUTIONS HONG KONG LIMITED**

*Central, HONG KONG*

Koobe Chow – Designer

Ling Ma – Designer

Jason Tai – Senior Designer

## **H2H CONSULTING**

*Troy, MI*

Kendra Corman – Managing Director

## **HETERMEDIA SERVICES LIMITED**

*Central, HONG KONG*

Charles Ho – Design Manager

Orling Or – Business Development Director

Vanessa Yeung - Business Development Director

## **i.LINK GROUP LIMITED**

*Central, HONG KONG*

Hidy Shum – Assistant General Manager

## **INBRAX CHILE**

*Santiago, CHILE*

Tomas Clemencic – Digital Art Director

Rodrigo Gallardo – Art Director

Nicolay Guzman – Art Director

## **KD1 DESIGNAGENTUR**

*Cologne, GERMANY*

Prof. Rudiger Quass von Deyen – Partner &  
Creative Director

## **M&M CONSULTANCY**

*Shatin, HONG KONG*

Mike Moulders – Principal Brand Design Consultant

## **MUBADALA INVESTMENT COMPANY**

*Abu Dhabi, UAE*

Libby Hennigar – Senior Assistant Manager

## **REF FINANCIAL PRESS LIMITED**

*Central, HONG KONG*

Shing Chan – Associate Creative Director

Alex Choi – Creative Director

Jerry Lam – Associate Creative Director

## **SS DIGITAL MEDIA**

*Troy, MI*

Laura Oliveto – VP-Marketing & Public Relations

**STAGG & FRIENDS GMBH**

*Duesseldorf, GERMANY*

Adone Kheirallah – Managing Partner

Pascal Jodocy – Project Manager

**STAN GELLMAN GRAPHIC DESIGN**

*St. Louis, MO*

Mary Meuhlemann – Designer

Teresa Thompson – President

Brian Wakeland – Senior Director

**SUDEN AD AGENCY**

*Stuttgart, GERMANY*

Sven Ruhs – Creative Director

**TAYBURN**

*Istanbul, TURKEY*

Ronaldo Manosa – CEO

Volkan Satici – Art Director

Ediz Usman – Client Relations Director

**TOPPAN MERRILL**

*Central, HONG KONG*

Albert Ng – Assistant Art Director

Anita Tang – Assistant Art Director

Bob Yun – Assistant Art Director

**UNITED THERAPEUTICS**

*Silver Spring, MD*

Bill Rock – Creative Director

Randy Scope – Media Specialist

**VOKDAMS EVENTS & LIVE MARKETING**

*Wuppertal, GERMANY*

Claudia Koehler – Corporate Vice President

# Best of Show

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CLP HOLDINGS LIMITED

*CLP "A Century of Power" Launch*

NOMINATOR

Shirley Lam  
Assistant Public Affairs Manager  
CLP HOLDINGS LIMITED  
8 Laguna Verde Avenue  
Hung Hom  
HONG KONG  
shirley.lam@clp.com.hk  
<http://www.clpgroup.com/>

# Best of Advertising

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LES AMPUTÉS DE GUERRE

*Jacob*

NOMINATOR

Jodi Bent  
Production Assistant  
LES AMPUTÉS DE GUERRE  
2827 Riverside Drive  
Ottawa, ON K1V 0C4  
CANADA  
jodi.bent@waramps.ca  
[www.amputesdeguerre.ca](http://www.amputesdeguerre.ca)

# Best of Brochures

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PANTOS

*Beyond Logistics, Beside You*

NOMINATOR

Kim Jongho

President

NEOFOCUS

1803, 226, Gasan digital 1-ro, Geumcheon-gu

Seoul 08502

SOUTH KOREA

sumysu32@naver.com

[www.neofocus.co.kr/](http://www.neofocus.co.kr/)

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Manager

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[hj.jung@pantos.com](mailto:hj.jung@pantos.com)

[www.pantos.com/en/main.do](http://www.pantos.com/en/main.do)

# Best of Copywriting

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DAIMLER AG

*RoadStars powered by Mercedes-Benz Trucks*

## NOMINATOR

Ralf Mense

Managing Director

MENSEMEDIA GESELLSCHAFT FÜR NEUE MEDIEN MBH & PRH HAMBURG KOMMUNIKATION

Neumannstr. 10

40235 Düsseldorf

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www.mensemedia.net

## CLIENT

Tim Haußmann

Manager New Media

DAIMLER AG

HPC 603

70546 Stuttgart

GERMANY

# Best of Design – *Annual Reports*

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## CHINA UNICOM (HONG KONG) LIMITED *Annual Report 2017 – UNICOM IN A NEW ERA*

### NOMINATOR

Kelvin Chung  
Executive Creative Director  
SOLOMON FINANCIAL PRESS LIMITED  
Room 1703, World-wide House  
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### CLIENT

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enrica@chinaunicom.com.hk  
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# Best of Design – *Bound Publications*

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TRUMPF GMBH & CO  
*TRUe Magazine #03/04 2017*

## NOMINATOR

Kerrin Nausch  
Creative Director  
BRANDSONSPEED GMBH  
Mörlikstraße 15  
70178 Stuttgart  
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## CLIENT

Dr. Heinz-Jürgen Prokop  
CEO Machine Tools  
TRUMPF GMBH & CO  
Johann-Mauss-Strasse 2  
71254 Ditzingen  
GERMANY  
info@de.trumpf.com  
www.trumpf.com

# Best of Design – *Covers*

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## UNITED THERAPEUTICS / LAB 4 *2017 Annual RAPPOR*T

### NOMINATOR

Bill Rock  
Creative Director  
UNITED THERAPEUTICS / LAB 4  
1040 SPRING STREET  
SILVER SPRING, MD 20910  
USA  
[bill@unither.com](mailto:bill@unither.com)  
[www.unither.com](http://www.unither.com)

# Best of Design – *Various*

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## THE HONG KONG SOCIETY FOR THE AGED *40<sup>th</sup> Anniversary Design Concept*

### NOMINATOR & SPECIAL RECOGNITION

Leung Yee-mei, Maggie and Team  
Executive Director  
THE HONG KONG SOCIETY FOR THE AGED  
11/F, HKFYG Bldg.  
21 Pak Fuk Road  
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[www.sage.org.hk](http://www.sage.org.hk)

# Best of Annual Reports – *Traditional*

---

## YUHAN CORPORATION *Progress & Integrity Annual Report 2017-2018*

### NOMINATORS

Park, Suk-kyung/Lee, Jung-Ah/Nho, Yeji

AE/Art Director/Designer

IM CREATIVE

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### CLIENT

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Manager

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Seoul 06927

SOUTH KOREA

[www.yuhan.co.kr](http://www.yuhan.co.kr)

# Best of Annual Reports – *Non-Traditional*

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## CHINA UNICOM (HONG KONG) LIMITED *Annual Report 2017 – UNICOM IN A NEW ERA*

### NOMINATOR

Kelvin Chung  
Executive Creative Director  
SOLOMON FINANCIAL PRESS LIMITED  
Room 1703, World-wide House  
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www.chinaunicom.com.hk

# Best of Annual Reports – *Online*

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MERCK KGAA, DARMSTADT, GERMANY  
*Online Annual Report 2017 "350"*

## NOMINATOR

Marcel Tiene  
3ST KOMMUNIKATION GMBH  
Taunusstrasse 59-61  
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[www.3st.de](http://www.3st.de)

## CLIENT

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Frankfurter Str. 250  
64293 Darmstadt  
GERMANY  
[www.emdgroup.com](http://www.emdgroup.com)

# Best of Mobile Media

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CLP HOLDINGS LIMITED

*A Snapshot of CLP 2017 Annual Report*

NOMINATOR

Angela To  
Public Affairs Manager  
CLP HOLDINGS LIMITED  
8 Laguna Verde Avenue  
Hung Hom  
HONG KONG  
angela.to@clp.com.hk  
<http://www.clpgroup.com/>

# Best of Promotion

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HONG KONG TOURISM BOARD

*HK Neighbourhoods - Old Town Central*

## NOMINATOR

Tina Chao

General Manager, Marketing

HONG KONG TOURISM BOARD

9-11/F, 18 Whitfield Road

North Point

HONG KONG

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[www.discoverhongkong.com](http://www.discoverhongkong.com)



# Best of Public Relations - *Print*

---

KIA MOTORS

*The Future Has Begun <Move>*

NOMINATOR

Kim Jongho

President

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SOUTH KOREA

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Cho HyunJin

Manager

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www.kia.com/worldwide/main.do

# Best of Public Relations - *Campaign*

---

CLP HOLDINGS LIMITED

*CLP "A Century of Power" Launch*

NOMINATOR

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HONG KONG

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<http://www.clpgroup.com/>

# Best of Special Events – *Single Show*

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MERCK KGAA DARMSTADT, GERMANY  
*Hall of Fame der deutschen Forschung*

## NOMINATOR/CREATIVE DIRECTOR

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## ART DIRECTOR

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# Best of Special Events – *Multiple Events Campaign*

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CLP HOLDINGS LIMITED  
*CLP "A Century of Power" Launch*

NOMINATOR

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# Best of Videos

---

HONG KONG TOURISM BOARD

*Old Town Central - Old Town Central Dogs*

NOMINATOR

Tina Chao  
General Manager, Marketing  
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9-11/F, 18 Whitfield Road  
North Point  
HONG KONG  
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# Best of Websites

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## DEUTSCHE BANK AG *Information Security Campaign*

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### CREATIVE DIRECTOR

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