



# MERCURY

## EXCELLENCE AWARDS

2023 | 2024

### 2023/24 MERCURY Awards Grand Winners Book

Creative & Production Credits

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# 2023/24 MERCURY Awards Judges

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## **33 VISUAL**

*MEXICO*

Rafael Monroy – Project Director

## **ABOVE THE LINE COMPANY LIMITED**

*HONG KONG*

Candy Tong Ka Yan – Director

Vivien Wong Ho Ying – Director

## **AIR**

*USA*

Martha Mater – Manager, Creative Services

Matt Mowczko – Graphic Design

Lesla Rowe – Art Direction

## **AVILA CREATIVE**

*USA*

John Avila - Principal

## **BANK OF CHINA (HONG KONG)**

*HONG KONG SAR PRC*

Angel Yip – Deputy General Manager

## **BURGESS STRATEGIC MARKETING SERVICES**

*USA*

Sandra J. Burgess - Owner

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

*HONG KONG SAR PRC*

Michelle Lam – Senior Manager, Company Secretary  
Department

Enrica Lee – Assistant Company Secretary

## **CRE8 (GREATER CHINA) LIMITED**

*HONG KONG SAR PRC*

Wayne Cheung – Creative Director

Jefferson Chiu – Senior Art Director

Iris Lam – Art Director

Davy Li – Managing Director

## **CURRAN & CONNORS**

*USA*

Brenda Mayo – Senior Art Director

Michael McMurray – Creative Director

## **FULKRUM STUDIO & PINK POINT MEDIA**

*USA*

Dan Baron – Account/Project Director

## **GENNEX FINANCIAL MEDIA LIMITED**

*HONG KONG SAR PRC*

Corrin Chan – CEO, Managing Partner

Laetitia Wong – Associate Creative Director

Maxx Wong – Associate Creative Director

## **HETERMEDIA SERVICES LIMITED**

*HONG KONG SAR PRC*

Orling Or – Business Development Director

## **INBRAX**

*CHILE*

Cristian Chavez - Creative Director

Rodrigo Gallardo – Art Director

## **JOURNAL INTERNATIONAL THE HOME OF CONTENT**

### **GMBH (Team A)**

*GERMANY*

Stefan Endros – CEO

Gerd Giesler – CEO

Frank Kruger – Art Director

Anna Levin – Assistant to the CEOs

## **JOURNAL INTERNATIONAL THE HOME OF CONTENT**

### **GMBH (Team B)**

*GERMANY*

Dagmar Ortc – Head of Graphic Design

Isabel Schiller – Editorial Management (Head)

Simon Schmidt – Digital Head

Sandy Schneider – Graphic Design

**KERRY PROPERTIES LIMITED**

HONG KONG SAR PRC

Michelle Lam – Senior Director, Sustainability &amp; Communications

**KPR**

SOUTH KOREA

Jooho Kim - President

**M&M**

HONG KONG

Mike Moulders – Brand Design Consultant

**MEDIA GENESIS**

USA

Antoine Dubeauclard - President

**MM PARTNERS**

SOUTH KOREA

Jong-Kook Yi – CEO

**NGONG PING 360 LIMITED**

HONG KONG SAR PRC

Garrick Lam – Marketing Manager

Sharon Law – Senior Manager, Marketing &amp; Corporate Communications

**PEPPER-CLUB**

GERMANY

Sven Ruhs – Creative Director

**REF FINANCIAL PRESS LIMITED**

HONG KONG SAR PRC

Shing Chan – Creative Director

Alex Choi – Creative Director

Emmy Sin – Head of Design

**SHIAN INC.**

JAPAN

Jeffrey Canaday – Senior Editor/Writer

Kelly Mundt – Editor/Writer

Rob Nielsen – Editor

**SIX GROUP SERVICES AG**

SWITZERLAND

Matthias Bill – Head Content &amp; Publishing, SIX

**SSDM**

USA

Laura Oliveto - Manager

**STAN GELLMAN GRAPHIC DESIGN**

USA

Mary Muehlemann – Designer

Teresa Thompson – President

Bryan Wakeland – Senior Designer

**STUDIO 210, LLC**

USA

Richard Colin – Accountant

Karen Krieger – Founder, CCO

Juan Wen – Bookkeeper

**SYMRISE AG**

GERMANY

Dominik Rzepka – Director Corporate Communications

**THE HONG KONG SOCIETY FOR THE AGED**

HONG KONG SAR PRC

Chan Ka Hei, Isabel – Administration Officer

Cheung Wing Wai, Ava – Corporate Communications C

Kam Shuk Hang, Diana – Executive Director

Leung Pik Ki, Erica – Senior Officer (Administration)

Tang Shuk Yan, Rita – Senior Officer (Corporate Service)

**TOPPAN NEXUS LIMITED**

HONG KONG SAR PRC

Charlie Chan – Assistant Art Director

Jac Lam – Assistant Art Director

Sam Lam – Art Director

**UNITED THERAPEUTICS**

USA

Bill Rock – Executive Creative Director

Randy Scope – 2D, 3D Media Specialist

**YELLOW CREATIVE (HK) LIMITED**

HONG KONG SAR PRC

Rebecca So – Managing Partner

Ellen Zee – Managing Partner

# Best of Show

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NGONG PING 360 LIMITED

*The Grand Launch Campaign of Ngong Ping 360 "Crystal+"*

[https://drive.google.com/file/d/1TqYxI08TIJtbOMXq8WAtXTJ8GbLE7\\_D/view?usp=sharing](https://drive.google.com/file/d/1TqYxI08TIJtbOMXq8WAtXTJ8GbLE7_D/view?usp=sharing)

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# Best of Writing

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WASHINGTON GAS

*Gala Speech, "Angels Among Us"*

<https://tinyurl.com/mercury-wg>

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# Best of Design

---

RAMP.SPACE GMBH & CO. KG  
*The Lamborghini Book*

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<https://www.ramp.space>

# Best of Annual Reports - *Cover Design*

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## NEW WORLD DEVELOPMENT COMPANY LTD. *2023 Annual Report*

[https://cms.nwd.com.hk/downloadIR/report/202/2023annualreport\\_EN\\_0.pdf](https://cms.nwd.com.hk/downloadIR/report/202/2023annualreport_EN_0.pdf)

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[www.nwd.com.hk](http://www.nwd.com.hk)

# Best of Annual Reports– *Overall Presentation*

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HEEP HONG SOCIETY

*“Walk Together for 60 years, Nurturing Seedlings for a  
Brighter Future” 2022-2023 Annual Report*

<https://www.heephong.org/eng/tools-and-resources/publications/annual-report/annual-report-2022-23>

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<https://www.heephong.org/eng>



# Best of Annual Reports – *Specialized*

---

BEIJING ENTERPRISES URBAN RESOURCES GROUP  
LIMITED

*2022 Environmental, Social and Governance Report*

<https://www1.hkexnews.hk/listedco/listconews/sehk/2023/0427/2023042703755.pdf>

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<https://en.beur.net.cn/p/home.html>

# Best of Annual Reports– *Online - Interactive*

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## GCL TECHNOLOGY HOLDINGS LIMITED *Annual Report 2022*

<https://ar2022.gcltech.com/>

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

# Best of Brochures

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## LAND NIEDERÖSTERREICH *DRINNEN & DRAUSSEN*

[https://www.noel.gv.at/noel/Wohnen-Leben/D-D\\_1-23\\_HighRes.pdf](https://www.noel.gv.at/noel/Wohnen-Leben/D-D_1-23_HighRes.pdf)

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<https://www.noel.gv.at>

# Best of Custom Publications– *Business-to-Business*

---

## PROPELLETS AUSTRIA *das pellet*

<https://styriacontentcreation.com/flipbooks/das%20pellet%201-23/>

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Franz-Josefs-Kai 13/12-13  
Vienna 1010  
AUSTRIA  
[www.propellets.at](http://www.propellets.at)

# Best of Custom Publications– *General Audience*

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LAND STEIERMARK, FACHABTEILUNG A6  
*ZWEI UND MEHR - Steirisches Familienmagazin*

[https://media.steiermark.at/flexpaper/Zwei\\_und\\_Mehr/Ausgabe51/index.html](https://media.steiermark.at/flexpaper/Zwei_und_Mehr/Ausgabe51/index.html)

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[www.zweiundmehr.steiermark.at](http://www.zweiundmehr.steiermark.at)

# Best of Employee Publications

---

HELVETIA VERSICHERUNGEN AG

*einblicke. The magazine for Helvetia employees*

## NOMINATOR

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

## CLIENT

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Hoher Markt 10-11

Vienna 1010

AUSTRIA

<https://www.helvetia.com/>

# Best of Magazines – *Design*

---

RAMP.SPACE GMBH & CO. KG  
*ramp - Porsche Le Mans Special*

## NOMINATOR

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Editor-in-Chief

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[avdr@ramp-space.com](mailto:avdr@ramp-space.com)

<https://www.ramp.space>

# Best of Magazines – *Overall Presentation*

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RAMP.SPACE GMBH & CO. KG  
*ramp#62 - Wild Things*

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<https://www.ramp.space>



# Best of Non-Profit Organizations

---

## HONG KONG TOURISM BOARD

### *Hello Hong Kong Recovery Campaign*

#### Project Details

[https://drive.google.com/file/d/103QpgKrrCZxoqNG\\_uymPVvL7x87WzzOe/view?usp=sharing](https://drive.google.com/file/d/103QpgKrrCZxoqNG_uymPVvL7x87WzzOe/view?usp=sharing)

#### Case video

[https://drive.google.com/drive/folders/11vuYF3vMjHpTOfWrH4sKl\\_Y9m4invup4?usp=sharing](https://drive.google.com/drive/folders/11vuYF3vMjHpTOfWrH4sKl_Y9m4invup4?usp=sharing)

#### Supplementary Videos

<https://drive.google.com/drive/folders/1BgoRb0onWyKTcZGH1bKi18KN11TFwYSe?usp=sharing>

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<https://www.discoverhongkong.com>

# Best of Social Media

---

NGONG PING 360 LIMITED

*The Grand Launch Campaign of Ngong Ping 360 "Crystal+"*

[https://drive.google.com/file/d/1TqYxI08TIJtbOMXq8WAtXTJ8GblE7\\_D/view?usp=sharing](https://drive.google.com/file/d/1TqYxI08TIJtbOMXq8WAtXTJ8GblE7_D/view?usp=sharing)

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# Best of Video

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BENTLEY MOTORS LIMITED

*Three20pm x Bentley: Craftsmanship*

[https://www.instagram.com/reel/Cyvx4a2KRKd/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRIODBiNW FIZA](https://www.instagram.com/reel/Cyvx4a2KRKd/?utm_source=ig_web_copy_link&igshid=MzRIODBiNW FIZA)

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<https://www.bentleymotors.com>

# Best of Websites

---

THALIA

*Relaunch Thalia Corporate Website*

<https://unternehmen.thalia.de/>

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# Best of Promotion/Marketing

---

NGONG PING 360 LIMITED

*The Grand Launch Campaign of Ngong Ping 360 "Crystal+"*

[https://drive.google.com/file/d/1TqYxI08TIJtbOMXq8WAtXTJ8GbLE7\\_D/view?usp=sharing](https://drive.google.com/file/d/1TqYxI08TIJtbOMXq8WAtXTJ8GbLE7_D/view?usp=sharing)

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[www.np360.com.hk](http://www.np360.com.hk)

# Best of Special Events

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MASTERCARD, INC.

*Mastercard/ The Open Championship  
Sustainability and Legacy: B2B and Consumer  
Activation Reduced Carbon Footprint*

[https://files.studio210.net/\\_oppQF4AwAIZIER](https://files.studio210.net/_oppQF4AwAIZIER)

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# Best of Tourism/Travel

---

NGONG PING 360 LIMITED  
*Double Ducks@Ngong Ping 360*

<https://drive.google.com/drive/folders/1M7RGsot9dsXSdsAd-rExGnMhuEHAoZWk?usp=sharing>

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# Best of Campaigns

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*Hanwha Stationery Package 2024*

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