



2018  
**INOVA**  
**AWARDS**  
Excellence in Corporate Websites

CALL FOR ENTRIES

DEADLINE: ~~SEPTEMBER 28, 2018~~ **Extended Deadline:**  
**October 18**

APPS

CORPORATE WEBSITES

NON-PROFIT ORGANIZATIONS

ON-LINE ANNUAL REPORTS

REDESIGN/RELAUNCH

SOCIAL MEDIA

VIDEO GRAPHICS

PLUS OTHER  
MAJOR CATEGORIES!

Sponsored by:  
MerComm, Inc. –

*The World's Only  
Independent Awards Programs*

## Dear Colleague,

Since 2001, the iNOVA Awards has honored the power and the creative force of corporate websites. Winning an iNOVA helps generate publicity and win new business.

**You are guaranteed:** Judging which is fair and objective. We accept no advertising, membership fees, or outside sponsors. The judging panels are made up of top internet professionals from around the world. They are committed to recognizing the best corporate websites and raising the standards of excellence.

**Strategies for success:** By entering the iNOVA Awards, you have the opportunity to receive the judges' evaluations. The detailed scores and comments are the primary reason so many web pros nominate their best work for the iNOVA Awards. You'll find this independent feedback a great source for internal review and continual improvement.

**Build your business:** Take this professional opportunity to promote your company's or client's website to the world. We welcome you and hope to count you as a *winner* in the 18th annual iNOVA Awards competition!

Cheers,



Reni L. Witt  
President

### MISSION STATEMENT

Please see the iNOVA website at [www.mercommawards.com](http://www.mercommawards.com). Click on "Why Compete" to view the Mission Statement and the 70+ countries competing in the competitions.

"We are very pleased to be awarded the Grand Prize!"  
3ST KOMMUNIKATION GMBH  
Mainz, GERMANY

"Super news about our Silver win!  
Thanks very much."  
ACCENTURE  
Chicago, IL, USA

"Many thanks for the notification – we are delighted that SHAFTESBURY and LAING O'ROURKE are Grand Award winners, and in particular that SHAFTESBURY won the BEST IN SHOW award!"  
BLACK SUN PLC  
London, ENGLAND

"Thanks for the Grand Award."  
CHINA MOBILE LIMITED  
Central, HONG KONG

"That's wonderful news about our Bronze win!! Thanks so much!"  
EDELMAN  
New York, NY, USA

"Thank you so much for the Bronze prize!"  
FIRMSTUDIO LTD.  
Central, HONG KONG

"Thanks a lot for the grand news of our Grand Award!"  
HOFFMANN UND CAMPE VERLAG GMBH  
Hamburg, GERMANY

"We are delighted to be honored with the iNOVA Awards."  
INVESTIS LTD.  
London, GREAT BRITAIN

"Great news! Thank you for the Gold and Grand Award!"  
JWT INSIDE  
New York, NY, USA

"Wow! What a year! We are more than happy. Thank you and the great MerComm team so much for the Grand Prize! It's always so pleasant to work with you."  
LOVED GMBH  
Hamburg, GERMANY

"Thank you for our great news of our BEST OF SHOW win! We are very excited about the trophy."  
MPM MEDIA PROCESS MANAGEMENT GMBH  
Mainz, GERMANY

"We are extremely proud to receive these awards as they demonstrate the success of our internal IT department, and our commitment to technology and innovation."  
NOBLE GROUP LIMITED  
HONG KONG

"We are proud to have won an iNOVA Award for our redesigned corporate website. Thank you for the honor."  
PENTON  
New York, NY, USA

"We'll be sending out a press release announcing our client's wins."  
RUDER FINN  
New York, NY, USA

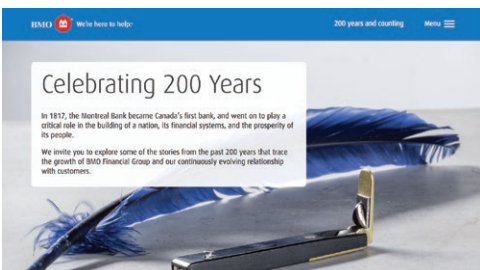
"Thank you for the good news of our Bronze Award."  
SIM GLOBAL EDUCATION  
SINGAPORE

"Great news about the Honors iNOVA Award!"  
TRIBAL DDB  
Istanbul, TURKEY

"We are very appreciative at the good news of our win."  
UNIVERSAL CORPORATE COMMUNICATIONS, INC.  
Seoul, KOREA

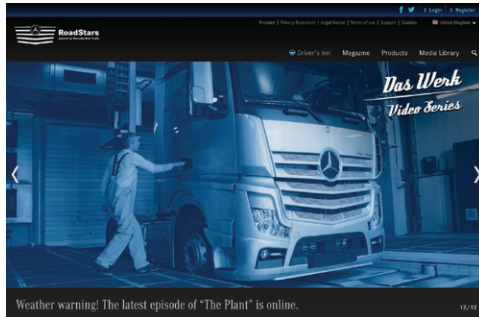
"Thanks so much for the good news about our double wins – we're delighted!"  
WARDOUR  
London, UNITED KINGDOM

# 2017 GRAND AWARD WINNERS



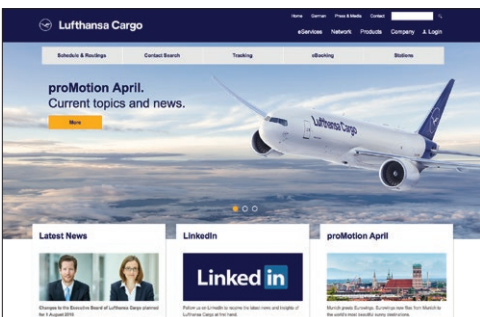
### BEST OF CORPORATE WEBSITES

BMO Financial Group  
*BMO200 History Website*  
<https://history.bmo.com/>  
(CANADA)



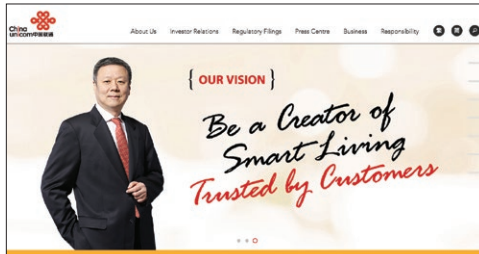
### BEST OF DIGITAL MAGAZINES

PRH Hamburg Kommunikation & MENSEMEDIA  
DAIMLER AG  
*RoadStars - Powered by Mercedes-Benz Trucks*  
[https://roadstars.mercedes-benz.com/en\\_GB/home.html](https://roadstars.mercedes-benz.com/en_GB/home.html)  
(GERMANY)



### BEST OF MOBILE APPS

PRH Hamburg Kommunikation GmbH  
LUFTHANSA CARGO AG  
*Lufthansa Cargo Company App*  
<https://lufthansa-cargo.com/home>  
(GERMANY)



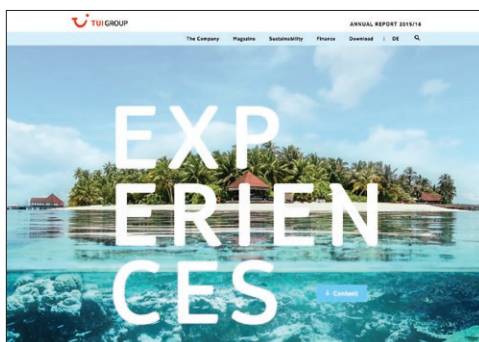
### BEST OF INVESTOR RELATIONS

China Unicom (Hong Kong) Limited  
*Investor Relations Website*  
<http://www.chinaunicom.com.hk/en/global/home.php>  
(HONG KONG)



### BEST OF NON-PROFIT ORGANIZATIONS

TERRITORY Content to Results GmbH  
BUNDESAGENTUR FÜR ARBEIT  
*Faktor A*  
<https://faktor-a.arbeitsagentur.de/>  
(GERMANY)



### BEST OF ONLINE ANNUAL REPORTS

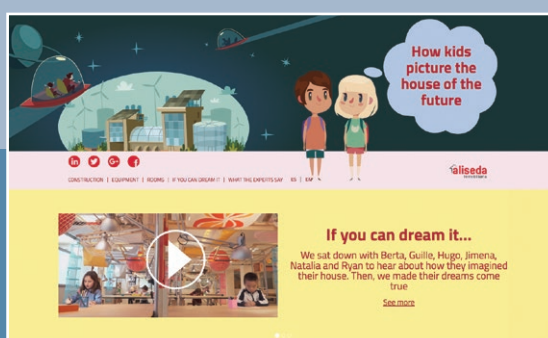
3st kommunikation GmbH  
TUI AG  
*"Delivering" Online Annual Report 2015/2016*  
<http://annualreport2015-16.tuigroup.com/>  
(GERMANY)



# BEST OF SHOW

### BEST OF VIDEO

LLORENTE & CUENCA  
ALISEDA INMOBILIARIA  
*Aliseda, How children imagine the home of their future*  
[https://www.alisedainmobiliaria.com/blog/lacasadelfuturo/index\\_en.html](https://www.alisedainmobiliaria.com/blog/lacasadelfuturo/index_en.html)  
(SPAIN)



"We are very appreciative at the good news of our win."  
UNIVERSAL CORPORATE COMMUNICATIONS, INC.  
Seoul, KOREA

"Thanks so much for the good news about our double wins – we're delighted!"  
WARDOUR  
London, UNITED KINGDOM

# ENTRY INFORMATION

## WHO

All communication and technical professionals working on websites are eligible. The competition is open to Agencies, Associations, Corporations, Government Agencies and Non-Profit Organizations. Small firms are as likely to win as big companies and major agencies. The iNOVA Awards guarantee a level playing field.

## WHAT

Complete the Entry Form, either on-line or in this brochure. Be sure to carefully print or type the URL for your entry. Payment may be made by check or credit-card. You may mail, fax, or use the secure on-line Entry Form ([www.mercommawards.com](http://www.mercommawards.com)). For Bank Transfers, please contact our offices for routing information. To submit the same website in multiple categories, or to submit different websites, please use separate entry forms for each.

## WHEN **Last Call! October 18**

Entries must be received by midnight (EST)

~~September 28, 2018~~. You will receive notification that your entry(ies) was/were received.

## ELIGIBILITY

All websites which were live at any time from **September 29, 2017 to September 28, 2018** are eligible. If the website, or any portion of it, is not currently active, please create a temporary site on which to place all the elements you wish to have judged. Note the newly created URL on your Entry Form.

## CRITERIA

All entries will be judged on concept, content, creativity, ease of navigation, design, functionality, interactivity, and overall success in achieving the company's/client's goals.

## AND THE WINNER IS ...

The top 30% of entries will earn the Gold, Silver or Bronze Award in its Category/Classification. Nominees have the opportunity to see the judges' score sheets and comments. Winners will be notified beginning November 14, 2018. The Grand Award Winners and BEST OF SHOW will be announced on December 6, 2018. Winners will be notified by e-mail.

## WINNERS WILL RECEIVE ...

Stunning metallic foil-stamped certificates will be sent to the Gold, Silver and Bronze winners. Grand Award winners will receive a unique framed aluminum brushed plaque. The BEST OF SHOW will be honored with a marble and crystal trophy. Unlike other web competitions, you do not have to pay for your prize. Should you win, your certificate, plaque or trophy is yours!

**Extended Deadline:  
October 18**

## FOR MORE INFO:

**P** 1-914-923-9400  
**F** 1-914-923-9484  
**E** [info@mercommawards.com](mailto:info@mercommawards.com)

**VISIT OUR WEBSITE!**  
[MerCommAwards.com](http://MerCommAwards.com)

## CALENDAR

September

~~28~~

Deadline for Entries

November

14

Winners Notified

December

6

Grand Winners  
Announced

## AWARD CERTIFICATES

Should your entry place as an award winner, your certificate will be personalized as shown.

If you would prefer any variation, let us know in writing on the entry form.

**Nominating Company**  
**CLIENT COMPANY**  
*Title of Entry*

## THE JUDGES

33 Visual – MEXICO

A. Plus Financial Press Limited  
– HONG KONG

Addison – USA

AIR – USA

Allan Hunter Shoemaker  
Photography Inc. – USA

AND Partners – USA

An-Najah National University  
– PALESTINE

Atravia – PORTUGAL

Atravia – SPAIN

Avila Creative, Inc. – USA

Bank of China – HONG KONG

Baoviet Holdings – VIETNAM

Beau Gardner  
Associates Inc. – USA

Berenberg – GERMANY

BrandBook LLC – USA

BrandsOnSpeed GmbH  
– GERMANY

Bryan Mills – CANADA

Burgess Strategic  
Marketing Services – USA

Central China Real Estate  
Limited – HONG KONG

CHC Enterprises – USA

China Communications  
Services Corporation Limited  
– HONG KONG

China Telecom Corporation  
Ltd. – HONG KONG

China Unicom – HONG KONG

Citizens Development  
Business Finance PLC  
– SRI LANKA

City of Troy, Michigan – USA

Craib Design +  
Communications – CANADA

Cre8 (Greater China) Limited  
– HONG KONG

Curran & Connors, Inc. – USA

Daiwa House Industry Co., Ltd.  
– JAPAN

Daniel Kennedy  
Communications Services  
– USA

Devon Title – USA

Donnelley Financial Solutions  
– HONG KONG

EDICO Financial Press  
Services Ltd. – HONG KONG

Eisbrenner Public Relations  
– USA

Elefant Design – USA

Engage Media Pte. Ltd  
– HONG KONG

Equity Financial Press Ltd.  
– HONG KONG

ERM – USA

Excel Communication and  
Perception Management  
– TURKEY

Fast Retailing Co., Limited  
– JAPAN

FGI Design – USA

Finar Kurumsal – TURKEY

First Rabbit GmbH  
– GERMANY

G+J Corporate Editors GMBH  
– GERMANY

GENNEX Financial Media  
Limited – HONG KONG

Graffiti – TURKEY

h2h Consulting – USA

HeterMedia – HONG KONG

HGB Hamburger  
Geschäftsberichte GmbH &  
Co. KG – GERMANY

Hong Kong Productivity  
Council – HONG KONG

i.LINK Group Limited  
– HONG KONG

Ideas on Purpose – USA

Inbrax – CHILE

Informa PLC  
– UNITED KINGDOM

Insight Creative  
– NEW ZEALAND

iONE Financial Press  
– HONG KONG

ista International GmbH  
– GERMANY

John Madere Photography  
– USA

Jolly Good Films  
– NEW ZEALAND

KD1 Designagentur  
– GERMANY

Kerry Properties  
– HONG KONG

KorteMaerzWolff  
Kommunikation – GERMANY

loved GmbH – GERMANY

Luke Communications Group  
– USA

M&M Consultancy  
– HONG KONG

Maison de l'Orientation  
– LUXEMBOURG

Marston Communications  
– CANADA

Media Genesis – USA

Mensalia GmbH – AUSTRIA

mensemedia – GERMANY

MerchantCantos  
– UNITED KINGDOM

MetaFusion Pte Ltd  
– SINGAPORE

Milenio 3 – MEXICO

Miramar Group – HONG KONG

MM Partners – KOREA

Mubadala Investment  
Company – UAE

Newport3 Communications  
– GERMANY

Next Digital Limited  
– HONG KONG

Nine Labs – USA

Nova Fusion – MALAYSIA

OMV Aktiengesellschaft  
– AUSTRIA

Paraglyphs – USA

Parcel Design – CANADA

Peter Freeby,  
Freelance Designer – USA

PETRANIX Corporate and  
Financial Communication  
– SWITZERLAND

Phoenix Communications Ltd.  
– HONG KONG

PRATT Institute – USA

PRH Hamburg Kommunikation  
GmbH – GERMANY

PT Garuda Indonesia (Persero)  
Tbk – INDONESIA

Publik. Agentur Für  
Kommunikation GmbH  
– GERMANY

q30 design, Inc. – CANADA

REF Financial Press Ltd.  
– HONG KONG

ringzwei – GERMANY

RTL Group – LUXEMBOURG

Ryerson University – CANADA

S/O Project – KOREA

Sedgwick Richardson  
– HONG KONG

Sedgwick Richardson  
– SINGAPORE

Shian Inc. – JAPAN

Signi Design – MEXICO

Silicon Plus Communications  
PTE Limited – SINGAPORE

SinoMedia Holding Limited  
– CHINA

Smart Media – SRI LANKA

SS Digital Media – USA

Stagg & Friends GmbH  
– GERMANY

Stan Gellman Graphic Design  
Inc. – USA

Studio 210, LLC – USA

süden ad agency – GERMANY

Sydinvest – DENMARK

Tayburn – TURKEY

The Charles NYC – USA

The Reis Group  
Public Relations – USA

Thomson Reuters – USA

Toppant Vintage Limited  
– HONG KONG

Troy Chamber of Commerce  
– USA

Twice Graphics – HONG KONG

United Therapeutics – USA

VOK Dams Events & Live  
Marketing – GERMANY

Wachovia Securities – USA

Workplace Safety &  
Prevention Services  
– CANADA

X\_Design – MEXICO

Xanadu Communications  
– USA

Yellow Creative (HK) Limited  
– HONG KONG



# CATEGORIES & CLASSIFICATIONS

## A Advertising

## B Animation

## C Brand Management

## D Blog

## E Cause Marketing

## F Campaigns

F01 Integration with Print/  
Cross Promotion

F02 Non-Profit Campaign

F03 Online Marketing

F04 Online Public Relations

F05 Other/Miscellaneous

## G Copy / Scriptwriting

## H Corporate Social Responsibility

## I Corporate Websites

I01 Anniversary/History

I02 Automotive

I03 Banking

I04 Biotech

I05 Consulting

I06 Diversified Industrial Co.

I07 Education

I08 Employment/Recruiting

I09 Financial Svcs.

I10 History and  
Heritage Preservation

I11 Insurance

I12 Investment & Dev. Co.

I13 Machinery & Equipment

I14 Oil & Gas

I15 Professional Services

I16 Real Estate

I17 Restaurant

I18 Retail

I19 School/University

I20 Shipping

I21 Technology Services  
& Outsourcing

I22 Telecommunications

I23 Other/Miscellaneous

## J Digital Magazines

## K Government Organizations

## L Intranet

L01 Advertising

L02 Airlines

L03 Commerce

L04 Finance

L05 Food Manufacturer

L06 Insurance

L07 Non-Profit Organization

L08 Pharmaceuticals

L09 Technology

L10 Utilities

L11 Other/Miscellaneous

## M Investor / Shareholder Relations

M01 Asia/Pacific

M02 Europe/Russia

M03 The Americas

M04 Other/Miscellaneous

## N Marketing

N01 Experience Marketing

N02 Newsletter

N03 Virtual Conference

N04 Other/Miscellaneous

## O Microsite

## P Mobile Apps

P01 Airlines/Airports

P02 Automotive

P03 Company App

P04 Intranet/Internal  
Communication

P05 Investor Relations

P06 Property Management

P07 Telecommunications

P08 Other/Miscellaneous

## Q New Site

## R Non-Profit Organizations

## S Online Annual Reports

S01 Automotive

S02 Banking &  
Financial Services

S03 Biotechnology/Research

S04 Chemicals

S05 Conglomerate

S06 CSR - Corporate Social  
Responsibility Report

S07 Energy

S08 Flavors & Fragrances

S09 Forest Products

S10 Health & Life Sciences

S11 Investment & Dev. Co.

S12 IT Services & Solutions

S13 Manufacturing

S14 Mining

S15 Nutrition

S16 Real Estate

S17 Sustainability Report

S18 Technologies/Engineering

S19 Telecommunications  
Services

S20 Tourism

S21 Other/Miscellaneous

## T Other / Miscellaneous

## U Photography

U01 People/Portraits

U02 Places/Landscapes

U03 Products/Manufacturing

U04 Other/Miscellaneous

## V Redesign/Relaunch

V01 Convention &  
Exhibition Facility

V02 Diversified Business

V03 Electronics

V04 Health & Medical Svcs.

V05 Investor Relations

V06 Manufacturing

V07 Oil & Gas

V08 Stakeholder  
Communications

V09 Telecommunications

V10 Other/Miscellaneous

## W Religion & Spirituality

W01 Astrology

W02 Church/Temple

W03 Documentaries

W04 Prayer Groups

W05 Religious Music

W06 Traditions/History

W07 Other/Miscellaneous

## X Social Media

## Y Sports

## Z Video

Z01 3D Visualization

Z02 Corporate Image

Z03 Interview

Z04 Public Service

Z05 Social Responsibility

Z06 Other/Miscellaneous

# ENTRY FORM

For Office Use Only  
Log No. #

Call For Entries: ~~Deadline September 28, 2018~~  
Extended Deadline: October 18

**iNOVA** 2018 AWARDS  
Excellence in Corporate Websites

## NOMINATOR INFORMATION

NAME (MR. / MS.): \_\_\_\_\_

TITLE / JOB DESCRIPTION: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

PROV./STATE

POSTAL CODE

COUNTRY: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

## ENTRY INFORMATION

TITLE OF ENTRY: \_\_\_\_\_

CATEGORY CODE (EX. "J" OR "P07") \_\_\_\_\_

CLASSIFICATION (PLEASE WRITE OUT) \_\_\_\_\_

"OTHER / MISC." (DESCRIPTION) \_\_\_\_\_

URL: \_\_\_\_\_

PASSWORD OR SPECIAL INSTRUCTIONS: \_\_\_\_\_

BRIEFLY DESCRIBE GOALS AND RESULTS: (May be typed on separate sheet)

\_\_\_\_\_

\_\_\_\_\_

## MAIL ENTRIES TO:

### MerComm/INV

500 Executive Boulevard, Ste. 200  
Ossining-on-Hudson, NY 10562 USA

P 1-914-923-9400  
F 1-914-923-9484  
E info@mercommawards.com

## CLIENT INFORMATION

NAME (MR. / MS.): \_\_\_\_\_

TITLE / JOB DESCRIPTION: \_\_\_\_\_

CLIENT COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

PROV./STATE

POSTAL CODE

COUNTRY: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

## PAYMENT INFORMATION

Total Number of Entries: \_\_\_\_\_ @ \$180 per Entry = \$ \_\_\_\_\_

5-9 Entries, 5% Discount - \$ \_\_\_\_\_

10-14 Entries, 10% Discount - \$ \_\_\_\_\_

15+ Entries, 15% Discount - \$ \_\_\_\_\_

**Total Fees Paid** (U.S. Dollars) \$ \_\_\_\_\_

Check enclosed (Drawn on U.S. Banks Only) payable to: MerComm / INV

Bank-to-Bank Transfer (Contact our office for details)

American Express

□□□□-□□□□□□-□□□□□□

Exp. □□-□□

MasterCard/Visa

□□□□-□□□□□□-□□□□□□-□□□□□□

Exp. □□-□□

CARD HOLDER'S NAME: \_\_\_\_\_

CARD HOLDER'S SIGNATURE: \_\_\_\_\_

ENTRY INSTRUCTIONS: Entries may be mailed, faxed, or made on-line. Entry fees cover the costs of handling, judging rounds, evaluation forms, certificates, winners book, and inclusion in our website complete with links back to your contact information.