



2017
questar
AWARDS

~~Entry Deadline: March 14, 2017~~

Extended Deadline: April 17

Celebrating Video Communications

- Ads • Animation • Apps
- Brand Experience • Corporations
- Internal Communications • Government
- Microsites • Mobile Media • Non-Profits
- Shareholder Communications
- Social Media • TV • Video • Websites



2017 questar AWARDS

Celebrating Video Communications

Dear Colleague,

Welcome to the 26th Annual **QUESTAR** Awards!

This International Festival honors the best Commercials, Documentaries, PSAs, Social Media, VNRs and Web-links from around the world.

This global competition provides an important international forum to celebrate excellence in visual communications.

Winners receive stunning personalized foil-stamped award certificates. Best of Category winners are presented with prestigious brass-plated plaques. The BEST OF SHOW winner takes the impressive **QUESTAR** trophy, an internationally recognized symbol of excellence.

Most importantly, win or not, you benefit by the opportunity to review the judges' comments. Simply by entering you develop a competitive advantage.

And you may go on to win fame and fortune!

Winners attract new clients – and keep current ones.
PLUS winning demonstrates your achievement to management.

Wishing you applause, ovation and triumph!

Cheers,



Reni L. Witt
President and Founder



Go for the win!
ENTER NOW!

Extended Deadline: April 17

CALENDAR

March

~~14~~

Deadline for
Entries

May

16

Winners
Notified

June

20

Grand Winners
Announced

MISSION STATEMENT

MerComm Inc. was founded in 1987 with the principal purpose of advancing the arts and sciences of communications in an international arena. MerComm strives to establish and promote high standards of individual and collective achievement. Our mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation, or client.

COUNTRIES COMPETING

Afghanistan	Denmark	Italy	Pakistan	Sri Lanka
Antigua	Egypt	Japan	People's Republic of China	Sultanate of Oman
Argentina	Finland	Korea	Peru	Sweden
Australia	France	Kosovo	Philippines	Switzerland
Austria	French West Indies	Kuwait	Poland	Taiwan
Bahrain	Germany	Liechtenstein	Portugal	Trinidad
Bangladesh	Greece	Luxembourg	Puerto Rico	Turkey
Belgium	Hong Kong	Macau	Qatar	Ukraine
Bermuda	Iceland	Malaysia	Russia	United Arab Emirates
Brasil	India	Malta	Saudi Arabia	United Kingdom
Canada	Indonesia	Mexico	Scotland	United States
Cayman Islands	Iran	Monaco	Singapore	Venezuela
Chile	Ireland	Morocco	Slovenia	Vietnam
Croatia	Israel	Netherlands	South Africa	Yugoslavia
Czech Republic		New Zealand	Spain	Zimbabwe
		Norway		

BEST OF SHOW



Kudos ALL AROUND!

"It's an honor to participate in the very renowned QUESTAR Awards. It's an important and famous festival."

AUDI AG
Ingolstadt, GERMANY

"We are glad to be honored by the QUESTAR Awards."

BUNDESDRUCKEREI GmbH
Berlin, GERMANY

"We're really thrilled to hear the great news of our winning two awards!"

CARDINAL POINTS ADVERTISING CO. LTD.
Wanchai, HONG KONG

"Thanks for the good news! We feel very grateful and encouraged that our video was recognized in such a renowned international festival."

HONG KONG POLICE
Wanchai, HONG KONG

"Thanks for the Silver Award."

INPOINT DIGITAL
Causeway Bay, HONG KONG

"Winning the Silver Prize is great news!"

JCDECAUXMEA
Dubai, UNITED ARAB EMIRATES

"Thank you very, very much for the Best of Advertisements Grand Prize. We are deeply honored!!"

KROPAC MEDIA GmbH
Ingolstadt, GERMANY

"GREAT! Thanks for the marvelous news of our Grand win!"

MERCHANTCANTOS
London, UNITED KINGDOM

"We are so happy to receive the good news of our prize!"

NEW MEDIA GROUP PUBLISHING LTD.
Kwun Tong, HONG KONG

"Thanks for the great news of our Bronze Award!"

PRODUCTION PLANNER
Wanchai, HONG KONG

"Thank you for the Silver Prize!"

REN – REDES ENERGÉTICAS NACIONAIS
Lisbon, PORTUGAL

"Thank you for recognizing our work. It is an award to be proud of indeed."

SILICON PLUS
SINGAPORE

"Oh my goodness! This is amazing! We have already shared the wonderful news with the team and we couldn't be happier!"

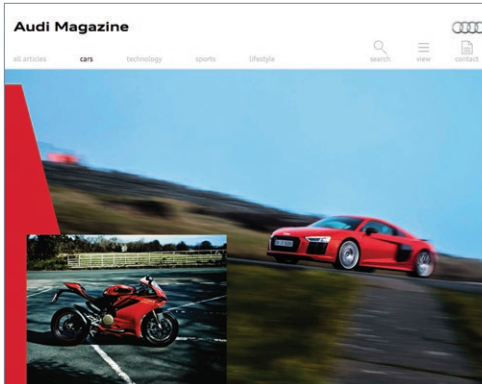
THE WAR AMPS
Ottawa, Ontario CANADA

"Thank you very much for the great news of our Gold win. We are very happy!"

ZONE MEDIA GmbH
Vienna, AUSTRIA

BEST OF CORPORATE INTERNAL COMMUNICATIONS

MerchantCantos
HSBC
HSBC NOW Share: Our People, Our Story
(UNITED KINGDOM)



BEST OF BRAND IMAGE

loved gmbh
AUDI AG
Audi Magazine – Tour de Force
(GERMANY)



BEST OF MICROSITES

3st kommunikation
REWE GROUP
Sustainability Report Microsite – We show responsibility.
(GERMANY)



BEST OF ADVERTISEMENTS

The War Amps
Ernie and the Blue Bombers
(CANADA)

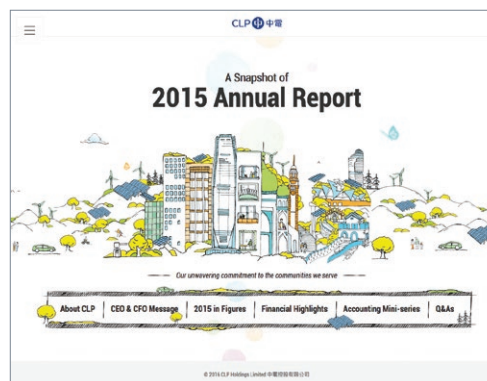
BEST OF NON-PROFIT ORGANIZATIONS

Competition Commission (Hong Kong)
"The Competition Ordinance is now in full effect" TVC
(HONG KONG)



BEST OF STAKEHOLDER COMMUNICATIONS

New World Development Company Limited
"Make a Splash with You" Underwater Campaign, New World Harbour Race 2015
(HONG KONG)



BEST OF MOBILE MEDIA

CLP Holdings Limited
A Snapshot of 2015 Annual Report
(HONG KONG)

Ready...Set...Win!



WHO

The **QUESTAR Awards** creates a level playing field for all entrants including large international agencies, corporations and production studios, as well as small and regional ones, and even individual "one-man bands."

WHAT

The following must be included in order to process your entry:

- Completed Entry Form
- 3 Copies of DVDs and USBs (or simply the link or URL)
- Entry Fee

WHEN

Last Call! April 17

Entries must be postmarked by **March 14, 2017**.

WHERE

Send the fee, entry form, and entry submission to:

**MerComm/QSR, 500 Executive Blvd., Ste. 200
Ossining, NY 10562 USA**

Payment may be made by check payable to MerComm/QSR. American Express, MasterCard and VISA accepted. Please contact our offices for information concerning bank-to-bank transfers.

ENTRY FEES

The fee for entries is \$270 per entry. Fees include handling and preparation costs for the judging sessions, the judge's score sheets with written comments, a complete Winner's Pack with award certificate for the winners, as well as posting and hyperlinking your corporate name on the website.

ELIGIBILITY

Any material produced, screened, aired, displayed or marketed from **March 16, 2016 to March 14, 2017** is eligible, as well as any previously produced material which is still appearing or has been re-introduced during the eligible time.

CATEGORIES

Five major categories are offered. Nominators may enter their work in any combination of categories and classifications. A separate fee must be sent for each entry or category/classification selection.

NON-ENGLISH LANGUAGE ENTRIES

If the program soundtrack is not English, please provide a script translated into English, a sub-titled version, or a dubbed version in English. DVDs in NTSC is the preferred format.

NOMINATOR

The person submitting the entry will be our contact throughout the course of the competition, and will receive all information and announcements concerning award status.

RETURN MATERIAL

All entries submitted to the competition become property of the **QUESTAR Awards** and may be used for promotional purposes by MerComm, Inc. Entries will be returned if specifically requested on the Entry Form. We will contact you with shipping costs.

FOR MORE INFO:

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

VISIT OUR WEBSITE!

MerCommAwards.com

THE JUDGES

The distinguished panels of judges recognize the art of communications in a global economy and the science of the new technologies which enable the world-wide exchange of ideas and information. Members of the judging faculty will evaluate the entries based on the standards of international excellence through the measures of creativity and craft.

JUDGING

The **QUESTAR Awards** is unique in that each entry is judged against itself, to the degree that the individual entry achieves its intended purpose. Entries from large or small organizations have an equal chance at winning; judging is based not on budget, but on the values of creativity, craft, and skill, as symbolized by the **QUESTAR Awards**.

Each entry is evaluated three separate times during the preliminary rounds. The three sets of scores are then averaged into a single score for the individual entry. A certain minimum score must be achieved to qualify for an award. Only one Gold, Silver or Bronze will be given in each classification; however if no entry scores high enough, no award will be given.

The Gold Award Winners become candidates for a Grand Award. In addition, one Best of Show Award will be presented to the one entry that best exemplifies the spirit of the **QUESTAR Awards**.

33 Visual – MEXICO
A. Plus Financial Press Limited – HONG KONG
Addison
AIR Health
Allan Hunter Shoemaker Photography Inc.
An-Najah National University – PALESTINE
Aspen Insurance
Atrevia – PORTUGAL
Atrevia – SPAIN
Avila Creative
Bank of China – HONG KONG
Baoviet Holdings – VIETNAM
Beau Gardner Associates Inc.
Berenberg – GERMANY
BrandBook LLC
Bring, LLC.
Bryan Mills Iradeso – CANADA
Burgess Strategic Marketing Services
C.J. Graphics – CANADA
Canada's National Arts Centre – CANADA
CHC Enterprises
China Communications Services Corporation Limited – HONG KONG
China Telecom – HONG KONG
Citizens Development Business Finance PLC – SRI LANKA
City of Troy, Michigan
ComfortDelGro Corporation Ltd. – SINGAPORE
Craib Design + Communications – CANADA
Cre8 – HONG KONG
Curran & Connors, Inc.

Daiwa House Industry Co., Ltd. – JAPAN
Daniel Kennedy Communications Services
Decker Design, Inc.
Devon Title
Digshift Group
DNA Communications Group – AUSTRALIA
EDICO Financial Press Services – HONG KONG
Eisbrenner Public Relations
Elefant Design
Engage Media Pte. Ltd. – SINGAPORE
Ergo Advertising – AUSTRALIA
ERM
FGI Design
Finar Kurumsal – TURKEY
First Rabbit – GERMANY
Fung Retailing Group – HONG KONG
Gene Pool Project – AUSTRALIA
GenNex Financial Media Ltd. – HONG KONG
Global Point
Graffiti – TURKEY
Greater Toronto Airports Authority – CANADA
h2h Consulting
HGB Hamburger Geschäftsberichte GmbH & Co. KG – GERMANY
Hong Kong Productivity Council – HONG KONG
i.LINK Group Limited – HONG KONG
Ideas On Purpose
INBRAX – CHILE
Inc Design
Insight Creative – NEW ZEALAND
iONE Financial Press Ltd. – HONG KONG

Ista International – GERMANY
Joh. Berenberg, Gossler – GERMANY
John Madere Photography
Jolly Good Films – NEW ZEALAND
KD1 Designagentur – GERMANY
Keogh
Kerry Properties – HONG KONG
Klick Communications
KorteMaerzWolff Kommunikation – GERMANY
Kunsthistorisches Museum Wien – AUSTRIA
loved GmbH – GERMANY
Luke Communications Group
M&M Consultancy – HONG KONG
Maison de l'Orientation – LUXEMBOURG
Marston Communications – CANADA
Media Genesis
Mensalia GmbH – AUSTRIA
MerchantCantos – ENGLAND
MetaFusion Pte Ltd – SINGAPORE
Milenio 3 – MEXICO
Miramar Group – HONG KONG
MM Partners – KOREA
Next Media Limited – HONG KONG
Paragraphs Design
Parcel Design – CANADA
PetraNix AG – SWITZERLAND
Phoenix Communications Ltd. – HONG KONG
Pratt Institute
PRH Hamburg Kommunikation GmbH – GERMANY
PT Garuda Indonesia (Persero) Tbk – INDONESIA
q30 design inc. – CANADA

REF Financial Press Ltd. – HONG KONG
ringzwei – GERMANY
RR Donnelley – HONG KONG
RTL Group – LUXEMBOURG
Ryerson University – CANADA
S/O Project – KOREA
Sampath Bank PLC – SRI LANKA
Sedgwick Richardson – HONG KONG
Sedgwick Richardson – SINGAPORE
SEQUEL
Shian Inc. – JAPAN
Signi Design – MEXICO
SinoMedia Holding Limited – CHINA
Smart Media – SRI LANKA
Stan Gellman Graphic Design Inc.
Studio 210 LLC
Süden Werbeagentur GmbH – GERMANY
Tayburn – TURKEY
TERRITORY Content to Results
The Charles NYC
The King's College
Thomson Reuters
Time Inc. @ The Foundry
Toppan Vite Limited – HONG KONG
Troy Chamber of Commerce
Twice Graphics – HONG KONG
Wachovia Securities
WPP HMA BLAZE – AUSTRALIA
X_Design – MEXICO
Xanadu Communications
Yellow Creative (HK) Limited – HONG KONG

A ADVERTISEMENTS/
COMMERCIALS

- 01 Automotive
- 02 Bank
- 03 Beauty & Fashion
- 04 Campaign
- 05 Events
- 06 Financial Services
- 07 Food & Beverage
- 08 Holiday
- 09 Hospital
- 10 Investor Relations
- 11 Law/Legal Services
- 12 Mall/Shopping Center
- 13 Newspaper/Publication
- 14 Product/Service Introduction
- 15 Public Service Announcement
- 16 Retail
- 17 School/College/University
- 18 Travel & Tourism
- 19 Utilities
- 20 Other/Misc.

B BROADCAST/
CABLE/SATELLITE

- 01 Arts/Culture
- 02 Brand Image Campaign
- 03 Cultural Exchange
- 04 Documentary
- 05 Energy/Environmental
- 06 Food Waste Awareness
- 07 Game Show/Event
- 08 How-to & Product Demonstrations
- 09 In-flight Production
- 10 Interview/Talk Show
- 11 Motivation
- 12 Music
- 13 News & Politics
- 14 Openings & Events
- 15 Public Service Program
- 16 Religion & Ethics
- 17 Sports
- 18 Tourism/Travel
- 19 Other/Misc.

C CORPORATIONS

- 01 Animation
- 02 Anniversary
- 03 Annual Report
- 04 Automobile/Enthusiast
- 05 Brand Experience
- 06 Corporate Identity
- 07 Documentary
- 08 Educational/Infomercial
- 09 Exhibition Experience
- 10 Food/ Beverage

- 11 Green/Environmental
- 12 Health Awareness
- 13 In-House Production
- 14 Internal Communications
- 15 Live Event
- 16 Medicine/Pharmaceuticals
- 17 Product/Service Promotion
- 18 Public Awareness
- 19 Real Estate
- 20 Recruitment

- 21 Safety & Security
- 22 Staff Training
- 23 Stakeholder Communications
- 24 Sustainability/Corporate Responsibility
- 25 Training – Employee
- 26 Travel/Tourism
- 27 VR Project
- 28 Other/Misc.

D NON PROFIT
ORGANIZATIONS

- 01 Association
- 02 Brand Image Campaign
- 03 Charity
- 04 Educational Facility
- 05 Employee Recognition
- 06 Fund Raising
- 07 Government
- 08 Heritage Awareness
- 09 Inspiration
- 10 Nature/Wildlife
- 11 Safety
- 12 Other/Misc.

E MOBILE MEDIA

- 01 Annual Report
- 02 App
- 03 Brand Promotion
- 04 Business-to-Business
- 05 Contest
- 06 Corporate Identity
- 07 Customer Outreach
- 08 eMagazine
- 09 Events
- 10 Facebook
- 11 Graphics
- 12 Infographics
- 13 Investor Relations
- 14 Microsite
- 15 Mobile Sites
- 16 Photography
- 17 Public Service & Charity
- 18 QR Code
- 19 Recycling/Waste
- 20 Social Media
- 21 Video
- 22 Virtual Reality Experience
- 23 YouTube
- 24 Other/Misc.

DEADLINE Last Call! April 17

~~March, 14, 2017~~



For Office Use Only
Log No. #

AWARD CERTIFICATES

Should your entry win an award, your certificate will be personalized in the adjacent format.

If you would prefer any variation of the official format, kindly let us know, in writing, on this Entry Form.

Nominating Company
CLIENT COMPANY
Title of Entry

NOMINATOR INFORMATION

NAME (MR. / MS.)

TITLE / JOB DESCRIPTION

AGENCY / COMPANY

ADDRESS

CITY PROV./STATE POSTAL CODE

COUNTRY

PHONE FAX

EMAIL

WEBSITE

ENTRY INFORMATION

TITLE OF ENTRY

CATEGORY CODE (ex. "B-07") CLASSIFICATION (Please write out)

"OTHER / MISC." DESCRIPTION

FORMAT: App DVD USB WEB

URL: _____

PURPOSE AND INTENDED AUDIENCE: (May be typed on separate sheet)

IMPORTANT: For judging purposes, please send three copies of physical materials per entry (such as DVD's and USB sticks). For Apps and Web-links, the URL only is needed. Upon receipt, this entry becomes the property of MerComm, Inc. and may be used for display and exhibition purposes.

SHIPPING INSTRUCTIONS: Send entry materials along with entry forms and fees. For apps or web content, simply send one copy of the Entry Form by email, fax, or regular mail. For physical entries, such as DVDs, USB sticks, etc., send your package by a courier service. To hasten your package through customs, please affix or mark in bold lettering outside the package — "Contest Material. No Commercial Value."

DEADLINE: Send by courier or mail, postmarked by ~~March 14~~ April 17

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: _____ @ \$270 per Entry = \$ _____

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

10-19 Entries, 10% Discount - \$ _____

20+ Entries, 20% Discount - \$ _____

Total Fees Paid (U.S. Dollars) \$ _____

I am enclosing a check (Drawn on U.S. Banks Only) payable to: **MerComm / QSR**

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

American Express

-

Exp. -

MasterCard/Visa

-

Exp. -

CARD HOLDER'S NAME

CARD HOLDER'S SIGNATURE

Please return our entries. We will contact you regarding costs.

MAIL ENTRIES TO:

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

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