

BEST CREATIVES • BEST CONCEPTS • BEST COMPETITION



EXTENDED DEADLINE: FEBRUARY 27TH, 2023
~~ENTRY DEADLINE: JANUARY 31st, 2023~~



The Award Season Begins with ASTRID.

For over 30 years, the ASTRIDs have valued the challenges of creation, discovering solutions, and transforming a concept into a unique finished product.

The competition honors good design:
innovative and classic, aesthetic and practical,
honest and understandable.

In our third decade, the ASTRIDs continue to celebrate the thrill of creative design and the joy of achievement.

Begin The Year With A Win!

Reni L. Witt, President & Founder

P.S. Enter your superlative work in the first – and best – design competition of the year!

~~Deadline: January 31, 2023~~ **Final Deadline: February 27, 2023**

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.

MerComm's award programs are now celebrating thirty-five years, with entries from around the world:

Afghanistan
Antigua West Indies
Argentina
Armenia
Australia
Austria
Bahrain
Bangladesh
Belgium
Bermuda
Brazil
Bulgaria
Canada
Cayman Islands
Chile
Colombia
Croatia
Czech Republic
Denmark
Dominican Republic
Ecuador
Egypt

Finland
France
French West Indies
Germany
Greece
Guam
Hong Kong
Iceland
India
Indonesia
Iran
Ireland
Israel
Italy
Japan
Kazakhstan
Korea
Kosovo
Kuwait
Liechtenstein
Luxembourg
Macau

Malaysia
Malta
Mexico
Monaco
Mongolia
Morocco
Netherlands
New Zealand
Norway
Pakistan
People's Republic of China
Peru
Philippines
Poland
Portugal
Puerto Rico
Qatar
Romania
Russia
San Salvador
Saudi Arabia

Scotland
Singapore
Slovenia
South Africa
Spain
Sri Lanka
Sultanate of Oman
Sweden
Switzerland
Taiwan
Thailand
Trinidad
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States
Venezuela
Vietnam
Yugoslavia
Zimbabwe

Our mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation, or client.

ENTRY INFORMATION

WHAT TO SUBMIT

The following must be included with your entry:

- **Completed Entry Form**
- **3 Copies* of Printed Entries**
- **Entry Fee**

**Online entries, submit only Entry Form and URL.*

IMPORTANT: Send originals if at all possible. Judges cannot always evaluate your work properly in PDF or poor quality copies. An original printed piece certainly has a better impact on the judges!

ELIGIBILITY

Any material produced or dated from January 1, 2022 to January 31, 2023 is eligible to be entered.

NOMINATOR

The person submitting the entry will be our permanent contact throughout the course of the competition. The nominator will receive acknowledgement that the entry was received, all information and announcements, as well as any prizes received.

AWARD CERTIFICATES

Should your entry place as an award winner, your certificate will be personalized in the following format:

Nominating Company
CLIENT COMPANY
"Title of Entry"

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

IMPORTANT DATES

Deadline for entries/

Date of posting: January 31, 2023

Jurying: February/March 2023

Winners notified: April 3, 2023

Best of Category

Winners announced: May 3, 2023

VISIT OUR WEBSITE

Additional entry information can be seen at:
www.mercommawards.com

2022 ASTRID GRAND WINNERS



BEST OF ANNUAL REPORTS - ONLINE

3st kommunikation GmbH
PUMA SE
Online Annual Report 2020
(GERMANY)



BEST OF SELF-PROMOTION

COPE Content Performance Group
Content Marketing Ohne Bullshit
(AUSTRIA)



BEST OF ANNUAL REPORTS - SPECIALIZED/PRINT

United Therapeutics
Multiple Shots On Goal
(USA)



BEST OF PROMOTION

Ngong Ping 360
360 Sweatival
(HONG KONG)



BEST OF CALENDARS

NeoFocus
HYUNDAI CONSTRUCTION EQUIPMENT
2022 Calendar
(SOUTH KOREA)



BEST OF NON-PROFIT ORGANIZATIONS

Vocational Training Council
Annual Report 2020/21 - Talent for
the Multidisciplinary & Digital Era
(HONG KONG)



BEST OF BROCHURES

concept c media GmbH
R+V VERSICHERUNG AG
Unser Weg in die Zukunft
(GERMANY)



BEST OF SPECIAL PROJECTS

MegaBox Development Company Limited
MegaBox Disney Summer Home Party
(HONG KONG)



BEST OF CROSS-MEDIA CONCEPTS

BrandsOnSpeed GmbH
DR. ING. H.C. F. PORSCHE AG
Porsche Experience stories
2022 Edition
(GERMANY)



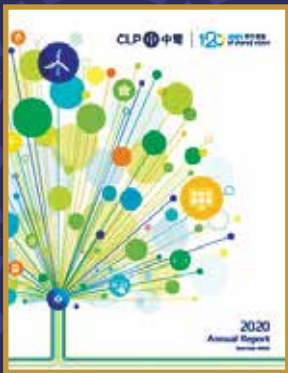
BEST OF VIDEO

Kerry Communication Limited
KERRY PROPERTIES LIMITED
La Marina Sales Video
(HONG KONG)



**BEST OF ANNUAL REPORTS
- COVER DESIGN**

Toppan Merrill Limited
TSE SUI LUEN JEWELLERY
(INTERNATIONAL) LIMITED
Evolving For A New Tomorrow
Annual Report 2020-21
(HONG KONG)



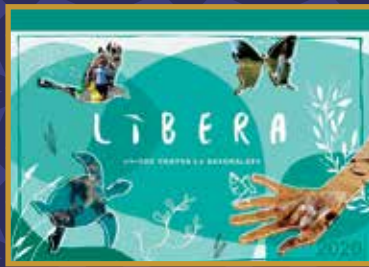
**BEST OF ANNUAL REPORTS
- TRADITIONAL**

CLP Holdings Limited
CLP 2020 Annual Report
(HONG KONG)



**BEST OF CUSTOM
PUBLICATIONS**

**COPE Content Performance
Group Publications**
LAND STEIERMARK,
FACHABTEILUNG A6
Zwei Und Mehr
(AUSTRIA)



**BEST OF ANNUAL REPORTS
- NON-PROFIT ORGANIZATIONS**

Atrevia Comunicación S.L.U.
ECOEMBES
Libera Project
Annual Report 2020
(SPAIN)



BEST OF TOURISM

Hong Kong Tourism Board
West Kowloon Neighbourhood 2021
(HONG KONG)



**BEST OF ANNUAL REPORTS
- NON-TRADITIONAL**

United Therapeutics
Multiple Shots On Goal
(USA)



**BEST OF ANNUAL REPORTS
- SPECIALIZED/ONLINE**
Kammann Rossi GmbH
CLARIANT INTERNATIONAL
Clariant Integrated Report 2020
(SWITZERLAND)



BEST OF WEBSITES

**muehlhausmoers corporate
communications gmbh**
TÜV SÜD AG
About Trust Webmagazine
(GERMANY)



BEST OF CAMPAIGNS

Ulled Asociados
GLS IBERIA
GLS New Corporate Identity: Employee Campaign
(SPAIN)

2022 BEST OF SHOW

BEST OF MAGAZINES

BrandsOnSpeed GmbH
DR. ING. H.C. F. PORSCHE AG
Porsche Experience stories 2022 Edition
(GERMANY)



CATEGORIES & CLASSIFICATIONS

A. ADVERTISEMENTS

01. Campaign
02. Single Ad
03. Other/Misc.

B. ANNUAL REPORTS

- Covers
01. Artistic
 02. Die-Cut
 03. Graphics & Text
 04. Illustrations
 05. People & Portraits
 06. Special Treatment
 07. Unique Format
 08. Other/Misc.

C. ANNUAL REPORTS

- Corporate - Traditional
01. Asia/Pacific
 02. Europe
 03. Hong Kong
 04. The Americas
 05. Non-English Annual Reports

D. ANNUAL REPORTS

- Corporate - Non-Traditional Format
01. Boxed/Sleeve
 02. Dual Language
 03. Extraordinary Presentation
 04. Horizontal/Landscape
 05. Mixed Media
 06. Non-English Annual Reports
 07. Special Printing Techniques (Die-Cuts, Special Paper, Spot UV, Textured Effects, etc.)
 08. Two-Parts
 09. Unique Format
 10. Other/Misc.

E. ANNUAL REPORTS

- Not-for-Profit Organizations
01. Co-Operative Association
 02. Government
 03. Non-Traditional (Horizontal, Die-Cuts, Wraps, 2-Parts, Oversize, etc.)
 04. Racing Club
 05. Traditional
 06. University
 07. Vocational Training
 08. Other/Misc.

F. ANNUAL REPORTS

- Online
01. Chairman's Letter/Presentation
 02. Design/Graphics
 03. Home Page
 04. Non-Profit Organizations Overall Presentation
 05. Interactive
 06. PDF
 07. Photography/Video
 08. Sustainability & ESG Reporting
 09. Other/Misc.

G. ANNUAL REPORTS

- Specialized - Print
01. CSR - Corporate Social Responsibility Report
 02. Environmental, Social and Governance Report
 03. Integrated Annual Report
 04. Media & Advertising Market Report
 05. Non-Traditional Format
 06. Social and Public Responsibility
 07. Sustainability Report
 08. Other/Misc.

H. ANNUAL REPORTS

- Specialized - Online
01. Interactive
 02. PDF
 03. Other/Misc.

I. BOOKS

- Hardcover
01. Anniversary Edition
 02. Brand Book
 03. Lifestyle
 04. Special Project
 05. Other/Misc.

J. BROCHURES

01. Banks
02. Corporate
03. Living & Housing
04. Special Purpose
05. Other/Misc.

K. CALENDARS

01. Corporate - With Illustrations
02. Corporate - With Photography
03. Self-Promotion
04. Other/Misc.

L. CAMPAIGNS

01. Corporate Social Responsibility Practices
02. Employer Branding
03. Festival Celebration
04. Tourism/Destination
05. Other/Misc.

M. COVERS

- Books, Magazines, Publications
01. Die-Cut
 02. Illustration/Graphics
 03. People/Portrait
 04. Products/Places
 05. Other/Misc.

N. CUSTOM PUBLICATIONS

01. Automobile
02. Beauty/Hair
03. Business-to-Business
04. Children's
05. Design Booklet
06. Educator's Guide
07. Lifestyle
08. Non-Profit Magazine
09. Special Edition
10. Travel/Entertainment
11. Other/Misc.

O. EMPLOYEE PUBLICATIONS

01. Automobile
02. e-Newsletter
03. Insurance
04. Magazines
05. Real Estate
06. Specialty Chemicals
07. Testing & Certification
08. Other/Misc.

P. GRAPHIC DESIGN

01. Animation/Animated Clips
02. Corporate Design/Identity
03. Illustrations
04. Other/Misc.

Q. MAGAZINES

- General
01. Automobile
 02. Business-to-Business
 03. Community Engagement
 04. Corporate
 05. Customer

06. Energy Provider
07. Healthcare Technology
08. Luxury/Lifestyle
09. Technology
10. Testing & Certification
11. Travel/Lifestyle
12. Other/Misc.

R. MISCELLANEOUS/OTHER

01. (Please describe on Entry Form.)

S. NON-PROFIT ORGANIZATIONS

01. Green Business Challenge
02. NGO Charitable Organization
03. Special Project
04. Vocational Training
05. Other/Misc.

T. PHOTOGRAPHY

- Interior
01. Annual Reports
 02. Brochures
 03. Custom Pubs.
 04. Food & Beverage
 05. Other/Misc.

U. PROMOTION

01. Event/Opening
02. Food Related
03. Shopping Mall
04. Sports
05. Tourism
06. Other/Misc.

V. SELF-PROMOTION

01. Anniversary
02. Consumer Activation
03. Reduced Carbon Footprint
04. Souvenir
05. Sustainability & Legacy
06. Other/Misc.

W. SPECIAL PROJECTS

01. Anniversary Celebration
02. Consumer Venue
03. Corporate Environmental/Branding
04. Corporate Social Responsibility Practices
05. Cross-Media Editorial Storytelling
06. Holiday Event
07. Integrated Campaign

X. TOURISM/TRAVEL

01. Advertising
02. Brochure
03. Campaign
04. Design
05. Holiday
06. Magazine
07. Promotion/Marketing
08. Special Events
09. Sporting Events
10. Video
11. Website
12. Other/Misc.

Y. VIDEO/DVD, ONLINE & USB

01. Automotive
02. Internal Video Series
03. Marketing Communication
04. Newsletter
05. Promotional
06. Self-Promotion
07. Stakeholder Communication
08. Trucks
09. Other/Misc.

Z. WEBSITES

01. App
02. Corporate
03. Customer Magazine
04. Employee - Internal
05. Investor Relations
06. Microsite
07. Multi-channel Communications
08. Redesign/Relaunch
09. Travel/Tourism
10. Other/Misc.

THE JUDGES

33 Visual - MEXICO
A. Plus Financial Press Limited - HONG KONG
ACE Design - SOUTH KOREA
Ad Fortune Communications Limited - HONG KONG
AIR - USA
Airport Authority - HONG KONG
Akademie Deutscher Genossenschaften E.V. - GERMANY
ANTA Sports Product Ltd. - HONG KONG
Armaceil International S.A. - LUXEMBOURG
Atravia - PORTUGAL
Atravia - SPAIN
Atruvia - GERMANY
Autlan - MEXICO
Avila Creative, Inc. - USA
Bank of China - HONG KONG
Berenberg - GERMANY
BESQ by LLYC - SPAIN
BGA Publishing - USA
BP Content - GERMANY
Brands Marken und Design GmbH - AUSTRIA
BrandsOnSpeed GmbH - GERMANY
Burgess Strategic Marketing Services - USA
CD Communications Group SDN BHD - MALAYSIA

CHC Enterprises - USA
China Communications Services Corporation Limited - HONG KONG
China Telecom Corporation Ltd. - HONG KONG
China Unicom - HONG KONG
Christian Rahofer GmbH - AUSTRIA
CITIC - HONG KONG
Citizens Development Business Finance PLC - SRI LANKA
CODE Red - GERMANY
ComfortDelGro Corporation Limited - SINGAPORE
Concept C Media GmbH - GERMANY
Coolgrey Design Workshop Ltd. - HONG KONG
Cope Content Performance Group GmbH - AUSTRIA
Cre8 (Greater China) Limited - HONG KONG
Creative Creature Company Limited - HONG KONG
Curran & Connors, Inc. - USA
Daimler - GERMANY
Daiwa House Industry Co., Ltd. - JAPAN
Daniel Kennedy Communications Services - USA
Devon Title - USA
DNA KOMUNIKA - INDONESIA

Donnelley Financial Solutions - HONG KONG
Doosan Infracore Ltd. - SOUTH KOREA
Dotplus Communications SDN. BHD - MALAYSIA
EDICO Financial Press Services Ltd. - HONG KONG
Elegance Financial Communications Limited - HONG KONG
Equity Financial Press Ltd. - HONG KONG
Far East Consortium International Ltd. - HONG KONG
Fast Retailing Co., Limited - JAPAN
FGI Design - USA
Finar Kurumsal - TURKEY
GENNEX Financial Press Limited - HONG KONG
Gimmick Box Limited - HONG KONG
Global Reporting Services - AUSTRALIA
Granato Creative Group - USA
Great Thinks GmbH - GERMANY
h2h Consulting - USA
HeterMedia Services Ltd. - HONG KONG
HGB Hamburger Geschäftsberichte GmbH & Co. KG - GERMANY
Hong Kong Broadband Network, Ltd. - HONG KONG

Hong Kong Metropolitan University - HONG KONG
i.LINK Group Limited - HONG KONG
Ideas On Purpose - USA
IFC - USA
Inbrax - CHILE
Insight Creative - NEW ZEALAND
IONE Financial Press Limited - HONG KONG
IR & Mehr - AUSTRIA
Jungehrlich - GERMANY
Kanro Inc. - JAPAN
Karin Und Walter Gedächtnisstiftung - GERMANY
Kerry Properties - HONG KONG
Killing Mario - SOUTH KOREA
KMW - GERMANY
KW Communications - GERMANY
Lin Young - MALAYSIA
Little Book Studio - USA
loved GmbH - GERMANY
Luke Communications Group - USA
M&M - HONG KONG
Media Genesis - USA
Mens Creation Limited - HONG KONG
Mensalia GmbH - AUSTRIA
Mercedes-Benz AG - GERMANY
MetaFusion Pte. Ltd. - SINGAPORE
Milenio 3 - MEXICO
Miramar Group - HONG KONG

MM Partners - KOREA
MSI - LUXEMBOURG
Newport3 Communications - GERMANY
Ngong Ping 360 - HONG KONG
Noon Creative - USA
Nova Fusion - MALAYSIA
OHHH! Organisation for Human Health & Happiness Foundation - GERMANY
Orange Financial Printing Limited - HONG KONG
Pan American Energy - ARGENTINA
Paradise Group - SOUTH KOREA
Paragraphs - USA
PepperClub - GERMANY
Profilwerkstatt - GERMANY
PRATT Institute - USA
Protop Financial Press Limited - HONG KONG
Red Caffeine - USA
REF Financial Press Limited - HONG KONG
Reg Pauffley - UNITED KINGDOM
Rethink - MALAYSIA
ringzwei - GERMANY
Sakaguchi Corp. - JAPAN
Sequel - USA
Shian Inc. - JAPAN
Shoemake Photography - USA

Six Group Services AG - SWITZERLAND
Smart Media - SRI LANKA
Solomon Financial Press - HONG KONG
SSDM - USA
Stan Gellman Graphic Design Inc. - USA
Studio 210, LLC - USA
süden ad agency - GERMANY
Tayburn - TURKEY
The Boeing Company - USA
The Charles NYC - USA
The Hong Kong Society for the Aged - HONG KONG
Toppan Merrill Limited - HONG KONG
Troncnom KG - AUSTRIA
Troy Chamber of Commerce - USA
Ulled Asociados - SPAIN
United Therapeutics - USA
Walker Publicity Consulting - USA
Wynk Design, Inc. - USA
X_Design - MEXICO
Xanadu Communications - USA
Yellow Creative (HK) Limited - HONG KONG
Yes Together - IRAN
Zeev Zamir - USA

ENTRY FORM

#Log No.
Official Use Only
Do not write in this area

ENTRY INFORMATION Fill out this column for each entry

Title _____
(Please write out as it should appear on winning certificate.)

Category-Classification Code: ☐-☐☐ Example K-03 (See other page for codes.)

Category-Classification: _____
(Please write out)

Other/Misc. _____
(Describe entry)

Format: ☐ App/Web ☐ CD/DVD/USB
☐ Mixed Media ☐ Print/Paper

Language: ☐ English ☐ Chinese ☐ German
☐ Korean ☐ Spanish ☐ Other _____

URL http:// _____

Briefly define objective and intended audience:
(You may type on separate sheet of paper. Please, one-page description only.)

NOMINATOR'S INFORMATION (Agency, Company, Self-Nomination)

Nominated by: (Mr. / Ms.) _____
First/Given Name Last/Family Name

Job Description / Title: _____

Nom. Organization: _____
(Please write out as it should appear on winning certificate.)

Address: _____

City: _____ Prov./State: _____ Zip: _____

Country: _____

Telephone: _____
Country Code City/Area Code Number

E-mail: _____

Website: _____

CLIENT INFORMATION (if different from Nominator)

Client Name: (Mr. / Ms.) _____
First/Given Name Last/Family Name

Job Description / Title: _____

Client Company: _____
(Please write out as it should appear on winning certificate.)

Address: _____

City: _____ Prov./State: _____ Zip: _____

Country: _____

Telephone: _____
Country Code City/Area Code Number

E-mail: _____

Website: _____

PAYMENT INFORMATION Fill out this column once for all entries

Total Number of Entries:

Entry Fee @ \$345.00 per entry; Subtotal \$ _____

☐ 5-9 Entries, 5% Discount \$ _____

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

☐ 20+ Entries, 20% Discount \$ _____

☐ Please return my entry(ies). We will notify you of costs prior to shipping.

Total Fees Paid \$ _____
(U.S. Dollars - Drawn on U.S. Banks only.)

☐ Check Enclosed ☐ Bank-to-Bank Transfer
(Contact us for details)

☐ American Express

--

Expiry Date - mm/yy

☐ MasterCard/Visa

Expiry Date - mm/yy

Cardholder's Name _____

Cardholder's Signature _____

IMPORTANT: Send **three** copies of each printed/physical entry. Online entries need send only URL. Upon receipt, entries become the property of MerComm Inc., and may be used for exhibition and promotional purposes.

Make checks payable and mail to:

MerComm/AST
500 Executive Boulevard
Ossining-on-Hudson, NY 10562 USA

For More Information:

T: 1-914-923-9400
F: 1-914-923-9484
E: info@mercommawards.com
www.mercommawards.com

DEADLINE:
JANUARY 31, 2023
LAST CHANCE! FEBRUARY 27TH!

SHIPPING INSTRUCTIONS: Include entry materials along with entry forms and fees together in one package. Send by courier, DHL Express, FedEx, TNT or UPS, no later than deadline. To hasten your package through customs, please affix or mark in bold lettering outside the package - "Contest Material. No Commercial Value."