



2025 ASTRID Awards  
Grand Winners  
Book

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# 2024 ASTRID Awards Judges

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## **AIR**

*Naperville, IL*

Luis Martinez – Graphic Design

Lesa Rowe – Lead Senior Graphic Designer

## **BGA PUBLISHING INC**

*Brightwaters, NY*

Beau Gardner – President

## **DANIEL KENNEDY COMMUNICATIONS SERVICES**

*New York, NY*

Daniel Kennedy – CEO

Karin E. Kennedy - EVP

## **EDICO FINANCIAL PRESS SERVICE LIMITED**

*HONG KONG*

Amy Donati – Chief Executive Officer

Queenie Shek – Director of Creative & Graphic Department

Ricky Tse- Director of Print Bind/Logistic Department

## **GENNEX FINANCIAL MEDIA LIMITED**

*HONG KONG*

Jimmy Lam – COO

Laetitia Wong – Associate Creative Director

Maxx Wong – Associate Creative Director

## **HONG KONG AIR CARGO TERMINALS LTD (HACTL)**

*HONG KONG*

Winnie Chan – Executive Director – Branding & Communications

## **HONG KONG HOUSING SOCIETY**

*HONG KONG*

Pamela Leung – Corporate Communications Director

## **INBRAX**

Santiago, CHILE

Cristian Chavez – Creative Director

Rodrigo Gallardo – Art Director

## **KILLING MARIO 2.0**

Seoul, SOUTH KOREA

Marki SH Chang – Creative Director

Hoijin Kim – Planning Director

## **MAG & ME**

*Koln, GERMANY*

Rudiger Quass von Deyen - Professor

## **PEPPERCLUB**

*GERMANY and SWITZERLAND*

Sven Ruhs – Creative Director

## **STAN GELLMAN GRAPHIC DESIGN**

*St. Louis, MO*

Mary Muehlemann - Designer

Teresa Thompson - President

Bryan Wakeland – Senior Designer

## **STUDIO 210**

*Norwalk, CT*

Richard Colon – Accountant

Karen Krieger – CCO

Juan Wen – Bookkeeper

## **THE HONG KONG SOCIETY FOR THE AGED**

*HONG KONG*

Kelly Chan – Corporate Communications Officer

William Wong – Deputy Executive Director

Regine Yuen – Service Supervisor (Group 4)

## **TOPPAN NEXUS LIMITED**

*HONG KONG*

Fung, Grace – Senior Designer

Tung, Donald – Senior Designer

Wong, Iris – Creative Director

## **VIRTUS ASIA**

*HONG KONG*

Jan Harling – CEO

## **YELLOW CREATIVE**

*HONG KONG*

Rebecca So – Managing Partner

Ellen Zee – Managing Partner

# Best of Show

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HONG KONG TOURISM BOARD

*2024 Hong Kong Halloween Campaign*

Case Video: <https://www.youtube.com/watch?v=RrQpr3aW0U>

Submission Deck: <https://drive.google.com/file/d/1REN7ZJvOfcCclVx6hDd5g7isVA-gIVx/view>

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

# Best of Advertising

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HONG KONG TOURISM BOARD

*2024 Hong Kong Halloween Campaign*

Case Video: <https://www.youtube.com/watch?v=RrQpr3aW0U>

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# Best of Annual Reports – *Covers*

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## ALIBABA GROUP HOLDING LIMITED *Fiscal Year 2024 Annual Report*

<https://www1.hkexnews.hk/listedco/listconews/sehk/2024/0523/2024052301569.pdf>

### NOMINATOR

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<https://www.alibabagroup.com/en-US>

# Best of Annual Reports – *Corporations*

---

## AIRPORT AUTHORITY HONG KONG *Advancing with Momentum*

[https://www.hongkongairport.com/iwov-resources/file/airport-authority/publications/annual-and-interim-reports/en/23-24/AR2324\\_Eng\\_Full\\_report.pdf](https://www.hongkongairport.com/iwov-resources/file/airport-authority/publications/annual-and-interim-reports/en/23-24/AR2324_Eng_Full_report.pdf)

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

# Best of Annual Reports – *Online*

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## HONG KONG HOUSING SOCIETY *Annual Report 2023/24 – Connecting over a Sustainable Future*

[www.hkhs.com/home/pdf/ar2024/index.html](http://www.hkhs.com/home/pdf/ar2024/index.html)

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

# Best of Annual Reports – *Specialized*

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## HONG KONG HOUSING SOCIETY *Annual Report 2023/24 – Connecting over a Sustainable Future*

[www.hkhs.com/home/pdf/ar2024/index.html](http://www.hkhs.com/home/pdf/ar2024/index.html)

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# Best of Books

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TENEUES VERLAG GMBH

*Mercedes Milestones*

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10999 Berlin

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

# Best of Brochures

---

RAMP.SPACE GMBH & CO. KG  
*rampstyle#33 Uhren.Special*

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# Best of Calendars

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## AIRPORT AUTHORITY HONG KONG *HKIA Corporate Calendar 2025*

### NOMINATOR

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

# Best of Campaigns

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## HONG KONG TOURISM BOARD

### *2024 Hong Kong Halloween Campaign*

Case Video: <https://www.youtube.com/watch?v=RrQpr3aW0U>

Submission Deck: <https://drive.google.com/file/d/1REN7ZJvOfcCclVx6hDd5g7isVA-gIVx/view>

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# Best of Magazines

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RAMP.SPACE GMBH & CO. KG

*ramp#66*

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# Best of Non-Profit Organizations

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HONG KONG TOURISM BOARD

*2024 Hong Kong Halloween Campaign*

Case Video: <https://www.youtube.com/watch?v=RrQpr3aW0U>

Submission Deck: <https://drive.google.com/file/d/1REN7ZJvOfcCclVx6hDd5q7isVA-gIVx/view>

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# Best of Photography

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*rampstyle#33*

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# Best of Promotion

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MASTERCARD

*Mastercard/The Open Championship 2024  
Sustainability and Legacy*

<https://bit.ly/4jpyWq2>

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# Best of Special Projects

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TSIM SHA TSUI CENTRE AND EMPIRE CENTRE, SINO GROUP  
*Pandastic Christmas and Chinese New Year*

<https://bit.ly/PandasticChristmasCNYW07>

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# Best of Tourism/Travel

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*2024 Hong Kong Halloween Campaign*

Case Video: <https://www.youtube.com/watch?v=RrQpr3aWOU>

Submission Deck: <https://drive.google.com/file/d/1REN7ZJvOfcCclVx6hDd5q7isVA-glVx/view>

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# Best of Video

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THE ROYAL SOCIETY FOR ARTS, MANUFACTURES AND  
COMMERCE (RSA)

*RSA Journal Presents: The Threat of Misinformation to  
Democracy*

<https://tinyurl.com/RSAJournalVideoY01>

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<https://www.thersa.org/>

# Best of Websites

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## HONG KONG TOURISM BOARD *Hong Kong Incentive Playbook*

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

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