

The background is a dark purple space-themed graphic. It features a large, curved, dark blue shape that resembles a comet or a galaxy arm, outlined in gold. Scattered throughout are various celestial elements: gold stars of different sizes and shapes, small pink and white dots representing distant stars or planets, and larger dark blue circles with gold outlines representing planets or moons. The text '2019 galaxy AWARDS' is positioned in the upper left quadrant. '2019' is in a light pink, sans-serif font. 'galaxy' is in a large, white, lowercase, rounded sans-serif font. 'AWARDS' is in a smaller, light pink, uppercase, sans-serif font.

2019  
galaxy  
AWARDS

ADVERTISING • BROCHURES  
COPYWRITING • DESIGN • ANNUAL REPORTS  
MOBILE MEDIA • PROMOTION • PUBLIC RELATIONS  
SPECIAL EVENTS • VIDEOS • WEBSITES

ENTRY DEADLINE: JULY 11, 2019

# WELCOME!

# 2019 galaxy AWARDS

## SHINE ON

Recognition enriches your professional life – and inspires the entire team.

“ WOW! Winning is spectacular news. We are so happy and proud of our accomplishment. We are going to have a big party to celebrate our great outcome at the GALAXY Awards. ”

**loved gmbh**  
Hamburg GERMANY

Let your work shine! Wishing you sparkling success!

Champagne cheers,

Reni L. Witt  
President and Founder

For the MISSION STATEMENT and complete list of all 70+ countries that compete, visit [mercommawards.com](http://mercommawards.com)

# CALENDAR

JULY

11

Deadline for  
Entries

OCTOBER

10

Winners  
Notified

NOVEMBER

7

Grand Winners  
Announced

## JUDGES

The International Academy of Communications Arts and Sciences (IACAS) was founded by MerComm to set high standards for various communication specialties and to give professionals in the fields higher status by establishing the definition of excellence.

Members of the judging faculty will evaluate the entries based on the standards of international excellence through the measures of creativity and craft, enabling the worldwide exchange of ideas and information.

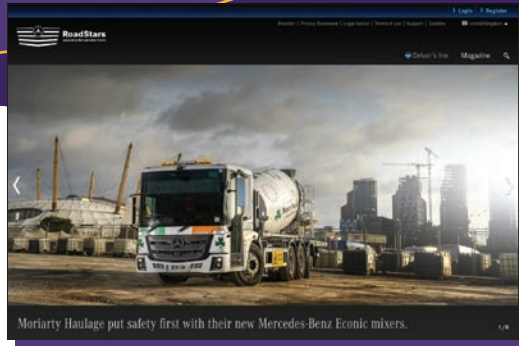
- |  |  |   |
|--|--|---|
| 33 Visual – MEXICO<br>A. Plus Financial Press Limited<br>– HONG KONG<br>Addison – USA<br>AIR – USA<br>An-Najah National University – PALESTINE<br>Armacell International S.A.<br>– LUXEMBOURG<br>Atrevia – PORTUGAL<br>Atrevia – SPAIN<br>Avila Creative, Inc. – USA<br>Bank of China – HONG KONG<br>Berenberg – GERMANY<br>BGA Publishing – USA<br>BrandBook LLC – USA<br>BrandsOnSpeed GmbH – GERMANY<br>Burgess Strategic Marketing Services<br>– USA<br>C3 Creative Code & Content – GERMANY<br>CD Corporate Reports SDN BHD<br>– MALAYSIA<br>CHC Enterprises – USA<br>China Communications Services<br>Corporation Limited – HONG KONG<br>China Telecom Corporation Ltd.<br>– HONG KONG<br>China Unicom – HONG KONG<br>Citizens Development<br>Business Finance PLC – SRI LANKA<br>Colonial First State Global Asset Mgmt<br>– AUSTRALIA<br>ComfortDelGro Corporation Limited<br>– SINGAPORE<br>Craib Design + Communications<br>– CANADA<br>Cre8 (Greater China) Limited<br>– HONG KONG<br>CSR Consulting & Design – KOREA<br>Curran & Connors, Inc. – USA<br>Daiwa House Industry Co., Ltd. – JAPAN<br>Daniel Kennedy Communications Services<br>– USA<br>Devon Title – USA<br>Donnelley Financial Solutions<br>– HONG KONG<br>EDICO Financial Press Services Ltd.<br>– HONG KONG<br>Eisbrenner Public Relations – USA<br>Engage Media Pte. Ltd – HONG KONG<br>Equity Financial Press Ltd. – HONG KONG<br>Excel Communication and<br>Perception Management – TURKEY | Fast Retailing Co., Limited – JAPAN<br>FGI Design – USA<br>Finar Kurumsal – TURKEY<br>First Rabbit GmbH – GERMANY<br>Fuhrmann Films – GERMANY<br>GENNEX Financial Media Limited<br>– HONG KONG<br>Graffiti – TURKEY<br>Grupo Insud – ARGENTINA<br>h2h Consulting – USA<br>HeterMedia Services Ltd. – HONG KONG<br>HGB Hamburger Geschäftsberichte<br>GmbH & Co. KG – GERMANY<br>Hong Kong Broadband Network, Ltd<br>– HONG KONG<br>Hong Kong Society for the Aged<br>– HONG KONG<br>i.LINK Group Limited – HONG KONG<br>Ideas on Purpose – USA<br>Inbrax – CHILE<br>Inc. Design – USA<br>Informa PLC – UNITED KINGDOM<br>Insight Creative – NEW ZEALAND<br>iONE Financial Press – HONG KONG<br>IR & Mehr – AUSTRIA<br>IZ Iletisim – TURKEY<br>Jolly Good Films – NEW ZEALAND<br>KD1 Designagentur – GERMANY<br>Kerry Properties – HONG KONG<br>KorteMaerzWolff Kommunikation<br>– GERMANY<br>loved GmbH – GERMANY<br>Luke Communications Group – USA<br>M&M Consultancy – HONG KONG<br>Maison de l’Orientation – LUXEMBOURG<br>Media Genesis – USA<br>Mensalia GmbH – AUSTRIA<br>mensemedia – GERMANY<br>MerchantCantos – UNITED KINGDOM<br>MerchantCantos – USA<br>MetaFusion Pte Ltd – SINGAPORE<br>Milenio 3 – MEXICO<br>Miramar Group – HONG KONG<br>MM Partners – KOREA<br>MS Optics R&D – JAPAN<br>Mubadala Investment Company – UAE<br>Newport3 Communications – GERMANY<br>Next Digital Limited – HONG KONG<br>Nine Labs – USA<br>Nova Fusion – MALAYSIA<br>OMV Aktiengesellschaft – AUSTRIA<br>Paragraphs – USA | Parcel Design – CANADA<br>Pauffley & Company – UNITED KINGDOM<br>People’s Leasing & Finance PLC<br>– SRI LANKA<br>Peter Freeby, Freelance Designer – USA<br>PETRANIX Corporate and Financial<br>Communication – SWITZERLAND<br>Plan P. GmbH – GERMANY<br>PlusX – KOREA<br>PRATT Institute – USA<br>PRH Hamburg Kommunikation GmbH<br>– GERMANY<br>PT Garuda Indonesia (Persero) Tbk<br>– INDONESIA<br>Publik. Agentur Für Kommunikation GmbH<br>– GERMANY<br>q30 design, Inc. – CANADA<br>REF Financial Press Ltd. – HONG KONG<br>ringzwei – GERMANY<br>S/O Project – KOREA<br>Sakaguchi Corp – JAPAN<br>Sedgwick Richardson – HONG KONG<br>Sequel – USA<br>Shian Inc. – JAPAN<br>Silicon Plus Communications PTE Limited<br>– SINGAPORE<br>SinoMedia Holding Limited – CHINA<br>Smart Media – SRI LANKA<br>Solomon Financial Press – HONG KONG<br>SS Digital Media – USA<br>Stagg & Friends GmbH – GERMANY<br>Stan Gellman Graphic Design Inc. – USA<br>Studio 210, LLC – USA<br>sliiden ad agency – GERMANY<br>Sydinvest – DENMARK<br>Tayburn – TURKEY<br>The Charles NYC – USA<br>The Dubs – AUSTRALIA<br>Toppin Merrill Limited – HONG KONG<br>Troy Chamber of Commerce – USA<br>United Therapeutics – USA<br>VOK Dams Events & Live Marketing<br>– GERMANY<br>Wachovia Securities – USA<br>Wendy’s Bloggers – USA<br>Workplace Safety & Prevention Services<br>– CANADA<br>Wynk Design, Inc. – USA<br>X_Design – MEXICO<br>Xanadu Communications – USA<br>Yellow Creative (HK) Limited – HONG KONG |
|--|--|---|

# CONGRATULATIONS!

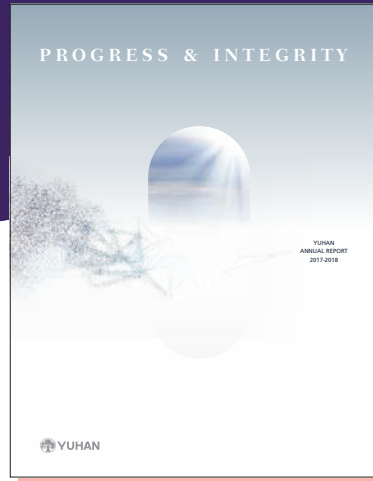
## 2018 grand award WINNERS



**BEST OF ADVERTISING**  
Les Amputés de guerre  
Jacob  
(CANADA)



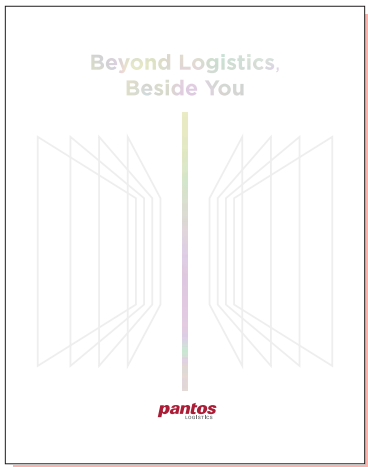
**BEST OF COPYWRITING**  
mensemedia Gesellschaft für Neue Medien mbH & PRH Hamburg Kommunikation  
DAIMLER AG  
RoadStars powered by Mercedes-Benz Trucks  
(GERMANY)



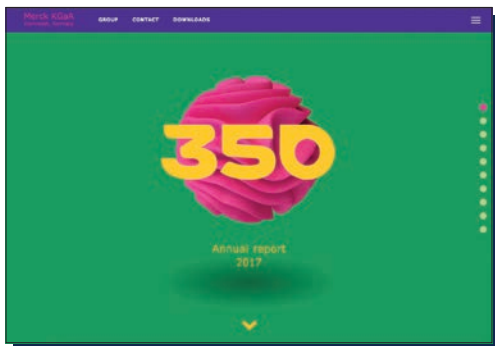
**BEST OF ANNUAL REPORTS**  
– Traditional  
IM creative  
YUHAN CORPORATION  
Progress & Integrity Annual Report 2017-2018  
(SOUTH KOREA)



**BEST OF PUBLIC RELATIONS**  
– Print  
Sim Partners  
KIA MOTORS  
The Future Has Begun <Move>  
(SOUTH KOREA)



**BEST OF BROCHURES**  
NeoFocus  
PANTOS  
Beyond Logistics, Beside You  
(SOUTH KOREA)



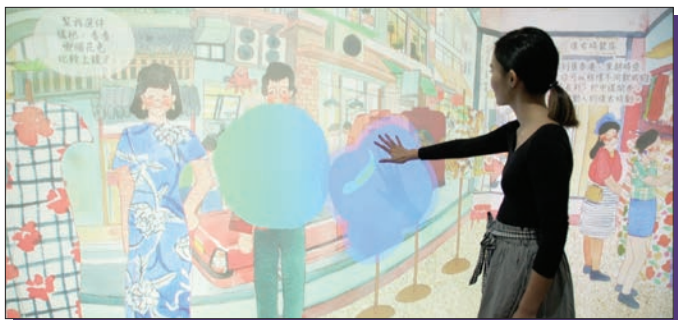
**BEST OF ANNUAL REPORTS – Online**  
3st kommunikation GmbH  
MERCK KGAA, DARMSTADT, GERMANY  
Online Annual Report 2017 “350”  
(GERMANY)



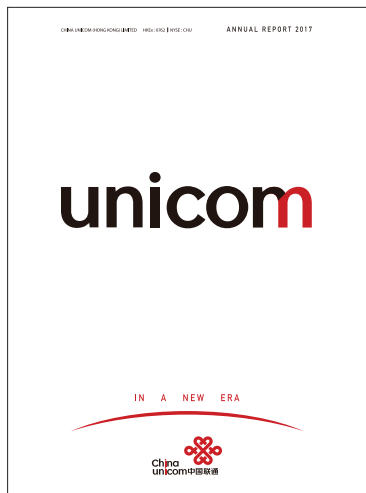
**BEST OF MOBILE MEDIA**  
CLP Holdings Limited  
A Snapshot of CLP 2017 Annual Report  
(HONG KONG)



**BEST OF SPECIAL EVENTS – Single Show**  
Jazzunique GmbH  
MERCK KGAA DARMSTADT, GERMANY  
Hall of Fame der deutschen Forschung  
(GERMANY)



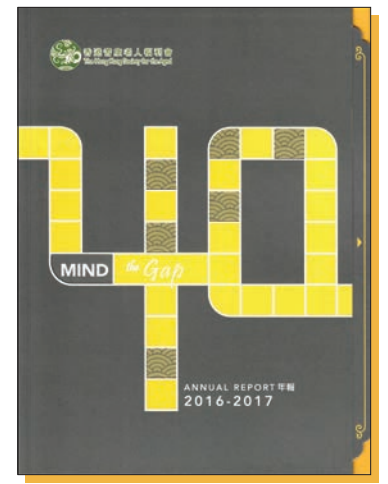
**BEST OF PROMOTION**  
Hong Kong Tourism Board  
HK Neighbourhoods - Old Town Central  
(HONG KONG)



**BEST OF DESIGN**  
– Annual Reports  
& **BEST OF ANNUAL REPORTS**  
– Non-Traditional  
Solomon Financial Press Limited  
CHINA UNICOM  
(HONG KONG) LIMITED  
Annual Report 2017 - UNICOM IN A NEW ERA  
(HONG KONG)



**BEST OF DESIGN**  
– Bound Publications  
BrandsOnSpeed GmbH  
TRUMPF GMBH & CO  
TRUe Magazine #03/04 2017  
(GERMANY)



**BEST OF DESIGN – Various**  
The Hong Kong Society for the Aged  
40th Anniversary Design Concept  
(HONG KONG)



**BEST OF VIDEOS**  
Hong Kong Tourism Board  
Old Town Central - Old Town Central Dogs  
(HONG KONG)



**BEST OF DESIGN – Covers**  
United Therapeutics / Lab 4  
2017 Annual RAPPOR  
(USA)



**BEST OF WEBSITES**  
STAGG & FRIENDS GMBH  
DEUTSCHE BANK AG  
Information Security Campaign  
(GERMANY)



**BEST OF PUBLIC RELATIONS – Campaign**  
& **BEST OF SPECIAL EVENTS – Multiple Events**  
CLP Holdings Limited  
CLP “A Century of Power” Launch  
(HONG KONG)



## BEST OF SHOW

# ENTRY INFO

# CATEGORIES & CLASSIFICATIONS

## WHO

Any professional involved in marketing communications is encouraged to enter. The GALAXY Awards afford all creatives an exceptional opportunity for global recognition.

## WHAT

The following must be included with your entry:

- Completed Entry Form
- 3 Copies\* of Print Entries Submitted
- Entry Fee

\* Online entries need submit only the URL. Only one copy of large or bulky entries need be submitted. Very large entries should be entered in photographic form by attachment, link, CD/DVD or USB drive.

**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!

## WHEN

The deadline for entries is July 11, 2019. Entries must be postmarked (sent) by this date.

## WHERE

Send via DHL Express, FedEx, TNT or UPS to:

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

## WIN!

## AWARD CERTIFICATES

Should your entry win an award, your certificate will be personalized in the following format:

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

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

## A. ADVERTISING

- A01 Facebook
- A02 Insurance
- A03 Online Banner Ad
- A04 Print Campaign
- A05 Print - Single Ad
- A06 TV Ad - Campaign
- A07 TV Ad - Single
- A08 Other/Misc.

## B. BROCHURES

- B01 Company Profile
- B02 Corporate Magazine
- B03 Customer
- B04 Employees
- B05 Hardcover Book
- B06 Insurance
- B07 Marketing Collateral
- B08 Special Purpose
- B09 Other/Misc.

## C. COPYWRITING

### Annual Reports

- C01 Asia/Pacific
- C02 Europe
- C03 The Americas
- C04 Chairman's Letter

### Magazines

- C05 Aircraft/Airlines
- C06 Automobiles
- C07 Brandbook
- C08 Cross-media Communication
- C09 Customer Magazine
- C10 Executive
- C11 Special Audience
- C12 Trucking/Transportation
- C13 Other/Misc.

## D. DESIGN - ANNUAL REPORTS

### Non-Traditional

- D01 Asia/Pacific
- D02 Europe
- D03 The Americas

### Traditional

- D04 Asia/Pacific
- D05 Europe
- D06 Hong Kong
- D07 Mainland China (PRC)
- D08 The Americas

## E. DESIGN - BOUND PUBLICATIONS

### Corporate/Custom Publication

- E01 Anniversary Book
- E02 Auto Enthusiast - General Audience
- E03 B2B Customer Magazine
- E04 Beauty/Hair
- E05 Company/Employee
- E06 Customer Magazine
- E07 Lifestyle
- E08 Other/Misc.

### Customer Magazine

- E09 Auto/Car Customer
- E10 Banking & Investments
- E11 Cooking & Kitchens
- E12 General Interest
- E13 Other/Misc.

### Employee Publications

- E14 Perfect Bound
- E15 Saddle-stitched
- E16 Tabloid/Newspaper
- E17 Other/Misc.
- E18 Travel/Tourism
- E19 Other/Misc.

## F. DESIGN - COVERS

### Annual Reports

- F01 Artistic/Illustrations
- F02 Die-Cut
- F03 Foils
- F04 Fold-Out
- F05 Graphics/Text
- F06 People/Portraits
- F07 Places/Products
- F08 Special Treatment
- F09 Textured
- F10 Unique Presentation (Hard Cover, Boxed Sets, Multi-parts, etc.)

### Magazines

- F11 Auto/Car Enthusiast
- F12 Corporate/Custom Publication
- F13 General Audience
- F14 Other/Misc.

## G. DESIGN - VARIOUS

- G01 Anniversary
- G02 Award/Trophy
- G03 Brandbook
- G04 Calendar
- G05 Corporate Brochure/Flyer/Mailer
- G06 Employee Magazine
- G07 Iconography / Logo
- G08 Newsletter
- G09 Photography
- G10 Promotional Leaflet
- G11 Promotional Poster
- G12 Retail Catalogue
- G13 Set Design/Architecture
- G14 Special Printing Effects
- G15 Tourism
- G16 Trade Show Booth
- G17 Other/Misc.

## H. ANNUAL REPORTS - PRINT

- H01 Agriculture/Agri-Business
- H02 Airport
- H03 Automobile Manufacturer
- H04 Banks - Investment Svcs.
- H05 Beer Manufacturing, Sales & Distribution
- H06 Beverages
- H07 Bi-lingual
- H08 Biotechnology

- H09 Business-to-Business Products & Services
- H10 Chemicals
- H11 Conglomerate
- H12 Connection Method
- H13 Consumer Durables
- H14 Corporate Responsibility AR
- H15 Cosmetics
- H16 Department Store
- H17 Digital Information
- H18 Asia/Pacific
- H19 Europe
- H20 The Americas

- H21 Electricity & Gas
- H22 Electronic Manufacturing
- H23 Elevators, Escalators & Moving Walks
- H24 Energy
- H25 Financial Services
- H26 Food/Packaged Goods
- H27 Governmental
- H28 Healthcare
- H29 Hospitals
- H30 Hotel & Property

- H31 Industrial Manufacturing
- H32 Infrastructure
- H33 Insurance
- H34 Investment Holding Co.
- H35 IT Service Provider
- H36 Jewelry
- H37 Lubricants
- H38 Manufacturing
- H39 Media Company
- H40 Metal Manufacturer
- H41 Mining: Ferrous & Non-Ferrous
- H42 Multi-Industry
- H43 Network Services

### Non-Profit Organizations

- H44 Asia/Pacific
- H45 Europe
- H46 The Americas
- H47 PCs & Tablets
- H48 Pharmaceuticals
- H49 Property Development
- H50 Pumps/Armatures
- H51 Real Estate Dev. Svcs.
- H52 Real Estate Holding Co.
- H53 Real Estate Investment
- H54 REIT
- H55 Residential Properties
- H56 Retail - Cosmetics
- H57 Retail - Department Store
- H58 Retail - Other & General
- H59 Retail/Shopping Malls
- H60 Shipping
- H61 Shipping Service
- H62 Social Services/Gov't
- H63 Specialty Chemicals & Medicine
- H64 Sporting Goods
- H65 Asia/Pacific
- H66 Europe
- H67 The Americas
- H68 Systems Analysis & Engineering

- H69 Telecommunications
- H70 Tourism
- H71 Utility
- H72 Victim Support
- H73 Other/Misc.

## I. ANNUAL REPORTS - ONLINE

- I01 Automobile Supplier
- I02 Energy
- I03 Financial Services
- I04 Asia/Pacific
- I05 Europe
- I06 The Americas
- I07 Investment Company
- I08 PDF
- I09 Property Development
- I10 Retail
- I11 Specialty Chemicals & Medicine
- I12 Sustainability Report
- I13 Tourism
- I14 Other/Misc.

## J. MOBILE MEDIA

- J01 Annual Report
- J02 Blog
- J03 Customer Magazine
- J04 e-Magazine
- J05 Facebook Page
- J06 Game
- J07 iPad App
- J08 Logistics
- J09 Mobile App
- J10 Mobile Website
- J11 Social Media
- J12 Other/Misc.

## K. PROMOTION

- K01 Brand Identity
- K02 Christmas/Holiday
- K03 Company Achievements
- K04 Local Attractions
- K05 New Product Introduction
- K06 Non-Profit Organization
- K07 Shopping Mall
- K08 Special Project
- K09 Sponsorship
- K10 Tourism
- K11 Other/Misc.

## L. PUBLIC RELATIONS

- L01 Awareness Campaign
- L02 Corp. Social Responsibility
- L03 Event Marketing
- L04 Healthy Living
- L05 Product Launch
- L06 Special Purpose Project
- L07 Sustainability Project
- L08 Other/Misc.

## M. SPECIAL EVENTS

- M01 Anniversary Show/Production
- M02 Automotive Related
- M03 Award Ceremony
- M04 Building/Construction
- M05 Community Involvement
- M06 Corporate
- M07 Dealer's Convention
- M08 Fund Raising
- M09 Media Event
- M10 Parade Floats/Mascots
- M11 People-in-Need
- M12 Pop-Up Event
- M13 Product Awareness
- M14 Product Launch
- M15 Publicity
- M16 Sales Training
- M17 Story Acting
- M18 Trade Show
- M19 Other/Misc.

## N. VIDEOS - DVDs, URLs & USBs

- N01 Animation
- N02 Automobile/Enthusiast
- N03 Corporate Identity
- N04 Corporate Social Responsibility
- N05 Educational & Informative
- N06 Employee Presentation
- N07 Entrepreneurs & Investors
- N08 Food & Beverage
- N09 Gourmet & Wine
- N10 Guided Tour Experience
- N11 History
- N12 Internal Company News
- N13 Interview
- N14 Nightlife Promotion
- N15 Promotion
- N16 Reality TV Clips
- N17 Recipes & Food Trends
- N18 Reportage
- N19 Stakeholder Communications
- N20 Tourism
- N21 Video Campaign
- N22 Video Storytelling
- N23 Other/Misc.

## O. WEBSITES

- O01 Awareness Campaign
- O02 Business-to-Business
- O03 Corporate Web Sites
- O04 Employee Communications
- O05 Investor Relations
- O06 Multi-platform Digital Content
- O07 Non-Profit Org.
- O08 Online Magazine
- O09 Power/Electricity
- O10 Redesign/Relaunch
- O11 Shipping
- O12 Telecommunications
- O13 Travel/Tourism
- O14 Other/Misc.

# ENTRY FORM



# 2019 galaxy AWARDS

## NOMINATOR INFORMATION

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

JOB TITLE / POSITION: \_\_\_\_\_

AGENCY / COMPANY: \_\_\_\_\_

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

CITY: \_\_\_\_\_  
 PROV./STATE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

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

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

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

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

## CLIENT INFORMATION

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

JOB TITLE / POSITION: \_\_\_\_\_

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

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

CITY: \_\_\_\_\_  
 PROV./STATE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

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

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

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

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

## ENTRY INFORMATION

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

CATEGORY CODE (EX. "H-08") \_\_\_\_\_

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

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

FORMAT:  App  DVD / USB  Mixed Media  
 Print Only  Web

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

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

## PAYMENT INFORMATION - Fill out this section once for all entries.

Total Number of Entries: \_\_\_\_\_

@ \$275 USD per Entry = \$ \_\_\_\_\_

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

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

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

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

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

American Express  
 □□□□-□□□□□□-□□□□□□  
 Exp. □□-□□

MasterCard/Visa  
 □□□□-□□□□□□-□□□□□□-□□□□□□  
 Exp. □□-□□

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

SIGNATURE: \_\_\_\_\_

**IMPORTANT:** Attach one completed Entry Form to each entry.  
 Send **THREE (3) copies** for each printed entry! Online/Web entries need send only link or URL.

**SHIPPING INSTRUCTIONS:** Send entry materials along with entry forms and fees via DHL Express, FedEx, TNT or UPS. To hasten your package through customs, please affix or mark in bold lettering outside the package - "Contest Material, No Commercial Value."

### MAIL ENTRIES TO:

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

For More Information:  
 P 1-914-923-9400  
 F 1-914-923-9484  
 E info@mercommawards.com

**JULY 11, 2019  
 DEADLINE**

Log No. #

For Office Use Only