

The background is a dark purple space scene with pink and white stars of various sizes, yellow and pink planets, and yellow orbital paths. The text '2021 galaxy AWARDS' is prominently displayed in the upper left. '2021' is in yellow, 'galaxy' is in white, and 'AWARDS' is in yellow.

2021
galaxy
AWARDS

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

ENTRY DEADLINE: JULY 27, 2021

WELCOME!



INSPIRE!

Your creative spirit in these challenging times deserve recognition. Time for good news again! Winning an award enriches your professional life, cheers your clients and management, plus inspires the entire team.

Go on to win the prestigious **GALAXY** prize! Creativity is at an all-time premium. Join the luminaries in the marketing profession. Let your incredible projects shine! Put your entries together today. We look forward to welcoming you as a winner.

Wishing you inspired success,

Reni L. Witt
Founder and President

DEADLINE: July 27, 2021

For the **MISSION STATEMENT** and complete list of all 80+ countries that compete, visit mercommawards.com

CALENDAR

JULY

27

Deadline for Entries

OCTOBER

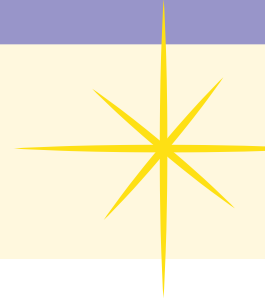
7

Winners Notified

NOVEMBER

17

Grand Winners Announced



JUDGES

The International 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
A. Plus Financial Press Limited - HONG KONG
Addison - USA
Ad Fortune Communications - HONG KONG
AIR - USA
Airport Authority - HONG KONG
Akademie Deutscher Genossenschaften ADG - GERMANY
Armaceil International S.A - LUXEMBOURG
Artists Estate Studio - USA
Atrevia - PORTUGAL
Atrevia - SPAIN
Autlan - MEXICO
Avila Creative, Inc. - USA
Bank of China - HONG KONG
Berenberg - GERMANY
BGA Publishing - USA
bp Content - GERMANY
BrandBook LLC - USA
BrandsOnSpeed GmbH - GERMANY
Bring, LLC. - USA
Burgess Strategic Marketing Services - USA
C3 Creative Code & Content - GERMANY
CHC Enterprises - USA
China Communications Services Corporation Limited - HONG KONG
China Telecom Corporation Ltd. - HONG KONG
China Unicom - HONG KONG
CITIC Limited - HONG KONG
C.J. Graphics - CANADA
Colonial First State Global Asset Mgmt - AUSTRALIA
ComfortDelGro Corporation Limited - SINGAPORE
Coolgrey Design Workshop Limited - HONG KONG
COPE Content Performance Group GmbH - AUSTRIA
Cre8 (Greater China) Limited - HONG KONG
Creative Creature Company Ltd. - HONG KONG
CSR Consulting & Design - KOREA
Curran & Connors, Inc. - USA
Daimler AG - GERMANY
Daiwa House Industry Co., Ltd. - JAPAN
Daniel Kennedy Communications Services - USA
Devon Title - USA
Diehl Aviation - GERMANY
DNA Komunika - INDONESIA
Donnelley Financial Solutions - HONG KONG
Doris Gattatter, IR & MEHR - AUSTRIA
DOTPLUS Communications SDN BHD - MALAYSIA
EDICO Financial Press Services Ltd. - HONG KONG
Equity Financial Press Ltd. - HONG KONG
Excel Communication and Perception Management - TURKEY
Fast Retailing Co., Limited - JAPAN
FGI Design - USA | Fiducia & GAD IT AG - GERMANY
Finar Kurumsal - TURKEY
Fronius International GmbH - GERMANY
Fuhrmann Films - GERMANY
GenNex Financial Media Limited - HONG KONG
Graffiti - TURKEY
Great Thinks - GERMANY
Grupo Insud - ARGENTINA
HeterMedia Services Ltd. - HONG KONG
HGB Hamburger Geschäftsberichte GmbH & Co. KG - GERMANY
Hong Kong Broadband Network, Ltd - HONG KONG
House of Communications - USA
i.LINK Group Limited - HONG KONG
Ideas on Purpose - USA
INBRAX - CHILE
Inc. Design - USA
Informa PLC - UNITED KINGDOM
Insight Creative - NEW ZEALAND
International Finance Corporation (IFC) - USA
iONE Financial Press - HONG KONG
IZ Iletisim - TURKEY
John Madere Photography - USA
Jolly Good Films - NEW ZEALAND
Karin and Walter Blüchert Gedächtnisstiftung - GERMANY
KD1 Designagentur - GERMANY
Kerry Properties - HONG KONG
KetchumPleon - GERMANY
Killing Mario - KOREA
KorteMaerzWolff Kommunikation - GERMANY
LLYC - COLOMBIA
LLYC - SPAIN
loved GmbH - GERMANY
Luke Communications Group - USA
M-1 Studios - USA
M&M Consultancy - HONG KONG
Marco - SPAIN
Media Genesis - USA
Mensalia GmbH - AUSTRIA
MENSE - LUXEMBOURG
mensemedia - GERMANY
MetaFusion Pte Ltd - SINGAPORE
Michigan Door - USA
Milenio 3 Genera - MEXICO
Miramar Group - HONG KONG
MM Partners - KOREA
MS Optics R&D - JAPAN
Mubadala Investment Company - UAE
Newport3 Communications - GERMANY
Next Digital Limited - HONG KONG
Nine Labs - USA
Nova Fusion - MALAYSIA
Ohhh! Foundation - GERMANY
OMV Aktiengesellschaft - AUSTRIA
Pan American Energy - ARGENTINA
Paradise Group - KOREA
Paragraphs Design - USA
Parcel Design - CANADA
Pauffley & Company - UNITED KINGDOM
People's Leasing & Finance PLC - SRI LANKA | PepperClub - GERMANY
PETRANIX Corporate and Financial Communication - SWITZERLAND
Plan P. GmbH - GERMANY
PlusX - KOREA
PRATT Institute - USA
PRH Hamburg Kommunikation GmbH - GERMANY
Profilwerkstatt GmbH - GERMANY
Protop Financial Press Limited - HONG KONG
Publik. Agentur Für Kommunikation GmbH - GERMANY
Rahofer Werbeagentur - AUSTRIA
Raymond Ltd - INDIA
REF Financial Press Ltd. - HONG KONG
Rethink - MALAYSIA
ringzwei - GERMANY
S/O Project - KOREA
Sedgwick Richardson - HONG KONG
SEQUEL - USA
Shian Inc. - JAPAN
Shoemake Photography LLC - USA
Signi Design - MEXICO
Silicon Plus Communications PTE Limited - SINGAPORE
SinoMedia Holding Limited - CHINA
Smart Media - SRI LANKA
Solomon Financial Press Limited - HONG KONG
SS Digital Media - USA
Stagg & Friends GmbH - GERMANY
Stan Gellman Graphic Design Inc. - USA
Studio 210, LLC - USA
stüden ad agency - GERMANY
Sven Ruhs - GERMANY
Sydinvest - DENMARK
Tayburn - TURKEY
TERRITORY Content to Results GmbH - GERMANY
The Dubs - AUSTRALIA
The Hong Kong Society for the Aged - HONG KONG
The Open University of Hong Kong - HONG KONG
Toppan Merrill Limited - HONG KONG
Toyoko Inn Nagano - JAPAN
Troy Chamber of Commerce - USA
Twice Graphics - HONG KONG
United Therapeutics - USA
Va Bene Publishing GmbH - GERMANY
VOK Dams Events & Live Marketing - GERMANY
Wachovia Securities - USA
Wendy's Bloggers - USA
WILO SE - GERMANY
Workplace Safety & Prevention Services - CANADA
Wynk Design, Inc. - USA
X_Design - MEXICO
Xanadu Communications - USA
Yellow Creative (HK) Limited - HONG KONG
YesTogether - IRAN |
|--|--|---|

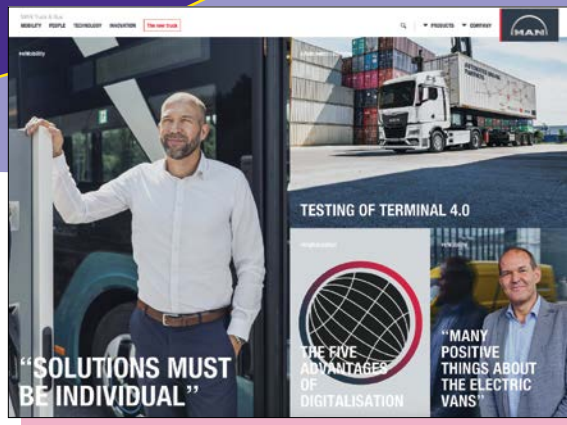
CONGRATULATIONS!

2020 grand award

WINNERS



BEST OF VIDEOS
5D FACTORY
HANWHA SYSTEMS
Promotional Video
(SOUTH KOREA)



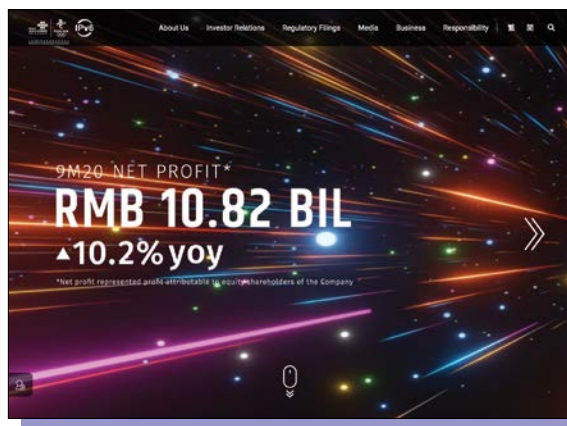
BEST OF WEBSITES
muehlhausmoers corporate communications gmbh
MAN TRUCK & BUS SE
MAN Truck & Bus Web Site
(GERMANY)



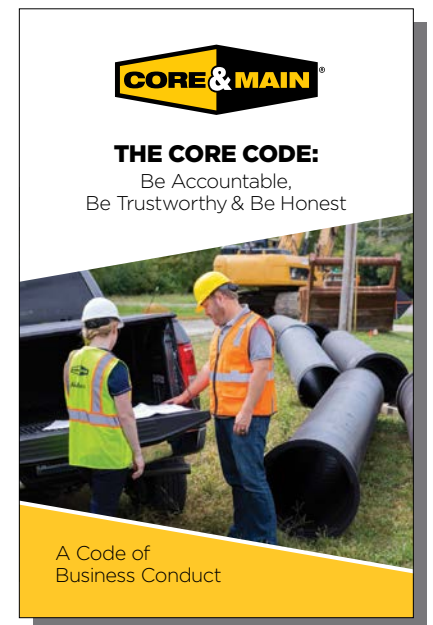
BEST OF ADVERTISING
Avantgarde Ges. für Kom. mbH
NOVENTI HEALTH SE
Initiative Against Corona
(GERMANY)



BEST OF SPECIAL EVENTS
insglück Ges. f. Markeninszenierung
TUI CRUISES GMBH
TUI Cruises Ship Naming Ceremony "MS2"
(GERMANY)



BEST OF ANNUAL REPORTS – Online
EQS Group AG
CHINA UNICOM (HONG KONG) LIMITED
Yes! 5Gn
(HONG KONG)



BEST OF BROCHURES
Stan Gellman Graphic Design
CORE & MAIN
The Core Code
(USA)



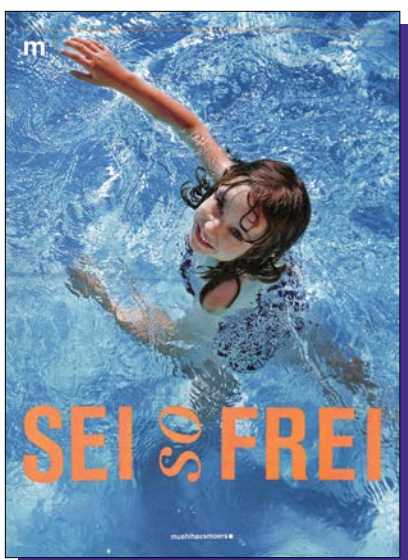
BEST OF ANNUAL REPORTS – Print
muehlhausmoers corporate communications gmbh
KÖLNER FREIWILLIGEN AGENTUR E.V.
KFA Jahresbericht 2019
(GERMANY)



BEST OF PROMOTION
insglück Ges. f. Markeninszenierung
SWAROVSKI TOURISM SERVICES GMBH
Swarovski Light Festival 2019
(AUSTRIA)



BEST OF DESIGN
– Various
Bank of Communications (Hong Kong) Limited
BoCom Red Packets
(HONG KONG)



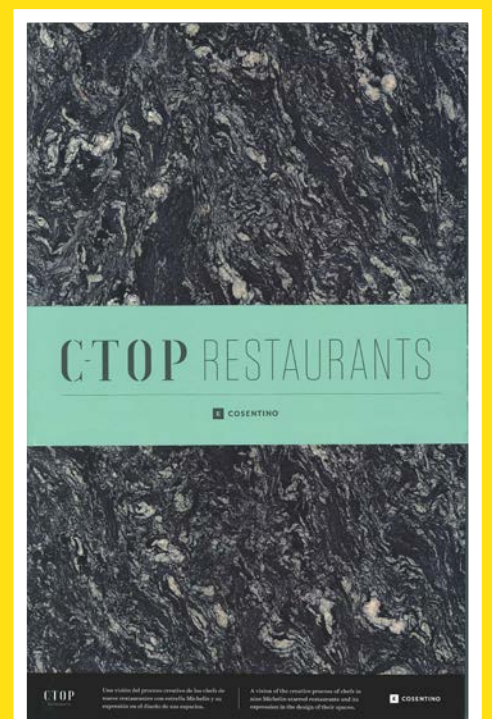
BEST OF PUBLIC RELATIONS
muehlhausmoers corporate communications gmbh
mPaper
(GERMANY)



BEST OF DESIGN – Covers
United Therapeutics / Lab 4
UNITED THERAPEUTICS
UTHR Reportfolio 2019
(USA)



BEST OF DESIGN
– Bound Publications
Uited Asociados
COSENTINO
C-TOP Restaurants
(SPAIN)



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 27, 2021. 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 Multi-platform/Media Campaign
- A02 Print Campaign
- A03 Print - Single Ad
- A04 Promotional Campaign
- A05 TV Ad - Campaign
- A06 TV Ad - Single
- A07 Other/Misc.

B. BROCHURES

- B01 Business Magazine
- B02 Children's Publication
- B03 Company Profile
- B04 Corporate Magazine
- B05 Customer
- B06 Employees
- B07 Marketing Collateral
- B08 Other/Misc.

C. COPYWRITING

Annual Reports

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

Magazines

- C05 Brandbook
- C06 Special Audience
- C07 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

- E01 Children's Publication
- Corporate/Custom Publication**
- E02 Auto Enthusiast - General Audience
- E03 B2B Customer Magazine
- E04 Beauty/Hair
- E05 Customer Magazine
- E06 Other/Misc.
- Customer Magazine**
- E07 Auto/Car Customer
- E08 Cooking & Kitchens
- E09 Other/Misc.

Employee Publications

- E10 Perfect Bound
- E11 Other/Misc.
- E12 Family Magazine
- E13 Premium Brand Promotion
- E14 Travel/Tourism
- E15 Other/Misc.

F. DESIGN - Covers

Annual Reports

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

Magazines

- F09 Auto/Car Enthusiast
- F10 Corporate/Custom Publication
- F11 General Audience
- F12 Other/Misc.

G. DESIGN - Various

- G01 Anniversary
- G02 Brandbook
- G03 Calendar
- G04 Credit Card
- G05 Employee Magazine
- G06 Environmental/Societal Governance (ESG) Report
- G07 Gift/Money Holders
- G08 Newsletter
- G09 Photography
- G10 Promotional Poster
- G11 Tourism
- G12 Trade Show Booth
- G13 Virtual Reality Game
- G14 Other/Misc.

H. ANNUAL REPORTS

- Print

- H01 Airport
- H02 Banks - Investment Svcs.
- H03 Beer Manufacturing, Sales & Distribution
- H04 Beverages
- H05 Bi-lingual
- H06 Biotechnology
- H07 Business-to-Business Products & Services
- H08 Chemicals
- H09 Conglomerate
- H10 Corporate Responsibility AR
- H11 Digital Information

Diversified Business

- H12 Asia/Pacific
- H13 Europe
- H14 The Americas
- H15 Electricity & Gas
- H16 Electronic Manufacturing
- H17 Energy
- H18 Financial Services
- H19 Food/Packaged Goods
- H20 Governmental
- H21 Industrial Manufacturing
- H22 Infrastructure
- H23 Insurance
- H24 IT Service Provider
- H25 Jewelry
- H26 Media Company
- H27 Multi-Industry
- H28 Network Services

Non-Profit Organizations

- H29 Asia/Pacific
- H30 Europe
- H31 The Americas
- H32 Pharmaceuticals
- H33 Property Development
- H34 Real Estate Dev. Svcs.
- H35 Real Estate Holding Co.
- H36 Real Estate Investment
- H37 REIT
- H38 Residential Properties
- H39 Retail - General
- H40 Shipping Service
- H41 Sporting Goods
- H42 Sustainability Report
- H43 Telecommunications
- H44 University/College
- H45 Utility
- H46 Other/Misc.

I. ANNUAL REPORTS

- Online

- I01 Automobile Supplier
- I02 Energy
- I03 Integrated A.R.
- Interactive**
- I04 Asia/Pacific
- I05 Europe
- I06 The Americas
- I07 IT Service Provider
- I08 PDF
- I09 Specialty Chemicals & Medicine
- I10 Sustainability Report
- I11 Tourism
- I12 Other/Misc.

J. MOBILE MEDIA

- J01 Annual Report
- J02 Blog
- J03 Digital Games
- J04 Facebook Page
- J05 Infographic
- J06 Logistics
- J07 Mobile App
- J08 Mobile Website
- J09 Social Media
- J10 Other/Misc.

K. PROMOTION

- K01 Brand Identity
- K02 Christmas/Holiday
- K03 Festival
- K04 Local Attractions
- K05 New Product Introduction
- K06 Non-Profit Organization
- K07 Special Project
- K08 Tourism
- K09 Other/Misc.

L. PUBLIC RELATIONS

- L01 Acoustic Live Experience
- L02 Awards/Competitions
- L03 Awareness Campaign
- L04 Corp. Social Responsibility
- L05 Event Marketing
- L06 Product Launch
- L07 Storytelling Publication
- L08 Sustainability Project
- L09 Other/Misc.

M. SPECIAL EVENTS

- M01 Anniversary Show/Production
- M02 Automotive Related
- M03 Building/Construction
- M04 Community Involvement
- M05 Corporate
- M06 Digital Event
- M07 Digital Installation
- M08 Media Event
- M09 Movie Crossover Campaign
- M10 Pop-Up Event
- M11 Product Awareness
- M12 Product Launch
- M13 Publicity
- M14 Seasonal Promotion
- M15 Trade Show
- M16 Other/Misc.

N. VIDEOS

- DVDs, URLs & USBs

- N01 Animated Promotion
- N02 Corporate Identity
- N03 Entrepreneurs & Investors
- N04 Gourmet & Wine
- N05 History
- N06 Promotion
- N07 Stakeholder Communications
- N08 Training
- N09 Video Campaign
- N10 Video Storytelling
- N11 Other/Misc.

O. WEBSITES

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



ENTRY FORM



2021 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. "D-02") _____

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: _____

@ \$320 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 27, 2021
DEADLINE**

Log No. #

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