



2019  
**INOVA**  
**AWARDS**  
Excellence in Corporate Websites

CALL FOR ENTRIES

DEADLINE: SEPTEMBER 27, 2019

APPS

CORPORATE WEBSITES

DIGITAL MAGAZINES

NON-PROFIT ORGANIZATIONS

ON-LINE ANNUAL REPORTS

SOCIAL MEDIA

SPORTS

VIDEO GRAPHICS

WRITING

PLUS OTHER  
MAJOR CATEGORIES!

Sponsored by:  
MerComm, Inc. –

*The World's Only  
Independent Awards Programs*

## Dear Colleague,

Since 2001, the iNOVA Awards has honored the power and the creative force of corporate websites. Winning an iNOVA helps generate publicity and win new business.

**You are guaranteed:** Judging which is fair and objective. We accept no advertising, membership fees, or outside sponsors. The judging panels are made up of top internet professionals from around the world. They are committed to recognizing the best corporate websites and raising the standards of excellence.

**Strategies for success:** By entering the iNOVA Awards, you have the opportunity to receive the judges' evaluations. The detailed scores and comments are the primary reason so many web pros nominate their best work for the iNOVA Awards. You'll find this independent feedback a great source for internal review and continual improvement.

**Build your business:** Take this professional opportunity to promote your company's or client's website to the world. We welcome you and hope to count you as a *winner* in the 19th annual iNOVA Awards competition!

Cheers,



Reni L. Witt  
President

### MISSION STATEMENT

Please see the iNOVA website at [www.mercommawards.com](http://www.mercommawards.com). Click on "Why Compete" to view the Mission Statement and the 70+ countries competing in the competitions.

# 2018 GRAND AWARD WINNERS



### BEST OF DIGITAL MAGAZINES

PRH Hamburg Kommunikation GmbH & mensemedia  
DAIMLER AG

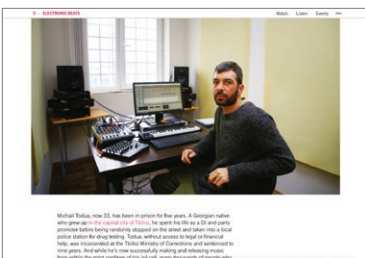
*RoadStars - Powered by Mercedes-Benz Trucks*  
[roadstars.mercedes-benz.com/en\\_GB/magazine/issues/02-2019.html](http://roadstars.mercedes-benz.com/en_GB/magazine/issues/02-2019.html)  
(GERMANY)



### BEST OF MOBILE APPS

PRH Hamburg Kommunikation GmbH  
LUFTHANSA CARGO AG

*planet App*  
[www.lufthansa-cargo.com/planet](http://www.lufthansa-cargo.com/planet)  
(GERMANY)



### BEST OF WRITING

C3 Creative Code and Content GmbH  
DEUTSCHE TELEKOM AG

*Telekom Electronic Beats - Behind Bars*  
[www.electronicbeats.net/behind-bars-meet-the-georgian-techno-producer-making-music-from-prison](http://www.electronicbeats.net/behind-bars-meet-the-georgian-techno-producer-making-music-from-prison)  
(GERMANY)



### BEST OF ONLINE ANNUAL REPORTS

3st kommunikation GmbH  
SYMRISE AG

*"Unfolding Strengths" Online Annual Report 2017*  
[cr2017.symrise.com/](http://cr2017.symrise.com/)  
(GERMANY)



### BEST OF SPORTS

Hong Kong Tourism Board

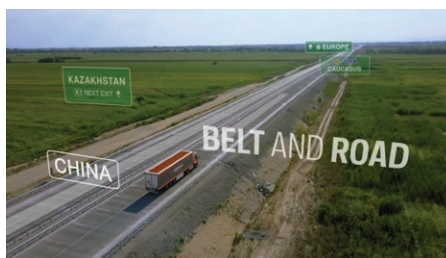
*Hong Kong Cyclothon - Real Pros Amongst Us*  
[www.facebook.com/watch/?v=1548767815158856](https://www.facebook.com/watch/?v=1548767815158856)  
(HONG KONG)



### BEST OF NON-PROFIT ORGANIZATIONS

Com&Sons GmbH  
KARIN UND WALTER BLÜCHERT GEDÄCHTNISSTIFTUNG

[www.kwb-stiftung.de](http://www.kwb-stiftung.de)  
(GERMANY)



### BEST OF VIDEO

Kerry Logistics Network Limited

*Kerry Logistics Corporate Video*  
[www.kerrylogistics.com/our-company/press/image-gallery/videos](http://www.kerrylogistics.com/our-company/press/image-gallery/videos)  
(HONG KONG)

# BEST OF SHOW



### BEST OF SOCIAL MEDIA

Stan Gellman Graphic Design  
VILLA DI MARIA MONTESSORI SCHOOL  
*Villa di Maria Montessori GiveSTL Day 2018*  
[www.sggdesign.com/2018-inova-entry](http://www.sggdesign.com/2018-inova-entry)  
(USA)

"We are very pleased to be awarded the Grand Prize!"  
3ST KOMMUNIKATION GMBH  
Mainz, GERMANY

"Super news about our Silver win! Thanks very much."  
ACCENTURE  
Chicago, IL, USA

"Many thanks for the notification – we are delighted that SHAFTESBURY and LAING O'ROURKE are Grand Award winners, and in particular that SHAFTESBURY won the BEST IN SHOW award!"  
BLACK SUN PLC  
London, UNITED KINGDOM

"Thanks for the Grand Award."  
CHINA MOBILE LIMITED  
Central, HONG KONG

"That's wonderful news about our Bronze win!! Thanks so much!"  
EDELMAN  
New York, NY, USA

"Thank you so much for the Bronze prize!"  
FIRMSTUDIO LTD.  
Central, HONG KONG

"Thanks a lot for the grand news of our Grand Award!"  
HOFFMANN UND CAMPE VERLAG GMBH  
Hamburg, GERMANY

"We are delighted to be honored with the iNOVA Awards."  
INVESTIS LTD.  
London, UNITED KINGDOM

"Great news! Thank you for the Gold and Grand Award!"  
JWT INSIDE  
New York, NY, USA

"Thanks for the good news of our Grand Award win!!"  
KERRY LOGISTICS  
Kwai Chung, HONG KONG

"Wow! What a year! We are more than happy. Thank you and the great MerComm team so much for the Grand Prize! It's always so pleasant to work with you."  
LOVED GMBH  
Hamburg, GERMANY

"Thank you for the great news of our BEST OF SHOW win! We are very excited about the trophy."  
MPM MEDIA PROCESS MANAGEMENT GMBH  
Mainz, GERMANY

"We are extremely proud to receive these awards as they demonstrate the success of our internal IT department, and our commitment to technology and innovation."  
NOBLE GROUP LIMITED  
HONG KONG

"We are proud to have won an iNOVA Award for our redesigned corporate website. Thank you for the honor."  
PENTON  
New York, NY, USA

"Great news! We are proud of being a part of the winners on this year's competition."  
RECRUIT HOLDINGS  
Tokyo, JAPAN

"Thank you for the good news of our Bronze Award."  
SIM GLOBAL EDUCATION  
SINGAPORE

"Great news about the Honors iNOVA Award!"  
TRIBAL DDB  
Istanbul, TURKEY

"We are very appreciative at the good news of our win."  
UNIVERSAL CORPORATE COMMUNICATIONS, INC.  
Seoul, KOREA

"Thanks so much for the good news about our double wins – we're delighted!"  
WARDOUR  
London, UNITED KINGDOM

# ENTRY INFORMATION

## WHO

All communication and technical professionals working on websites are eligible. The competition is open to Agencies, Associations, Corporations, Government Agencies and Non-Profit Organizations. Small firms are as likely to win as big companies and major agencies. The iNOVA Awards guarantee a level playing field.

## WHAT

Complete the Entry Form, either on-line or in this brochure. Be sure to carefully print or type the URL for your entry. Payment may be made by check or credit-card. You may mail, fax, or use the secure on-line Entry Form ([www.mercommawards.com](http://www.mercommawards.com)). For Bank Transfers, please contact our offices for routing information. To submit the same website in multiple categories, or to submit different websites, please use separate entry forms for each.

## WHEN

Entries must be received by midnight (EST) **September 27, 2019**. You will receive notification that your entry(ies) was/were received.

## ELIGIBILITY

All websites which were live at any time from **September 28, 2018 to September 27, 2019** are eligible. If the website, or any portion of it, is not currently active, please create a temporary site on which to place all the elements you wish to have judged. Note the newly created URL on your Entry Form.

## CRITERIA

All entries will be judged on concept, content, creativity, ease of navigation, design, functionality, interactivity, and overall success in achieving the company's/client's goals.

## AND THE WINNER IS ...

The top 30% of entries will earn the Gold, Silver or Bronze Award in its Category/Classification. Nominees have the opportunity to see the judges' score sheets and comments. Winners will be notified beginning November 19, 2019. The Grand Award Winners and BEST OF SHOW will be announced on December 3, 2019. Winners will be notified by e-mail.

## WINNERS WILL RECEIVE ...

Stunning metallic foil-stamped certificates will be sent to the Gold, Silver and Bronze winners. Grand Award winners will receive a unique framed aluminum brushed plaque. The BEST OF SHOW will be honored with a marble and crystal trophy. Unlike other web competitions, you do not have to pay for your prize. Should you win, your certificate, plaque or trophy is yours!

## CALENDAR

September

**27**

Deadline for Entries

November

**19**

Winners Notified

December

**3**

Grand Winners Announced

## FOR MORE INFO:

**P** 1-914-923-9400  
**F** 1-914-923-9484  
**E** [info@mercommawards.com](mailto:info@mercommawards.com)

**VISIT OUR WEBSITE!**  
[MerCommAwards.com](http://MerCommAwards.com)

## AWARD CERTIFICATES

Should your entry place as an award winner, your certificate will be personalized as shown.

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

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

## THE JUDGES

33 Visual – MEXICO  
A. Plus Financial Press Limited – HONG KONG  
Addison – USA  
AIR – USA  
An-Najah National University – PALESTINE  
Armaceff International S.A – LUXEMBOURG  
Artist Estate Studio – USA  
Atravia – PORTUGAL  
Atravia – SPAIN  
Avila Creative, Inc. – USA  
Bank of China – HONG KONG  
Berenberg – GERMANY  
BGA Publishing – USA  
BrandBook LLC – USA  
BrandsOnSpeed GmbH – GERMANY  
Burgess Strategic Marketing Services – USA  
C3 Creative Code & Content – GERMANY  
CD Corporate Reports SDN BHD – MALAYSIA  
CHC Enterprises – USA  
China Communications Services Corporation Limited – HONG KONG  
China Telecom Corporation Limited – HONG KONG  
China Unicom – HONG KONG  
CITIC Limited – HONG KONG  
Citizens Development Business Finance PLC – SRI LANKA  
Colonial First State Global Asset Mgmt – AUSTRALIA  
ComfortDelGro Corporation Limited – SINGAPORE  
Craib Design + Communications – CANADA  
Cre8 (Greater China) Limited – 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

Donnelley Financial Solutions – HONG KONG  
DOTPLUS Communications SDN BHD – MALAYSIA  
EDICO Financial Press Services Ltd. – HONG KONG  
Eisbrenner Public Relations – USA  
Engage Media Pte. 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  
First Rabbit GmbH – GERMANY  
Fuhrmann Films – GERMANY  
GENNEX Financial Media Limited – HONG KONG  
Graffiti – TURKEY  
Grupo Insud – ARGENTINA  
h2h Consulting – USA  
HeterMedia Services Ltd. – HONG KONG  
HGB Hamburger Geschäftsberichte GmbH & Co. KG – GERMANY  
Hong Kong Broadband Network, Ltd – HONG KONG  
IFC – USA  
i.LINK Group Limited – HONG KONG  
Ideas on Purpose – USA  
Inbrax – CHILE  
Inc. Design – USA  
Informa PLC – UNITED KINGDOM  
Insight Creative – NEW ZEALAND  
iONE Financial Press – HONG KONG  
IR & Mehr – AUSTRIA  
IZ Iletisim – TURKEY  
John Madere Photography – USA  
Jolly Good Films – NEW ZEALAND  
KD1 Designagentur – GERMANY  
Kerry Properties – HONG KONG

KorteMaerzWolff Kommunikation – GERMANY  
loved GmbH – GERMANY  
Luke Communications Group – USA  
M&M Consultancy – HONG KONG  
M-1 Studios – USA  
Media Genesis – USA  
Mensalia GmbH – AUSTRIA  
Mense – LUXEMBOURG  
mensemedia – GERMANY  
MerchantCantos – UNITED KINGDOM  
MerchantCantos – USA  
MetaFusion Pte Ltd – SINGAPORE  
Michigan Door – USA  
Milenio 3 – 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  
OMV Aktiengesellschaft – AUSTRIA  
Paragraphs – USA  
Parcel Design – CANADA  
Pauffley & Company – UNITED KINGDOM  
People's Leasing & Finance PLC – SRI LANKA  
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  
PT Garuda Indonesia (Persero) Tbk – INDONESIA  
Publik. Agentur Für Kommunikation GmbH – GERMANY

q30 design, Inc. – CANADA  
Rahofer Werbeagentur – AUSTRIA  
Raymond Ltd. – INDIA  
REF Financial Press Ltd. – HONG KONG  
ringzwei – GERMANY  
S/O Project – KOREA  
Sakaguchi Corp – JAPAN  
Sedgwick Richardson – HONG KONG  
Sequel – USA  
Shian Inc. – JAPAN  
Silicon Plus Communications PTE Limited – SINGAPORE  
SinoMedia Holding Limited – CHINA  
Smart Media – SRI LANKA  
Solomon Financial Press – HONG KONG  
SS Digital Media – USA  
Stagg & Friends GmbH – GERMANY  
Stan Gellman Graphic Design Inc. – USA  
Studio 210, LLC – USA  
süden ad agency – GERMANY  
Sydinvest – DENMARK  
Tayburn – TURKEY  
The Charles NYC – USA  
The Dubs – AUSTRALIA  
The Hong Kong Society for the Aged – HONG KONG  
The Open University of Hong Kong – HONG KONG  
Toppin Merrill Limited – HONG KONG  
Troy Chamber of Commerce – USA  
United Therapeutics – USA  
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

# CATEGORIES & CLASSIFICATIONS

## A Animation

## B Blog

## C Campaigns

C01 Integration with Print/  
Cross Promotion

C02 Non-Profit Campaign

C03 Online Marketing

C04 Other/Miscellaneous

## D Copy / Scriptwriting

## E Corporate Social Responsibility

## F Corporate Websites

F01 Automotive

F02 Biotech

F03 Business Products &  
Services

F04 Consumer Electronics

F05 Consumer Packaged Goods

F06 Corporate Image

F07 Diversified Industrial Co.

F08 Education

F09 Financial Svcs.

F10 Food & Beverages

F11 Health & Wellness

F12 Information Services  
& Staffing

F13 Insurance

F14 Investment & Dev. Co.

F15 Machinery & Equipment

F16 Media & Entertainment

F17 Oil & Gas

F18 Pharmaceuticals

F19 Professional Services

F20 Real Estate

F21 Restaurant Related

F22 School/University

F23 Science & Technology

F24 Social Services

F25 Sports Related

F26 Technology Services  
& Outsourcing

F27 Telecommunications

F28 Tourism/Travel

F29 Other/Miscellaneous

## G Digital Magazines

## H Employee Communications

## I Facebook Communications

## J Government Organizations

## K Influencer Communications

## L Instagram Communications

## M Intranet

## N Investor / Shareholder Relations

N01 Asia/Pacific

N02 Europe/Russia

N03 The Americas

N04 Other Region

## O Magazines & Newsletters

## P Marketing

## Q Microsite

## R Mobile Apps

R01 Airlines/Airports

R02 Company App

R03 Educational

R04 Investor Relations

R05 Retail

R06 School/Textbooks

R07 Science & Technology

R08 Sports Related

R09 Supermarkets

R10 Telecommunications

R11 Tourism

R12 Other/Miscellaneous

## S Non-Profit Organizations

## T Online Annual Reports

T01 Automotive

T02 Banking &  
Financial Services

T03 Biotechnology/Research

T04 Conglomerate

T05 CSR - Corporate Social  
Responsibility Report

T06 Energy

T07 Fashion & Sports Outfitters

T08 Flavors & Fragrances

T09 Forest Products

T10 Health & Life Sciences

T11 IT Services & Solutions

T12 Manufacturing

T13 Nutrition

T14 Online Retail Shopping

T15 Real Estate

T16 Sustainability Report

T17 Technologies/Engineering

T18 Telecommunications  
Services

T19 Tourism

T20 Other/Miscellaneous

## U Other / Miscellaneous

## V Photography

## W Redesign/Relaunch

W01 Airport

W02 Diversified Business

W03 Health & Medical Svcs.

W04 Investor Relations

W05 Oil & Gas

W06 Stakeholder  
Communications

W07 Telecommunications

W08 Tourism

W09 Other/Miscellaneous

## X Social Media

## Y Sports

## Z Video

Z01 Arts, Galleries & Museums

Z02 Conglomerate

Z03 Corporate Image

Z04 Hotel & Property  
Management

Z05 Interview

Z06 Property Development  
& Investment

Z07 Social Responsibility

Z08 Youth Career Planning

Z09 Other/Miscellaneous



# ENTRY FORM

For Office Use Only  
Log No. #

Call For Entries: **Deadline September 27, 2019**

# iNOVA AWARDS <sup>2019</sup>

Excellence in Corporate Websites

## NOMINATOR INFORMATION

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

TITLE / JOB DESCRIPTION: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

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

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

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

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

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

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

## ENTRY INFORMATION

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

CATEGORY CODE (EX. "J" OR "P07") \_\_\_\_\_

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

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

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

PASSWORD OR SPECIAL INSTRUCTIONS: \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## MAIL ENTRIES TO:

### MerComm/INV

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

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

## 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: \_\_\_\_\_ @ \$175 per Entry = \$ \_\_\_\_\_

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

10-14 Entries, 10% Discount - \$ \_\_\_\_\_

15+ Entries, 15% Discount - \$ \_\_\_\_\_

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

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

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

American Express

□□□□-□□□□□□-□□□□□□

Exp. □□-□□

MasterCard/Visa

□□□□-□□□□-□□□□-□□□□

Exp. □□-□□

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

CARD HOLDER'S SIGNATURE: \_\_\_\_\_

**ENTRY INSTRUCTIONS:** Entries may be mailed, faxed, or made on-line. Entry fees cover the costs of handling, judging rounds, evaluation forms, certificates, winners book, and inclusion in our website complete with links back to your contact information.