



2020  
**INOVA**  
**AWARDS**  
Excellence in Corporate Websites

CALL FOR ENTRIES

DEADLINE: SEPTEMBER 29, 2020

CAMPAIGNS  
CORPORATE WEBSITES  
DIGITAL MAGAZINES  
EMPLOYEE COMMUNICATIONS  
NON-PROFIT ORGANIZATIONS  
ON-LINE ANNUAL REPORTS  
PHOTOGRAPHY  
SCRIPT WRITING  
SOCIAL MEDIA  
VIDEO GRAPHICS  
PLUS OTHER  
MAJOR CATEGORIES!

Sponsored by:  
MerComm, Inc. –

*The World's Only  
Independent Awards Programs*

Dear Colleague,

For two decades, 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 hope to welcome you as a *winner* in the 20th Anniversary 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.

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

"Thank you very much for the great announcement of our two awards for our website. We are very pleased."  
ARMACELL INTERNATIONAL  
Capellen, LUXEMBOURG

"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

"We are very honored and excited to receive the Bronze Award. Thanks so much."  
DREAMLIGHT  
Wilmington, MA, USA

"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

"What good news! A total of 10 Awards, plus 3 Grand Wins. Thank you so much for all your support."  
LLYC  
Madrid, SPAIN

"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

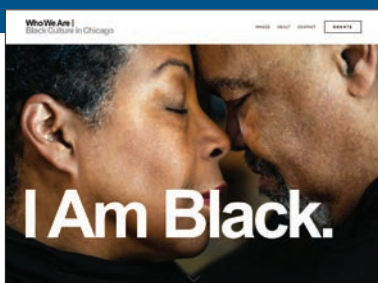
"We are delighted and honored to win the BEST OF PHOTOGRAPHY Grand Award. This recognition is very important to bring attention to our mission and our uplifting message to the world in these troubled times."  
STRATEGIC ALLIANCE INTERNATIONAL  
Chicago, IL, USA

"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

## 2019 GRAND AWARD WINNERS



#### BEST OF PHOTOGRAPHY

Who We Are | National Project  
*Who We Are | Black Culture in Chicago*  
[whowearenationalproject.org/](http://whowearenationalproject.org/)  
(USA)



#### BEST OF ONLINE ANNUAL REPORTS

3st kommunikation GmbH  
SYMRISE AG  
*"Developing resources" Online Annual Report 2018*  
[cr2018.symrise.com/](http://cr2018.symrise.com/)  
(GERMANY)



#### BEST OF REDESIGN

China Unicom (Hong Kong) Limited  
*Investor Relations Website*  
[www.chinaunicom.com.hk/](http://www.chinaunicom.com.hk/)  
(HONG KONG)



#### BEST OF CAMPAIGNS & BEST OF VIDEO

LLYC  
NOVARTIS  
*"Tiempo de Vida"*  
[www.youtube.com/watch?v=Klsb5DIP-ig](http://www.youtube.com/watch?v=Klsb5DIP-ig)  
(CHILE)



#### BEST OF SCRIPTWRITING

Hong Kong Tourism Board  
*Sham Shui Po - Treasures of the Heart*  
(HONG KONG)



#### BEST OF CORPORATE WEBSITES

LLYC  
MINERA AUTLAN  
*Autlan Commsite*  
[www.autlan.com.mx/](http://www.autlan.com.mx/)  
(MEXICO)

## BEST OF SHOW



#### BEST OF EMPLOYEE COMMUNICATIONS

KNSKB+ GmbH  
EVONIK INDUSTRIES AG  
*Smile, please! COLORPASTE for clean teeth*  
(GERMANY)



#### BEST OF DIGITAL MAGAZINES

KNSKB+ GmbH  
EVONIK INDUSTRIES AG  
ELEMENTS  
[elements.evonik.com/](http://elements.evonik.com/)  
(GERMANY)

# 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 29, 2020.** You will receive notification that your entry(ies) was/were received.

## ELIGIBILITY

All websites which were live at any time from **September 27, 2019 to September 29, 2020** 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 17, 2020. The Grand Award Winners and BEST OF SHOW will be announced on December 8, 2020. 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 brushed aluminum 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

**29**

Deadline for Entries

November

**17**

Winners Notified

December

**8**

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

Armaccell International S.A – LUXEMBOURG

Artists Estate Studio – USA  
Asia Public Relations Agency – HONG KONG

Aspen Insurance – USA  
Atravia – PORTUGAL  
Atravia – SPAIN

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

CD Corporate Reports SDN BHD – MALAYSIA

CHC Enterprises – USA

China Communications Services Corporation Limited – HONG KONG

China Telecom Corporation Ltd. – HONG KONG

China Unicom – HONG KONG

CITIC Limited – HONG KONG

Citizens Development Business Finance PLC – SRI LANKA

C.J. Graphics – CANADA

Colonial First State Global Asset Mgmt – AUSTRALIA

ComfortDelGro Corporation Limited – SINGAPORE

Coolgrey Design Workshop Limited – HONG KONG

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

Diehl Aviation – GERMANY

Donnelley Financial Solutions – HONG KONG

Doris Gstatter, IR & MEHR – AUSTRIA

DNA Komunika – INDONESIA

DOTPLUS Communications SDN BHD – MALAYSIA

EDICO Financial Press Services Ltd. – HONG KONG

Eisbrenner Public Relations – USA

Engage Media Pte. Ltd – SINGAPORE

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

h2h Consulting – USA

HeterMedia Services Ltd. – HONG KONG

HGB Hamburger Geschäftsberichte GmbH & Co. KG – GERMANY

Hong Kong Broadband Network, Ltd – HONG KONG

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 und Walter Blüchert Gedächtnisstiftung – GERMANY

KD1 Designagentur – GERMANY

Kerry Properties – HONG KONG

KetchumPleon – GERMANY

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

MerchantCantos – ENGLAND

MerchantCantos – USA

MetaFusion Pte Ltd – SINGAPORE

Michigan Door – USA

Milenio3Genera – 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 Design – 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

Rethink – MALAYSIA

ringzwei – GERMANY

S/O Project – KOREA

Sedgwick Richardson – HONG KONG

SEQUEL – USA

Shian Inc. – JAPAN

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

süden ad agency – GERMANY

Sven Ruhs – GERMANY

Sydivest – DENMARK

Tayburn – TURKEY

TERRITORY Content to Results GmbH – GERMANY

The Charles NYC – USA

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

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

# CATEGORIES & CLASSIFICATIONS

|   |   |  |   |   |
|---|---|--|---|---|
| <b>A Animation / Graphics</b>                         | <b>E11</b> Insurance                          | <b>M Magazines &amp; Newsletters</b>                       | <b>R07</b> Health & Life Sciences         | <b>W Social Media</b>                           |
| <b>B Banners &amp; Displays</b>                       | <b>E12</b> Jewelry                            | <b>N Marketing</b>   | <b>R08</b> IT Services & Solutions        | <b>X Sports</b>                                 |
| <b>C Campaigns</b>                                    | <b>E13</b> Machinery & Equipment              | <b>O Microsite</b>   | <b>R09</b> Manufacturing                  | <b>Y Tourism/Travel</b>                         |
| <b>C01</b> Integration with Print/<br>Cross Promotion | <b>E14</b> Media & Entertainment              | <b>P Mobile Apps</b>                                       | <b>R10</b> Online Retail Shopping         | <b>Z Video</b>                                  |
| <b>C02</b> Internal Awareness                         | <b>E15</b> Oil & Gas                          | <b>P01</b> Company App                                     | <b>R11</b> Sustainability Report          | <b>Z01</b> Arts, Galleries & Museums            |
| <b>C03</b> Non-Profit Campaign                        | <b>E16</b> Professional Services              | <b>P02</b> Educational                                     | <b>R12</b> Telecommunications<br>Services | <b>Z02</b> Conglomerate                         |
| <b>C04</b> Online Marketing                           | <b>E17</b> Real Estate                        | <b>P03</b> Investor Relations                              | <b>R13</b> Tourism                        | <b>Z03</b> Hotel & Property<br>Management       |
| <b>C05</b> Outdoor                                    | <b>E18</b> Sample &<br>Assay Technologies     | <b>P04</b> School/Textbooks                                | <b>R14</b> Other/Miscellaneous            | <b>Z04</b> Interview                            |
| <b>C06</b> Other/Miscellaneous                        | <b>E19</b> School/University                  | <b>P05</b> Sports Related                                  | <b>S Other / Miscellaneous</b>            | <b>Z05</b> Property Development<br>& Investment |
| <b>D Corporate<br/>Social Responsibility</b>          | <b>E20</b> Social Services                    | <b>P06</b> Telecommunications                              | (Please specify on Entry Form)            | <b>Z06</b> Sales & Marketing                    |
| <b>E Corporate Websites</b>                           | <b>E21</b> Sports Related                     | <b>P07</b> Trade Fairs &<br>Business Development           | <b>T Photography</b>                      | <b>Z07</b> Social Responsibility                |
| <b>E01</b> Automotive                                 | <b>E22</b> Telecommunications                 | <b>P08</b> Other/Miscellaneous                             | <b>U Redesign/Relaunch</b>                | <b>Z08</b> Other/Miscellaneous                  |
| <b>E02</b> Business Products<br>& Services            | <b>E23</b> Truckers & Truck Industry          | <b>Q Non-Profit Organizations</b>                          | <b>U01</b> Diversified Business           |   |
| <b>E03</b> Consumer Electronics                       | <b>E24</b> Other/Miscellaneous                | <b>R Online Annual Reports</b>                             | <b>U02</b> Diversified Industry           |   |
| <b>E04</b> Corporate Image                            | <b>F Digital Magazines</b>                    | <b>R01</b> Banking &<br>Financial Services                 | <b>U03</b> Franchise                      |   |
| <b>E05</b> Creative Agency                            | <b>G Employee Communications</b>              | <b>R02</b> Biotechnology/Research                          | <b>U04</b> Investor Relations             |   |
| <b>E06</b> Diversified Industrial Co.                 | <b>H Environmental Awareness</b>              | <b>R03</b> Conglomerate                                    | <b>U05</b> Oil & Gas                      |   |
| <b>E07</b> Education                                  | <b>I Government Organizations</b>             | <b>R04</b> CSR - Corporate Social<br>Responsibility Report | <b>U06</b> Stakeholder<br>Communications  |   |
| <b>E08</b> Film Solutions                             | <b>J Influencer Communications</b>            | <b>R05</b> Energy  | <b>U07</b> Telecommunications             |   |
| <b>E09</b> Financial Svcs.                            | <b>K Intranet</b>                             | <b>R06</b> Flavors & Fragrances                            | <b>U08</b> Other/Miscellaneous            |   |
| <b>E10</b> Health & Wellness                          | <b>L Investor /<br/>Shareholder Relations</b> |  | <b>V Scriptwriting</b>                    |   |



# ENTRY FORM

For Office Use Only  
Log No. #

Call For Entries: **Deadline September 29, 2020**

# iNOVA AWARDS 2020

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. "B" OR "E10") \_\_\_\_\_

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: \_\_\_\_\_ @ \$180 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.