



2021  
**INOVA**  
AWARDS  
Excellence in Corporate Websites

CALL FOR ENTRIES

DEADLINE: SEPTEMBER 29, 2021

CAMPAIGNS  
CORPORATE WEBSITES  
DIGITAL MAGAZINES  
EMPLOYEE COMMUNICATIONS  
ENVIRONMENTAL AWARENESS  
FINANCIAL SERVICES  
NON-PROFIT ORGANIZATIONS  
ON-LINE ANNUAL REPORTS  
REDESIGN  
SOCIAL MEDIA  
SUSTAINABILITY REPORTS  
TOURISM / TRAVEL  
VIDEO CONTENT  
PLUS OTHER  
MAJOR CATEGORIES!

Sponsored by:  
MerComm, Inc. –

*The World's Only  
Independent Awards Programs*

Dear Colleague,

For over 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 21st Annual iNOVA Awards competition!

Cheers,



Reni L. Witt  
President

**MISSION STATEMENT**

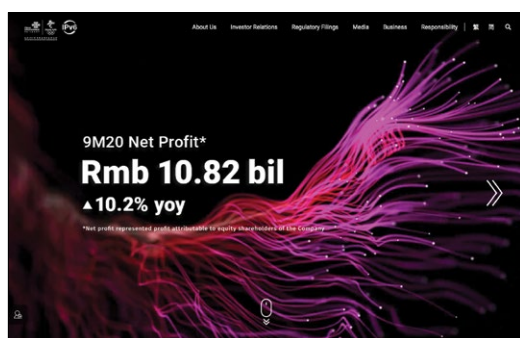
Please see the iNOVA website at [www.mercommawards.com](http://www.mercommawards.com). Click on "Why Compete" to view the Mission Statement and the 70+ countries competing in the competitions.

# 2020 GRAND AWARD WINNERS



## BEST OF SHOW

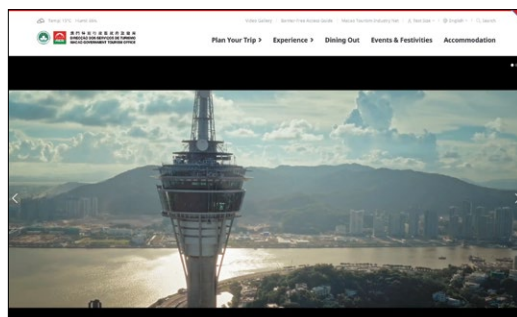
**BEST OF CORPORATE SOCIAL RESPONSIBILITY REPORTS**  
Stan Gellman Graphic Design  
CORE & MAIN  
2020 Environmental, Social and Governance Report (USA)



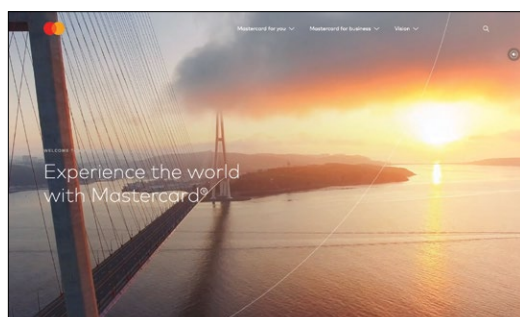
**BEST OF REDESIGN & BEST OF TELECOMMUNICATIONS**  
China Unicom (Hong Kong) Limited  
Investor Relations Website (HONG KONG)



**BEST OF SOCIAL MEDIA**  
LLYC  
PROCTER & GAMBLE  
Let Your Hair Down (Suéltate El Pelo) (ARGENTINA)



**BEST OF TOURISM/TRAVEL**  
Macao Government  
Tourism Office USA  
Art Macao U.S. Launch Campaign (USA)



**BEST OF FINANCIAL SERVICES**  
Mastercard  
Mastercard.com Website (USA)



**BEST OF SUSTAINABILITY REPORTS**  
Chow Tai Fook Jewellery Group  
Sustainability Report 2020 (HONG KONG)

"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

# 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, 2021**. You will receive notification that your entry(ies) was/were received.

## ELIGIBILITY

All websites which were live at any time from **September 29, 2020 to September 29, 2021** 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 23, 2021. The Grand Award Winners and BEST OF SHOW will be announced on December 7, 2021. 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

**23**

Winners Notified

December

**7**

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  
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  
Atravia – PORTUGAL

Atravia – 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

Doosan Infracore Ltd – KOREA  
Doris Gstatter, 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

Global Reporting Services  
– AUSTRALIA

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 und Walter Blüchert  
Gedächtnisstiftung  
– GERMANY

KD1 Designagentur – GERMANY  
Kerry Properties – HONG KONG

KetchumpPleon – 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

Mubadala Investment Company  
– UAE

Newport3 Communications  
– GERMANY

Next Digital Limited  
– HONG KONG

Nine Labs – USA  
Nova Fusion – MALAYSIA

Ohhh! Foundation – GERMANY  
OMV Aktiengesellschaft  
– AUSTRIA

Orange Financial Printing Ltd.  
– HONG KONG

Pan American Energy  
– ARGENTINA

Paradise Group – KOREA  
Paragraphs Design – USA

Parcel Design – CANADA  
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

Reg Pauffley – UNITED KINGDOM  
Rethink – MALAYSIA  
ringzwei – GERMANY

S/O Project – KOREA  
Sakaguchi Company – JAPAN

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  
süden ad agency – GERMANY

Sydivest – 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

# CATEGORIES & CLASSIFICATIONS

<b>A Animation / Graphics</b>	E13 Professional Services	<b>R Online Annual Reports</b>	R24 Online Retail Shopping	<b>V Specialty Reports</b>
<b>B Business-to-Business</b>	E14 Real Estate	R01 Banking & Financial Services	R25 Operator/Broadband Provider	V01 Combined Annual & Sustainability Report
<b>C Campaigns</b>	E15 School/University	R02 Biotechnology/Research	R26 Pharmaceuticals	V02 CSR – Corporate Social Responsibility Report
C01 Health Education	E16 Social Services	R03 Business Services	R27 Premium Apparel	V03 Environmental, Social & Governance Report
C02 Internal Awareness	E17 Sports Related	R04 Coal Production	R28 Railway	V04 Integrated AR & CSR
C03 Non-Profit Campaign	E18 Telecommunications	R05 Communications Services	R29 Real Estate	V05 Sustainability Report
C04 Online Marketing	E19 Other/Miscellaneous	R06 Conglomerate	R30 Retail	
C05 Other/Miscellaneous	<b>F Digital Magazines</b>	R07 Construction & Building	R31 Technologies/Engineering	
<b>D Corporate Social Responsibility</b>	<b>G Employee Communications</b>	R08 Diversified Business	R32 Telecommunications Services	<b>W Social Media</b>
<b>E Corporate Websites</b>	<b>H Environmental Awareness</b>	R09 Education Services	R33 Tourism	<b>X Telecommunications</b>
E01 Automotive	<b>I Government Organizations</b>	R10 Electric & Gas Services	R34 Wireless Service Provider	<b>Y Tourism/Travel</b>
E02 Business Products & Services	<b>J Infographics</b>	R11 Energy	R35 Other/Miscellaneous	<b>Z Video</b>
E03 Corporate Image	<b>K Intranet</b>	R12 Financial Services	<b>S Other / Miscellaneous</b>	Z01 Arts, Galleries & Museums
E04 Creative Agency	<b>L Investor / Shareholder Relations</b>	R13 Flavors & Fragrances	(Please describe on Entry Form)	Z02 Conglomerate
E05 Diversified Industrial Co.	<b>M Magazines &amp; Newsletters</b>	R14 Health & Life Sciences	<b>T Photography</b>	Z03 Corporate Identity
E06 Education	<b>N Marketing</b>	R15 Information Services	<b>U Redesign/Relaunch</b>	Z04 Hotel & Property Management
E07 Financial Svcs.	<b>O Microsite</b>	R16 Insurance	U01 Diversified Business	Z05 Interview
E08 Health & Wellness	<b>P Mobile Apps</b>	R17 IT Services & Solutions	U02 Franchise	Z06 Property Development & Investment
E09 Insurance	<b>Q Non-Profit Organizations</b>	R18 Jewelry	U03 Investor Relations	Z07 Sales & Marketing
E10 Jewelry		R19 Manufacturing	U04 Stakeholder Communications	Z08 Other/Miscellaneous
E11 Machinery & Equipment		R20 Media Company	U05 Telecommunications	
E12 Oil & Gas		R21 Mining	U06 Other/Miscellaneous	
		R22 Network Services & Communications		
		R23 Oil & Gas Production Services		

# ENTRY FORM

For Office Use Only  
Log No. #

**Call For Entries: Deadline September 29, 2021**

# iNOVA AWARDS <sup>2021</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. "A" OR "U01") \_\_\_\_\_

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: \_\_\_\_\_ @ \$185 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.