

# 2008/09 MERCURY AWARDS



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# BEST OF WRITING

## SOUTHERN COMPANY *2007 Annual Report*

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*jim@schnepfphoto.com*

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**BEST OF DESIGN**  
*~ Annual Reports ~*

**SINCERE WATCH**  
*2007 Annual Report*

**NOMINATING COMPANY:**

Corrin Chan  
General Manager  
iONE FINANCIAL PRESS LIMITED  
7/F., Wheelock House, 20 Pedder Street  
Central  
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Tel: 852-2879-8777  
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*ione@ione.com.hk*

**CLIENT COMPANY:**

Bond San  
Financial Controller  
SINCERE WATCH (HONG KONG) LIMITED  
Suites 5402-04, Central Plaza, 18 Harbour Road  
HONG KONG

**BEST OF DESIGN**  
*~ Magazines ~*

***RAMP Magazin***

**NOMINATING COMPANY:**

Michael Koeckritz  
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RED INDIANS PUBLISHING GMBH  
Obere Waessere 3  
72764 Reutlingen  
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**CLIENT COMPANY:**

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# **BEST OF DESIGN**

*~ Various ~*

## **AUDI AG**

*Audi target group mailing for opticians  
and eye specialists*

### **NOMINATING COMPANY:**

Friedhelm Kranz  
Managing Director  
GINGCO.NET  
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38114 Braunschweig  
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### **CLIENT COMPANY:**

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Sales Promotion  
AUDI AG  
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**BEST OF ANNUAL REPORTS**  
*~ Eastern Hemisphere ~*

**NEW WORLD CHINA LAND**  
*Annual Report 2008*

**NOMINATING COMPANY:**

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# BEST OF ANNUAL REPORTS

~ *Europe* ~

## TRANSCOM *Annual Report 2007*

### NOMINATING COMPANY:

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85 Clerkenwell Road  
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### CLIENT COMPANY:

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**BEST OF ANNUAL REPORTS**  
*~ North America ~*

**WHIRLPOOL**  
*2007 Annual Report*

**NOMINATING COMPANY:**

Angela Hersil  
Manager - Corporate Brand  
WHIRLPOOL CORPORATION  
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*angela.hersil@whirlpool.com*



# **BEST OF BROCHURES**

## **AMERICAN SPECIALTY HEALTH** *Reflections: 2007 Year in Review*

### **NOMINATING COMPANY:**

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AMERICAN SPECIALTY HEALTH  
777 Front Street  
San Diego, CA 92101  
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*debbyc@ashn.com*

# **BEST OF CUSTOM PUBLICATIONS**

*~ Saddle - Stitched ~*

## **PECHANGA RESORT & CASINO**

*Play! March/April 2008*

### **NOMINATING COMPANY:**

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Director of Campus Operations  
MCMURRY INC.  
1010 E. Missouri Avenue  
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*debbie.vaughn@mcmurry.com*

### **CLIENT COMPANY:**

Melissa San Paolo  
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PECHANGA RESORT & CASINO  
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Temecula, CA 92589  
Tel: 1-88-732-42642

# BEST OF CUSTOM PUBLICATIONS

*~ Perfect Bound ~*

## **BLANCPAIN** *Lettres du Brassus*

### **NOMINATING COMPANY:**

Michael Geiss  
THEMA COMMUNICATIONS AG  
Hanauer Landstraße 190  
60314 Frankfurt  
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### **CLIENT COMPANY:**

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Le Rocher 12  
Le Brassus CH 1348  
SWITZERLAND  
Tel: 41-217-963-363  
*pr@blancpain.com*

# BEST OF DVDs/VIDEOS

## *RUHR.2010*

### **NOMINATING COMPANY:**

Alfred Messmer  
ZEITSPRUNG ENTERTAINMENT GMBH  
Alter Militaerring 8A  
50933 Koln  
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Fax: 49-219-498-0216  
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### **CLIENT COMPANY:**

Fritz Pleitgen  
RUHR.2010 GMBH  
Brunnenstr. 8  
45128 Essen  
GERMANY  
Tel: 49-201-888-2010  
Fax: 49-201-888-2019  
*geschaefuehrung@ruhr2010.de*

# BEST OF MAGAZINES

## AUTOMOBILI LAMBORGHINI *Lamborghini Magazin*

### NOMINATING COMPANY:

Berthold Doerrich  
CEO  
KOECKRITTD OERRICH GMBH  
Obere Waessere 3  
72764 Reutlingen  
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*berthold.doerrich@gokd.net*

### CLIENT COMPANY:

Manfred Fitzgerald  
AUTOMOBILI LAMBORGHINI  
Via Modena 12  
40019 Salta  
ITALY

# BEST OF PUBLICITY

**ESPN**  
*Black Magic*

**NOMINATING COMPANY:**

Crystal Howard  
Director - Communications  
ESPN  
19 E. 34<sup>th</sup> Street  
6<sup>th</sup> Floor  
New York, NY 10016

# **BEST OF SPECIAL EVENTS**

## **CRAYOLA**

### ***Crayola's 50th Birthday of the 64 Box Celebration / "Kids Choice Colors" Announcement***

#### **NOMINATING COMPANY:**

Brian Murphy  
Asst. Vice President  
COYNE PUBLIC RELATIONS  
14 Walsh Drive  
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#### **CLIENT COMPANY:**

Stacy Gabrielle  
Manager - Public Relations  
CRAYOLA  
1100 Church Lane  
Easton, PA 18044  
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# BEST OF CAMPAIGNS

## HUMANA

### *Humana Brings Bike Sharing to the Masses*

#### **NOMINATING COMPANY:**

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Account Executive

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#### **CLIENT COMPANY:**

Jim Turner

Manager - Corporate Media Relations

HUMANA INC.

Louisville, KY 40202

Tel: 1-800-448-6868



**BEST OF CAMPAIGNS**  
*~ Non - Profit Organizations ~*

**U.S. ARMY**  
*Army Athletes Achieve Gold Medal Mission*

**NOMINATING COMPANY:**

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**CLIENT COMPANY:**

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Fax: 502-626-0643  
*mary.constantino@usaac.army.mil*

# **BEST OF WEBSITES**

## **NEW JERSEY DEPARTMENT OF HEALTH & SENIOR SERVICES** *NJRebel.com*

### **NOMINATING COMPANY:**

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# JUDGES CHOICE AWARD

## *Be A Tiger for Kids Campaign*

### **NOMINATING COMPANY:**

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Creative Director  
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### **CLIENT COMPANY:**

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Fax: 313-368-8597  
*hope.redmond@cornerstoneschools.org*

# ORION AWARD

## LES AMPUTÉS DE GUERRE *Arianne et Jérémy*

### NOMINATING COMPANY:

H.C. Chadderton

CEO

LES AMPUTÉS DE GUERRE

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Fax: 613-731-4682

*jodi.bent@waramps.ca*

# **PLATINUM ACHIEVEMENT AWARD**

## **iONE (REGIONAL) FINANCIAL PRESS LIMITED**

*Greatest Percentage of Wins (61%) on Behalf of  
their Clients*

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# BEST OF SHOW

## HUMANA

### *Humana Brings Bike Sharing to the Masses*

#### **NOMINATING COMPANY:**

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#### **CLIENT COMPANY:**

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HUMANA INC.

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