Grand Winners

BLUE BOOK

Creative and Production Credits

Sponsored by:
MerComm, Inc.
500 Executive Boulevard
Ossining-on-Hudson, NY 10562 U.S.A.
914/923-9400 or Fax: 914/923-9484
www.mercommawards.com
BEST OF WRITING

CREDIT SUISSE
Credit Suisse Bulletin - Breakthroughs

COMPANY CONTACT INFORMATION:
Daniel Huber
Editorial Director
CREDIT SUISSE AG
Bleicherweg 33
Zurich, AZ 8070
SWITZERLAND
Tel: 41-44-334-52-58
Fax: 41-44-333-64-04
daniel.huber@credit-suisse.com
NEW WORLD DEPARTMENT STORE
CHINA LIMITED
Annual Report 2009

NOMINATING COMPANY:
Catherine Chan
Director
EQUITY FINANCIAL PRESS LIMITED
2/F, 100 QRC, 100 Queen's Road Central
HONG KONG
Tel: 852-2526-8330
Fax: 852-2526-6820
efp@equitygroup.com.hk

CLIENT COMPANY:
Rebecca Woo
Corporate Affairs Director
NEW WORLD DEPARTMENT STORE CHINA LIMITED
Rm. 1403, West Wing Office Building
New World Center, 20 Salisbury Road T.S.T
HONG KONG
Tel: 852-2753-3902
Fax: 852-2318-0884
rebeccawoo@nwds.com.hk/nwdscad@nwds.com.hk

ART DIRECTOR:
Ian Tang
EQUITY FINANCIAL PRESS LIMITED
2/F, 100 QRC, 100 Queen's Road Central
HONG KONG
iantang@equitygroup.com.hk
BEST OF DESIGN
~Magazines~

KÖCKRITZDÖRRICH GMBH
ramp - "To the Ladies!"

NOMINATING COMPANY:
Micheal Köckritz
CEO
RED INDIANS PUBLISHING
Obere Waessere 5
72764 Reutlingen
GERMANY
Tel: 49-7121-4330470
Fax: 49-7121-43304710
r@ramp-magazine.com

CLIENT COMPANY:
Micheal Köckritz
CEO
KÖCKRITZDÖRRICH GMBH
Obere Waessere 5
72764 Reutlingen
GERMANY
Tel: 49-7121-4330470
Fax: 49-7121-43304710
info@gokd.net
BEST OF DESIGN

~Various~

AGRICULTURE, FISHERIES AND CONSERVATION DEPARTMENT
Hong Kong National Geopark

NOMINATING COMPANY:
Victor Cheong
President & Creative Director
THE DESIGN ASSOCIATES LTD.
45 Kut Shing Street, 14C Chai Wan
HONG KONG
Tel: 852-2522-2626
Fax: 852-2973-0883
vcheong@tda.com.hk

CLIENT COMPANY
Yeung Ka Ming
Senior Geopark Officer
AGRICULTURE, FISHERIES AND CONSERVATION DEPARTMENT
6/F, Lai Chi Kok Government Building
303 Lai Chi Kok Rd.
Kowloon, Hong Kong
CHINA
Tel: 852-2150-6850
Fax: 852-2199-7044
kmycpa@afed.gov.hk
DALLAS ZOOLOGICAL SOCIETY
Dallas Zoo Spring Campaign 2009

NOMINATING COMPANY:
Barbara Horton
Office Manager
WEBER SHANDWICK VISUAL COMMUNICATIONS
1717 Main Street
Dallas, TX 75201
Tel: 469-375-0263
Fax: 469-375-0201
bhorton@webershandwick.com
BEST OF ANNUAL REPORTS
~Eastern Hemisphere~

CHINA OVERSEAS LAND & INVESTMENT LIMITED
Annual Report 2008

NOMINATING COMPANY:
Lisa Wong
Senior Corporate Services Associate
IONE (REGIONAL) FINANCIAL PRESS LIMITED
Suite 1506-10, 15/f, Chater House
8 Connaught Road Central
HONG KONG

CLIENT COMPANY:
Ivy So
Senior Public Relations Manager
CHINA OVERSEAS LAND & INVESTMENT LIMITED
10/F, Pacific Place III, 1 Queen's Road East
Hong Kong
CHINA
Tel: 852-2823-7877
Fax: 852-2865-5939
ivy.so@coli.com
BEST OF ANNUAL REPORTS  
~Europe~

SENNHEISER ELECTRONIC GMBH & CO. KG  
"Seeing Sound" Annual Report 2008

NOMINATING COMPANY:  
Ludmilla Eckert  
BURDAYUKOM PUBLISHING GMBH  
Konrad-Zuse-Platz 11  
81829 Munich  
GERMANY  
Tel: 49-89-30620-311  
Fax: 49-89-30620-102  
ludmilla.eckert@burdayukom.de

CLIENT COMPANY:  
Edelgard Marquardt  
SENNHEISER ELECTRONIC GMBH & CO. KG  
Am Labor 1  
30900 Wedemark  
GERMANY  
Tel: 49-5130-600329
BEST OF ANNUAL REPORTS
~USA~

THE GREAT ATLANTIC & PACIFIC TEA COMPANY
2008 Annual Report

NOMINATING COMPANY:
Michele Kruchowski
Vice President
MASTRO COMMUNICATIONS
165 Washington Valley Road
Warren, NJ 07059
Tel: 732-469-5700
mkruchkowski@mastrocomm.com

CLIENT COMPANY:
Jennifer MacLeod
Sr. Vice President - Marketing & Communications
THE GREAT ATLANTIC & PACIFIC TEA COMPANY
2 Paragon Drive
Montvale, NJ 07645
Tel: 201-571-4495
macleodj@aptea.com
BEST OF CUSTOM PUBLICATIONS

AUDI AG
Audi Magazin - 3/2009

NOMINATING COMPANY:
    Peter Matz
    Publication Manager
    LOVED GMBH
    Brandstwiete 46
    20457 Hamburg
    GERMANY
    Tel: 49-40-80004860
    Fax: 49-40-80048699
    pm@loved.de

CLIENT COMPANY:
    Liane Scheinert
    International Customer & Retail Marketing
    AUDI AG
    1/VM 43
    85045 Ingolstadt
    GERMANY
    Tel: 49-841-89-36052
    Fax: 49-841-89-39919
    ulrich.schwartze@audi.de
NEW JERSEY ASSOCIATION OF REALTORS
"Get the REAL Story" Videos

NOMINATING COMPANY:
Shachar Sharon
WINNING STRATEGIES
550 Broad Street
Suite 910
Newark, NJ 07102
Tel: 973-286-8293
shachar.sharon@winningstrat.com

CLIENT COMPANY:
Amanda Sacco
Director of Communications
NEW JERSEY ASSOCIATION OF REALTORS
295 Pierson Avenue
Edison, NJ 08837
UNIVERSITY OF PITTSBURGH

Pitt Magazine

COMPANY CONTACT INFORMATION:
Robert Hill
Vice Chancellor of Public Affairs
UNIVERSITY OF PITTSBURGH
400 Craig Hall
Pittsburgh, PA 15260
Tel: 412-624-8891
Fax: 412-624-1021
hillr@pitt.edu
HASBRO
Candy Land's 60th Birthday Celebration

NOMINATING COMPANY:
Shana Reyes
Marketing Coordinator
COYNE PUBLIC RELATIONS
14 Walsh Drive
Floor 2
Parsippany, NJ 07054
Tel: 973-316-1665
Fax: 973-316-6568
sreyes@coynepr.com

CLIENT COMPANY:
Pat Riso
Vice President - Publications
HASBRO
443 Shaker Road
East Long Meadow, NY 01028

PUBLIC RELATIONS MANAGER:
Brian Murphy
COYNE PUBLIC RELATIONS
14 Walsh Drive
Floor 2
Parsippany, NJ 07054
Tel: 973-316-1665
Fax: 973-316-6568
bmurphy@coynepr.com
TUI CRUISES GMBH
*TUI Cruises Ship Christening "Mein Schiff"*

**NOMINATING COMPANY:**
Comfort Agemo  
Account Manager  
NEST ONE GMBH  
Mittelweg 164  
20148 Hamburg  
GERMANY  
Tel: 49-40-8222-33-448  
Fax: 49-40-8222-33-425  
agemo@nest-one.com

**CLIENT COMPANY:**
Nils Behrens  
Director of Marketing  
TUI CRUISES GMBH  
Anckelmannsplatz 1  
20357 Hamburg  
GERMANY  
Tel: 49-4-28-66-770  
Fax: 49-40-28-66-77-100  
info@tuicruises.com
BEST OF WEBSITES

FÉDÉRATION INTERNATIONALE DE FOOTBALL ASSOCIATION
FIFA E-Activity Report 2009

NOMINATING COMPANY:
Tobias Uffmann
Public Relations
MEDIENFABRIK GÜTERSLOH GMBH
Carl-Bertelsmann-Strasse 33
33311 Gütersloh NRW
GERMANY
Tel: 49-5241-234-80-86
Fax: 49-5241-234-80-61
uffmann@medienfabrik.de

CLIENT COMPANY:
FÉDÉRATION INTERNATIONALE de FOOTBALL ASSOCIATION
http://www.fifa-e-activityreport.com
BEST OF CAMPAIGNS
~Corporate~

CITADEL CAPITAL
Local Insight ~ Regional Footprint~
World-Class Expertise

NOMINATING COMPANY:
Patrick FitzPatrick
Managing Partner
INKTANK (A FINANCIAL COMMUNICATIONS AGENCY)
47 Road 79
Suite 603
Cairo
EGYPT
Tel: 20-2-2378-1838
patrick@inktankltd.com

CLIENT COMPANY:
Ghada Hammouda
Head of Corporate Communications
CITADEL CAPITAL
1089 Corniche El-Nil
Four Seasons Nile Plaza Office Building
Cairo
EGYPT
Tel: 20-2-2791-4440
ghammouda@citadelcapital.com
BEST OF CAMPAIGNS
~Non-Profit~

NORTHWOOD UNIVERSITY
Discover the leader in you.

NOMINATING COMPANY:
Paige Curtis
Owner/Creative Director
CURTIS GROUP
685 Hillcrest Drive
Bloomfield Hills, MI 48304
Tel: 248-644-7016
Fax: 248-644-7409
paigecurtis@hotmail.com

CLIENT COMPANY:
John Young
Vice President of Marketing & Enrollment Management
NORTHWOOD UNIVERSITY
4000 Whiting Drive
Midland, MI 48640
Tel: 989-837-4237
Fax: 989-837-4442
young@northwood.edu
BEST OF CAMPAIGNS
~Pro Bono~

HIS HOLINESS THE 14TH DALAI LAMA - FRANKFURT
Dalai Lama Germany Campaign

NOMINATING COMPANY:
Michael Geiss
CEO - Thema Communications AG
HAB & GUT/THEMA COMMUNICATIONS AG
Hanauer Straße 190
60314 Frankfurt am Main
GERMANY
Tel: 49-69-24-26-96-6
Fax: 49-69-24-26-96-70
geiss@thema-communications.de

MARKETING STRATEGY:
M. Kuhlmann
HAB & GUT GMBH
Hanauer Straße 190
60314 Frankfurt am Main
GERMANY
Tel: 49-69-90-43-92-0
Fax: 49-69-90-43-92-99
m.kuhlmann@habundgut.ch
BEST OF SHOW

HASBRO
Candy Land's 60th Birthday Celebration

NOMINATING COMPANY:
Shana Reyes
Marketing Coordinator
COYNE PUBLIC RELATIONS
14 Walsh Drive
Floor 2
Parsippany, NJ 07054
Tel: 973-316-1665
Fax: 973-316-6568
sreyes@coynepr.com

CLIENT COMPANY:
Pat Riso
Vice President - Publications
HASBRO
443 Shaker Road
East Long Meadow, NY 01028

PUBLIC RELATIONS MANAGER:
Brian Murphy
COYNE PUBLIC RELATIONS
14 Walsh Drive
Floor 2
Parsippany, NJ 07054
Tel: 973-316-1665
Fax: 973-316-6568
bmurphy@coynepr.com