



2011/12 MERCURY AWARDS

Grand Winners

BLUE BOOK

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MERCURY AWARDS 2011/2012

JUDGES

AIR HEALTH

Silver Spring, MD

Gwen Brown – Administrative Associate
Martha Mater – Manager, Creative Services
John Stapp – Graphic Designer

ALEX SCHKRUTZ CONSULTING

Jersey City, NJ

Alex Schkrutz – Consultant

CHINA TELECOM CORPORATION LIMITED

HONG KONG

Doris Chan – Assistant Manager/
Investor Relations Department
Enrica Lee – Assistant Company Secretary
Ivan Wong – Manager/Investor Relations
Department

C.J. GRAPHICS

CANADA

Lee Eldridge – Dir. Of Interactive Solutions
Pauline McGarrigle – Executive Assistant

COAL CREATIVE CONSULTANTS

SINGAPORE

Goh Yong Yau – Account Director

COMFORTDELGRO CORPORATION

SINGAPORE

Tammy Tan – Group Corporate
Communications Officer

CURTIS GROUP

Bloomfield Hills, MI

Paige Curtis – Owner/Creative Director
Cheryl Cusmano – Research Strategist
Cathy Hunter – Creative Director

DANIEL KENNEDY

COMMUNICATIONS SERVICES

New York, NY

Daniel Kennedy – President

EQUITY FINANCIAL PRESS LTD.

HONG KONG

Catherine Chan – Director

FINAR KURUMSAL

TURKEY

Baki Kara – Head of Agency

HETERMEDIA SERVICES LIMITED

HONG KONG

Charles Ho – Studio Manager
Katy Li – Marketing Support
William Tang – Senior Designer

HOFFMAN UND CAMPE CORPORATE PUBLISHING

GERMANY

Claude Hellweg – Production Manager
Mona Karl – Head of Public Relations
Bernd Zieseimer – Managing Director

ILINK GROUP LTD.

HONG KONG

Hidy Shum – Sales Director
Edvard Tam – Art Director

INBRAX CHILE

CHILE

Pancho González – Director General
Creativo
Cesar Ojeda – Creative Director
Cristian Toffolo – Creative Director

IN-DESIGN HK LIMITED

HONG KONG

Johnny Law Kwok Wah – Executive
Director

Ivan Ng Kwok Wah – Art Director

Jose Wong Bik Ling – Sr. Account Manager

IONE FINANCIAL PRESS LIMITED

HONG KONG

Cyrus Chan – Assistant Sales Manager

Ricky Chan – Senior Designer

Chui Mei Chi – Designer

Kelvin Chung – Associate Creative Director

Daniel Fok – Senior Designer

Axel Kiang – Creative Director

Epo Lai – Sales Director

King Wong – Senior Designer

JIM BARBER STUDIO

Sandy Hook, CT

Jim Barber – Principal

KIRCHERBURKHARDT GmbH

GERMANY

Sebastian Eick – Creative Director

Markus Haupt – Creative Director

David Musiol – Chief Editor

LOVED GmbH

GERMANY

Peter Matz – Publication Manager

Rouven Steinke – Creative Director

Jan Strahl – Duty Editor

MIND (21) FACTORY

GERMANY

Georg Flachbart – Creative Director

**PHOENIX COMMUNICATIONS
LIMITED**

HONG KONG

Kinson Ku – Director

RAT FÜR RUHM UND EHRE GMBH

GERMANY

Myrto Athanassidu – Managing Director

Sepideh Honarbacht – Managing Director

Brigitte Lohmanns – Publication Specialist

RINGZWEI

GERMANY

Dirk Linke – Creative Director

S/O PROJECT

KOREA

Cho Hyun – Art Director

SRP

Phoenix, AZ

Dawn Cricton – Sr. Graphic Designer

Jeryl Jones – Sr. Graphic Designer

**STAN GELLMAN GRAPHIC DESIGN
INC.**

St. Louis, MO

Britni Eggers – Graphic Designer

Barry Tilson – President

Brian Wakeland – Graphic Designer

STUDIO 210

Norwalk, CT

Richard Colin – Assistant Production

Co-ordinator

Karen Krieger – CEO

TOPPAN VITE LIMITED

Kowloon, HONG KONG

Wilson Kwan Yu Man – Art Director

Derek Ma – Assistant Art Director

Ian Yap – Creative Director

Peter Yeo – Marketing Director

BEST OF SHOW

To be announced

the evening of

22 March 2012

at the finale of

The MERCURY AWARDS

Silver Jubilee Winners Dinner

BEST OF WRITING

SENNHEISER ELECTRONIC GMBH *"smelling and tasting sound" Annual Report 2010*

NOMINATING COMPANY:

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BEST OF DESIGN

OBI GROUP HOLDING GMBH *40 Jahre*

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CLIENT COMPANY:

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BEST OF ADVERTISING

DOOSAN HEAVY INDUSTRIES & CONSTRUCTION *Building Your Tomorrow Today*

NOMINATING COMPANY:

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Doosan Building 6F, 105-7 Nonhyun-dong, Kangnam-gu
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BEST OF ANNUAL REPORTS - DESIGN

RTL GROUP *Annual Report 2010*

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CLIENT COMPANY

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**BEST OF ANNUAL REPORTS -
OVERALL PRESENTATION**

~ Asia ~

MTI LTD.
Growing Bigger and Stronger

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www.mti.co.jp

**BEST OF ANNUAL REPORTS -
OVERALL PRESENTATION**
~ Europe ~

DEUTSCHE WELTHUNGERHILFE E.V.
Global Hunger Index 2011

NOMINATING COMPANY:

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**BEST OF ANNUAL REPORTS -
OVERALL PRESENTATION
~ USA ~**

**NYU LANGONE MEDICAL CENTER
*365 Days of Excellence***

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BEST OF BROCHURES

HANWHA *Quality Growth*

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BEST OF CUSTOM PUBLICATIONS

BAYERISCHE STAATSOPER *MAX JOSEPH (3/2010-11)*

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BEST OF DVDs/VIDEO

DEUTSCHE POST DHL *Speed of Yellow for Rugby World Cup 2011*

NOMINATING COMPANY:

Dr. Elisabeth Decker
MEAVISION MEDIA GMBH
Godesberger Allee 73
53175 Bonn
GERMANY
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CLIENT COMPANY:

DEUTSCHE POST DHL
Charles de Gaulle Str. 20
53113 Bonn
GERMANY
Tel: 49-229-1820
www.dpdhl.com

BEST OF EMPLOYEE PUBLICATIONS

LUDWIG GÖRTZ GMBH *Wir bei Görtz - "We at Görtz"*

NOMINATING COMPANY:

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PRH HAMBURG KOMMUNIKATION GMBH
Völckersstraße 40
22765 Hamburg
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CLIENT COMPANY:

Michael Jacobs
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Spitaler Straße 10
20095 Hamburg
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BEST OF MAGAZINES

RED INDIANS PUBLISHING *ramp #16 - DLDUUDGR*

COMPANY CONTACT INFORMATION:

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BEST OF PRO-BONO PROJECTS

CITY OF DETROIT *"I'm a Believer" Campaign*

NOMINATING COMPANY:

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CLIENT COMPANY:

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BEST OF PUBLICITY

MILK PEP *Hispanic got milk?*

NOMINATING COMPANY:

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BEST OF PROMOTION

HONG KONG TOURISM BOARD *Year of the Rabbit Calendar*

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BEST OF SPECIAL EVENTS

DIAGEO/JOSE CUERVO *Jose Cuervo Pro Beach Volleyball Series*

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BEST OF SPECIAL PROJECTS

THE HONG KONG HERITAGE PROJECT *"Our Home, Our History - An Illustration"*

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BEST OF WEBSITES/EMERGING MEDIA

EVONIK INDUSTRIES AG

Evonik-Magazin iPad App Kiosk (issue: DAS MEISTERHEFT)

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BEST OF CAMPAIGNS

CAMPAIGN FOR TOBACCO-FREE KIDS *Knock Tobacco Out of the Park*

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