



2014/15 MERCURY Awards  
Grand Winners  
Book

Creative & Production Credits

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# 2014/15 MERCURY Awards Judges

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## **C.J. GRAPHICS INC.**

*Toronto, Ontario CANADA*  
Brian Dort – Account Executive  
Michael Hilton – Account Executive  
Ward Spencer – President, C.J. Digital

## **CHINA TELECOM CORPORATION LIMITED**

*Wanchai, HONG KONG*  
Michelle Lam – Administrative Executive  
Enrica Lee – Asst. Company Secretary

## **CURRAN & CONNORS, INC.**

*Hauppauge, NY*  
Larry Baronciani – Senior Art Director  
Jeff Brandi – Creative Director, Interactive  
Nicole Cassano – Designer  
John Einemann – Creative Director  
Erin Hanley – Art Director  
Criz Malonzo – Designer  
Brenda Mayo – Art Director  
Lindsay Reynolds – Designer

## **DANIEL KENNEDY COMMUNICATIONS SERVICES**

*New York, NY*  
Daniel Kennedy – President

## **EDICO FINANCIAL PRESS SERVICES LIMITED**

*Central, HONG KONG*  
Amy Chan Donati – Managing Director  
Stella Kwok – Creative Director  
Ricky Tse – Manager, Print Bind/Logistic Dept.

## **GENNEX FINANCIAL MEDIA LIMITED**

*Central, HONG KONG*  
Corrin Chan – Ceo, Executive Director & Head of Business Development  
Kelvin Chung – Creative Director  
King Wong – Associate Creative Director  
Laetitia Wong – Associate Art Director

## **i.LINK GROUP LIMITED**

*Central, HONG KONG*  
Hidy Shum – Sales Director  
Emmy Sin – Art Director

## **INBRAX**

*Santiago, CHILE*  
Rodrigo Gallardo – Art Director  
Andres Gonzalez – Art Director  
Marcela Silva – Art Director

## **INFORPRESS**

*Madrid, SPAIN*  
Asunción Sorian Cuesta - CEO

## **iONE FINANCIAL PRESS LIMITED**

*Central, HONG KONG*  
Cyrus Chan – Associate Sales Director  
Man Chan – Art Director  
Daniel Fok – Art Director  
Dennis Ho – Sales Director  
Davy Li – Sales Director  
Epo Lai – Head of Sales  
Terry Lai – Art Director  
Terence Lau – Managing Director  
Axel Kiang – Creative Director  
Eric Ko – Sales Manager

**ISTA INTERNATIONAL GMBH**

*Essen, GERMANY*

Janna Carina Buelhoff – Junior Manager,  
Corporate Communications

**KD1 DESIGNAGENTUR**

*Cologne, GERMANY*

Prof. Rüdiger Quass von Deyen –  
Partner/Creative Director

**M&M CONSULTANCY**

*Ma On Shan, Sha Tin HONG KONG*

Mike Moulders – Principal, Brand Design Consultant

**MEDIA GENESIS**

*Troy, MI*

Antoine Dubeauclard – President  
John Torres – Production Manager

**MIND(21)FACTORY**

*Stuttgart, GERMANY*

Georg Flachbart – Creative Director

**MM PARTNERS**

*Seoul, SOUTH KOREA*

Ji-young Jeong – Director  
Jeong-eun Kim – Director  
Jong-kook Yi – CEO & Chief Director

**PARAGRAPHS, LLC.**

*Chicago, IL*

Tera Duckhorn – Production Manager/Designer  
Jeanine Gallagher – Senior Designer  
Kari Magda – Designer Intern  
Cary Martin – Senior Vice President  
Mike Ofenloch – UI/UX Designer  
Rachel Radtke – Senior Vice President/Partner  
Marci Zinke – Director, Marketing/Strategy

**REF FINANCIAL PRESS LIMITED**

*Central, HONG KONG*

Alex Choi – Associate Creative Director  
Loretta Lam – Sales Coordinator  
Alan So – Creative Director

**RINGZWEI**

*Hamburg, GERMANY*

Dirk Linke – Creative Director

**SHIAN INC.**

*Tokyo, JAPAN*

Jeffrey Canaday – Sr. Editor & Writer

**SMART MEDIA - THE ANNUAL REPORT  
COMPANY**

*Colombo, SRI LANKA*

Ananda Jagoda – Chief Creative Officer  
Kapila Juwanabadu – Chief Officer, Production  
Dr. Vijith Kannangara – Chairman  
Naleen Wijesinghe – Creative Director

**TOPPAN VITE LIMITED**

*Kowloon, HONG KONG*

Wilson Kwan – Creative Director  
Derek Ma – Assistant Art Director  
Nicky Wong – Art Director

**YELLOW CREATIVE (HK) LIMITED**

*North Point, HONG KONG*

Rebecca So Yuk Yee – Managing Partner  
Ellen Zee – Managing Partner

# Best of Show

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KERRY PROPERTIES LIMITED

*Dragons Range – Image Brochure*

## NOMINATOR

Yvonne Yip  
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# Best of Writing

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GROHE AG  
*GROHE Magazine*

## NOMINATOR

Peter Matz  
General Manager  
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Brandstwiete 46  
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## CLIENT

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jan-peter-tewes@grohe.com  
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# Best of Design - *Books*

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DR. ING. H.C. F. PORSCHE AG  
*PORSCHE – Mission 2014. Our Return*

## NOMINATOR

Michael Koeckritz  
Chief Editor/Publisher  
RED INDIANS PUBLISHING GMBH & CO. KG  
Obere Waessere 3  
72764 Reutlingen  
GERMANY  
stg@redindians.de  
www.ramp-magazin.de

## CLIENT

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Porscheplatz 1  
70435 Stuttgart  
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www.porsche.com

## ART DIRECTOR

Philipp Sille  
STAN STUDIOS GMBH & CO. KG  
Immenhofer Str. 23  
70180 Stuttgart  
GERMANY  
www.stan-studios.com

# Best of Advertising – *Public Service Announcement*

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## THE WAR AMPS OF CANADA *Ella*

### NOMINATOR

Jodi Bent  
Production Assistant  
THE WAR AMPS OF CANADA  
2827 Riverside Drive  
Ottawa, ON K1V 0C4  
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### ART DIRECTION / MARKETING / PUBLIC RELATIONS / WRITING

THE WAR AMPS OF CANADA  
2827 Riverside Drive  
Ottawa, ON K1V 0C4  
CANADA  
www.waramps.ca

# Best of Annual Reports - *Cover Design*

---

## YUZHOU PROPERTIES COMPANY LIMITED *Interim Report 2014*

### NOMINATOR

Connie Li  
PR Associate  
WONDERFUL SKY FINANCIAL GROUP  
6/F, Nexxus Building  
41 Connaught Road, Central  
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### CLIENT

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venus.chiu@xmyuzhou.com.cn  
www.xmyuzhou.com.cn



# Best of Annual Reports - *Interior Design*

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## RTL GROUP *Annual Report 2013*

### NOMINATOR / ART DIRECTOR / CREATIVE DIRECTOR

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RINGZWEI  
Flora-Neumann-Str. 6  
20357 Hamburg  
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### ART DIRECTOR

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### FINAL DRAWING

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# Best of Annual Reports– *Overall Presentation*

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AUDI AG

*How feels tomorrow?*

*Annual Report 2013*

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Creative Director  
KDGROUPE GMBH/KÖCKRITZDÖRRICH  
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CLIENT

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www.audi.com

# Best of Apps

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LOTTE SHOPPING CO., LTD.  
*brilliant convergence*

## NOMINATOR

Gi Hwan Kim  
Creative Director  
THE THIRD AGE  
60, Seongmisan-ro 10-gil, Mapo-gu  
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## CLIENT

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SOUTH KOREA  
yji1213@hanafos.com  
www.3rdage.kr

# Best of Brochures

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## KOREA EXCHANGE

### *Renew*

#### NOMINATOR

Paek Kiyool  
KILLING MARIO CO., LTD.  
2F, 35, Nonhyeon-ro  
Seoul, Gangnam-Gu , 135-995  
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# Best of Custom Publications– *Business-to-Business*

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EVONIK INDUSTRIES AG  
*Evonik Magazine*

## NOMINATOR

Laura Kraus  
BISSINGER(+) GMBH & C3 CREATIVE CODE AND CONTENT GMBH  
Heiligegeistkirchplatz 1  
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## CLIENT

EVONIK INDUSTRIES AG  
Rellinghauser Straße 1-11  
45128 Essen  
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www.evonik.de

# Best of Custom Publications– *General Audience*

---

RWE VERTRIEB AG  
*/NEXT – So leben wir morgen*

## NOMINATOR

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Public Relations  
HOFFMANN UND CAMPE CORPORATE PUBLISHING  
Harvestehuder Weg 42  
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# Best of Employee Publications

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OMV AKTIENGESELLSCHAFT  
*move XXL: OMV Employee Magazine*

NOMINATOR

Julia Kropik  
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Trabrennstr. 6-8  
Vienna 1020  
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juliakropik@external.omv.com  
www.omv.com

# Best of Feature Article Writing

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AUTOMOBILI LAMBORGHINI S.P.A.  
*Lamborghini Magazine*

## NOMINATOR

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Sant'Agata Bolognese  
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www.lamborghini.com



# Best of Magazines – *Design*

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RED INDIANS PUBLISHING GMBH & CO. KG  
*rampstyle No. 9 – easy peasy lemon squeezy*

## NOMINATOR

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## ART DIRECTOR

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# Best of Magazines – *Overall Presentation*

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## DEUTSCHE LUFTHANSA AG *Lufthansa Magazin Family*

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### CLIENT

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60546 Frankfurt am Main  
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www.lufthansagroup.com/de.html

# Best of Video

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## LAITERIE DE L'OUTAOUAIS *Corporate Identity Video*

### NOMINATOR / EDITOR / DIRECTOR / WRITER

Catherine Pellerin  
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PXL MEDIA  
80 Adrien-Robert, Studio B1  
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### PHOTOGRAPHER

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www.pxlmedia.ca

# Best of Websites

---

VOLKSWAGEN AG

*Das Auto. Magazine - Website*

## NOMINATOR

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C3 CREATIVE CODE AND CONTENT GMBH  
Heiligegeistkirchplatz 1  
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www.volkswagenag.com  
<http://magazine.volkswagen.com/>

# Best of Promotion/Marketing

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KERRY PROPERTIES LIMITED

*Dragons Range – Image Brochure*

## NOMINATOR

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## CLIENT

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# Best of Publicity

---

UNILEVER LIPTON

*Give A Voice To Turkish Tea*

NOMINATOR

Ceylan Ozunel  
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EXCEL COMMUNICATIONS MANAGEMENT  
Tekin Sok. Havuzlar Sitesi Kosku No: 5/1  
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37768 Istanbul  
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www.unilever.com.tr

# Best of Special Events

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NEW WORLD DEVELOPMENT COMPANY LIMITED  
*New World Harbour Race 2014*

NOMINATOR

Jenny Liu  
Senior Manager – Corporate Communications  
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18 Queen’s Road, Central  
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jennyliu@nwd.com.hk  
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# Best of Campaigns – *Government*

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AMDI

*Morocco, More Business*

## NOMINATOR

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# Best of Campaigns – *Corporate*

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## SOUTHERN COMPANY *SO Prize innovation competition*

### NOMINATOR

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