



**MERCURY**  
EXCELLENCE AWARDS  
2024 | 2025

2024/25 MERCURY Awards  
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Book

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# 2024/25 MERCURY Awards Judges

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## **AIMCLEAR**

*USA*

Laura Oliveto – Detroit Community Ambassador

## **AIR**

*USA*

Martha Mater – Manager, Creative Services

Matt Mowczko – Graphic Design

Lesa Rowe – Art Direction

## **BURGESS STRATEGIC MARKETING SERVICES**

*USA*

Sandra J. Burgess - Owner

## **CHINA UNICOM (HONG KONG) LIMITED**

*HONG KONG SAR*

Michelle Lam – Senior Manager

Enrica Lee – Assistant Company Secretary

## **CRE8 (GREATER CHINA) LIMITED**

*HONG KONG SAR*

Wayne Cheung – Head of Design

Jefferson Chiu – Creative Director

Iris Lam – Senior Art Director

Davy Li – Managing Director

## **EDICO**

*HONG KONG SAR*

Amy Donati – Executive Director & Chief Executive Officer

Queenie Shek – Director – Creative & Graphic Departments

Ricky Tse – Director – Print Bind/Logistics Department

## **INBRAX**

*CHILE*

Cristian Chavez - Creative Director

Rodrigo Gallardo – Art Director

## **INDEPENDENT**

*USA*

Jessica Qian – Art Director

## **KPR**

*SOUTH KOREA*

Eunyong Kim – Vice President

## **MEDIA GENESIS**

*USA*

Antoine Dubeauclard - President

## **NGONG PING 360**

*HONG KONG SAR*

Garrick Lam – Marketing Manager

Sharon Law – Head of Marketing & Corporate Communications

## **NAKAMA MEDIA PUBLISHING**

*GERMANY*

Prof. Rudiger Quass von Deyen – Partner & Creative Director

## **NANCY BURGESS STRATEGIC MARKETING, Inc.**

*USA*

Nancy Burgess - Owner

**REF FINANCIAL PRESS LIMITED**

*HONG KONG SAR*

Alex Choi – Creative Director

Jerry Lam – Associate Creative Director

Calvin Chow – Associate Art Director

**TOPPAN NEXUS LIMITED**

*HONG KONG SAR*

Grace Fung – Senior Designer

Amy Leung – Senior Designer

Derek Ma – Creative Director

**SIX GROUP SERVICES AG**

*SWITZERLAND*

Matthias Bill – Head Content & Publications

**UNITED THERAPEUTICS**

*USA*

Bill Rock – Executive Creative Director

Randy Scope – 2D, 3D Media Specialist

**STAN GELLMAN GRAPHIC DESIGN**

*USA*

Mary Muehlemann – Designer

Teresa Thompson – President

Bryan Wakeland – Senior Designer

**WASHINGTON GAS**

*USA*

Brooke Boen – Senior Content Manager

**STUDIO 210, LLC**

*USA*

Richard Colin – Office Manager

Karen Krieger – Founder, CCO

Juan Wen – Bookkeeper

**YELLOW CREATIVE (HK) LIMITED**

*HONG KONG SAR*

Rebecca So – Managing Partner

Ellen Zee – Managing Partner

**SYDINVEST**

*DENMARK*

Tine Lund – Senior Vice President

# Best of Show

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NGONG PING 360 LIMITED

*"100% DORAEMON & FRIENDS" @Ngong Ping 360*

[https://bit.ly/Mercury2024\\_NP360](https://bit.ly/Mercury2024_NP360)

## NOMINATOR

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# Best of Writing

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UNITED THERAPEUTICS

*2023 New Titles: Best Business Books Series*

NOMINATOR

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# Best of Design

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BMW BANK GMBH

*BMW Milestones – BMW Bank Driver's Club Edition*

NOMINATOR

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Editor-in-Chief

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[www.bmwbank.de](http://www.bmwbank.de)

# Best of Annual Reports– *Cover Design*

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## THE HONG KONG JOCKEY CLUB *Annual Report 2023/24*

<https://corporate.hkjc.com/corporate/english/history-and-reports/2024/index.aspx#1>

### NOMINATOR

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<https://www.hkjc.com/home/english/index.aspx>

# Best of Annual Reports– *Interior Design*

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## KUNLUN ENERGY COMPANY LIMITED *Annual Report 2023*

<https://www.kunlun.com.hk/r/s1/pdf/2023年报.pdf>

### NOMINATOR

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Director

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[www.kunlun.com.hk/s2/index.html](http://www.kunlun.com.hk/s2/index.html)



# Best of Annual Reports– *Online*

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## GRUPO CONSORCIO *Sustainability Report 2023*

<https://memoria.grupoconsorcio.com/2023esp>

### NOMINATOR

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# Best of Annual Reports– *Overall Presentation*

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GESCO AG

*Annual Report 2023 “Going Global”*

<https://tinyurl.com/ARCGescoGer>

## NOMINATOR

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# Best of Special Events

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SEOUL INSTITUTE OF THE ARTS

*Focus Forty Five*

## NOMINATOR

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# Best of Campaigns

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## MERCEDES-BENZ *She's Mentoring*

<https://www.mercedes-benz.com.tr/passengercars/brand/shes-mercedes/she-is-mentoring.html>

### NOMINATOR

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<https://www.mercedes-benz.com.tr/>

# Best of Custom Publications

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## GEMEINDE BERGHEIM *Bergheimer Lieblingsrezepte*

<https://tinyurl.com/MRABergheimerLieblingsrezepte>

### NOMINATOR

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[www.bergheim.at](http://www.bergheim.at)

# Best of Magazines– *Design*

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RAMP.SPACE GMBH & CO. KG

*ramp #65 – Surfing Cowboys Director's Cut*

NOMINATOR

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<https://www.ramp.space>

# Best of Magazines – *Overall Presentation*

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RAMP.SPACE GMBH & CO. KG  
*rampstyle#33 Director's Cut + Uhren.Special*

NOMINATOR

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# Best of Promotion/Marketing

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NGONG PING 360 LIMITED

*"100% DORAEMON & FRIENDS" @Ngong Ping 360*

[https://bit.ly/Mercury2024\\_NP360](https://bit.ly/Mercury2024_NP360)

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# Best of Tourism/Travel

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HONG KONG TOURISM BOARD

*West Kowloon Wanders*

Submission Deck:

[https://drive.google.com/file/d/1NgnuQGgQTu1D7\\_I7\\_KEkflW0Y8YniPaH/view?usp=sharing](https://drive.google.com/file/d/1NgnuQGgQTu1D7_I7_KEkflW0Y8YniPaH/view?usp=sharing)

Videos:

<https://drive.google.com/drive/folders/1O91YMZPkFor8tRFSKsvadBTHj-fwMDxb?usp=sharing>

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[www.discoverhongkong.com](http://www.discoverhongkong.com)

# Best of Video

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## HONG KONG CORRECTIONAL SERVICES DEPARTMENT *Recruitment Campaign*

<https://bit.ly/3EXK7re>

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# Best of Websites

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CHINA UNICOM (HONG KONG) LIMITED  
*China Unicom Investor Relations Website*

[www.chinaunicom.com.hk](http://www.chinaunicom.com.hk)

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