

**DEADLINE: NOVEMBER 17, 2023** EXTENDED TO: DECEMBER 12<sup>TH</sup>

## **37 YEARS - ONE MISSION**

#### THE BEST NOMINATIONS. THE BEST JUDGES. THE BEST COMPETITION.

In 1987, the MERCURY Awards was founded with a singular mission: to promote excellence in public relations. The competition remains unique. It is the world's only independent awards organization. We accept no advertising, no membership fees, or outside

sponsors. As such, you are guaranteed fairness and impartiality, judged by peers in the profession.

As we celebrate our 37th year, we pledge our best to give you honor and recognition!

Wishing you kudos and success!

Cani With

Reni L. Witt President and Founder



BEST OF SHOW space GmbH & Co. KG

## CALENDAR



### LAST CALL - DECEMBER 12TH

#### WORLD-WIDE PARTICIPATION!

Afghanistan Antigua West Indies Greece Argentina Armenia Australia Austria Bahrain Bangladesh Belgium Bermuda Brazil Canada Cayman Islands Chile Colombia Croatia **Czech Republic** Denmark Dominican Republic Egypt Equador Finland France French West Indies

Germany Guam Hong Kong SAR PRC Pakistan Iceland India Indonesia Iran Ireland Israel Italy Japan Korea Kosovo Kuwait Liechtenstein Luxembourg Macau Malaysia Malta Mexico Monaco Mongolia Morocco

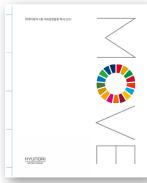
Netherlands New Zealand Norway Panama People's Republic of China Peru Philippines Poland Portugal Puerto Rico Qatar Republic of Kazakhstan Romania Russia San Salvador Saudi Arabia Scotland Singapore

Slovenia South Africa Spain Sri Lanka Sultanate of Oman Sweden Switzerland Taiwan Thailand Trinidad Türkive Ukraine United Arab Emirates United Kingdom **United States** Venezuela Vietnam Yugoslavia Zimbabwe

# BEST OF CATEGOR 2022 | 2023 GRAND WINNERS



**BEST OF DESIGN** ramp.space GmbH & Co. KG SEAT DEUTSCHLAND GMBH CUPRA Gamechanger (GERMANY)



**BEST OF ANNUAL REPORTS** - Specialized Storydaa. HYUNDAI MOTOR GROUP 2021 HMG Global CSR Report (SOUTH KOREA)



**BEST OF WEBSITES** 

(GERMANY)

PURPOSE - Das Magazin für Sinnhaftigkeit

PURPOSE - Das Magazin für Sinnhaftigkeit

**DONNER & REUSCHEL AKTIENGESELLSCHAFT** 

- Overall Presentation 3st kommunikation GmbH Annual Report 2021 "Next Level in Leadership"



& LEBEN

GRILLEN AUF HOHEM NIVEAU

**BEST OF CUSTOM** 

- General Audience

communications gmbh

PUBLICATIONS

muehlhausmoers

**BEST OF VIDEO** Tung Wah Group of Hospitals TWGHs Corporate Branding Video 2022 (HONG KONG SAR PRC)

DRINNEN & DRAUSSEN

EIN HAUPTPLATZ

**COPE Content** 

Performance Group

**BEST OF BROCHURES** 

0



BEST OF EMPLOYEE PUBLICATIONS Kammann Rossi GmbH ARAG SE ARAG InSight (GERMANY)



**BEST OF CAMPAIGNS COPE** Content Performance Group **REDMAIL LOGISTIK &** ZUSTELLSERVICE GMBH Guten Morgen Helden (AUSTRIA)



**BEST OF ANNUAL REPORTS** - Interior Design Airport Authority Hong Kong Annual Report 2021/22 (HONG KONG SAR PRC)



**REF Financial Press Limited** HKBN LTD. Annual Report 2022 (HONG KONG SAR PRC)



BEST OF ANNUAL REPORTS - Cover Design United Therapeutics "UTHR: With Flying Colors" (USA)



**BEST OF CUSTOM PUBLICATIONS** - Business-to-Business JAGER PR - Agentur für Content Marketing LANDESINNUNG DER BERUFSFOTOGRAFIE SALZBURG MAG 2022 - Commercial Photographers Magazine (AUSTRIA)



**BEST OF PROMOTION/MARKETING** Mindshare Hong Kong HONG KONG TOURISM BOARD Hong Kong Harbour Fiesta (HONG KONG SAR PRC)



**BEST OF SOCIAL MEDIA KPR & Associates** POSCO Green Tomorrow With POSCO (SOUTH KOREA)



**BEST OF SPECIAL PROJECTS** & BEST OF TOURISM/TRAVEL Airport Authority Hong Kong "Journey of Discovery" Multimedia Installation (HONG KONG SAR PRC)





CLP () 中電 12 years Rifi 出版

2021

BEST OF SPECIAL EVENTS Above The Line **Company Ltd** NGONG PING 360 LIMITED Ngong Ping 360 x Childhood Stationery

(HONG KONG SAR PRC)

ELEKTRISCHE WIEDERGEBURT





ramp



(GERMANY)

- Design

(GERMANY)

& BEST OF MAGAZINES **Overall Presentation** 

ramp.space GmbH & Co. KG

ramp# 58 - Hot Wheels

## JUDGING PROCEDURES

#### JUDGING CRITERIA

Each entry is judged against itself, to the degree that the individual entry achieves its intended purpose. Judging is based not on budget, but on the values of creativity, effectiveness, performance and success.

#### JUDGING PROCESS

Each entry is evaluated three times by three different judging organizations during the preliminary judging rounds. The three sets of scores are then averaged into a single score for the individual entry. Awards are given to the top third scoring entries. Only one Gold, Silver, Bronze, and Honors Award will be given in each classification; however, if no entry scores high enough, no award will be given. The Gold Award Winners become candidates for the Grand Awards. In addition, one Best of Show Award will be presented to the top entry among all the classifications.

#### THE JUDGES

33 Visual - MEXICO A. Plus Financial Press Limited - HONG KONG SAR PRC Above The Line Company Limited - HONG KONG SAR PRC ACE Design - SOUTH KOREA Ad Fortune Communications Limited - HONG KONG SAR PRC AIR - USA Airport Authority - HONG KONG SAR PRC Akademie Deutscher Genossenschaften E.V. - GERMANY ANTA Sports Product Ltd. - HONG KONG SAR PRC Armacell International S.A. - LUXEMBOURG Atrevia - PORTUGAL Atrevia - SPAIN Atruvia - GERMANY Autlan - MEXICO Avila Creative, Inc. - USA Bank of China - HONG KONG SAR PRC Berenberg - GERMANY BESO by LLYC - SPAIN BGA Publishing - USA BP Content - GERMANY Brainds Marken und Design GmbH - AUSTRIA BrandsOnSpeed GmbH GERMANY Burgess Strategio Marketing Services - USA California Water Services Group - USA CD Communications Group SDN BHD - MALAYSIA CHC Enterprises - USA China Communications Services Corporation Limited - HONG KONG SAR PRC China Telecom Corporation Ltd. - HONG KONG SAR PRC China Unicom - HONG KONG SAR PRC Christian Rahofer GmbH - AUSTRIA CITIC - HONG KONG SAR PRC Citizens Development Business Finance PLC - SRI LANKA CODE Red - GERMANY ComfortDelGro Corporation Limited - SINGAPORE Concept C Media GmbH - GERMANY COPE Content Performance Group GmbH - AUSTRIA Cre8 (Greater China) Limited - HONG KONG SAR PRC Creative Creature Company Limited - HONG KONG SAR PRC Curran & Connors, Inc. - USA Daimler - GERMANY Daiwa House Industry Co., Ltd. JAPAN Desian Kommune - GERMANY Devon Title - USA DNA KOMUNIKA - INDONESIA Donnelley Financial Solutions - HONG KONG SAR PRC Doosan Infracore Ltd. - SOUTH KOREA

Dotplus Communications SDN. BHD - MALAYSIA EDICO Financial Press Service: Ltd. - HONG KONG SAR PRC Elegance Financial Communications Limited - HONG KONG SAR PRC Equity Financial Press Ltd - HONG KONG SAR PRC Far East Consortium International Ltd. - HONG KONG SAR PRC Fast Retailing Co., Limited JAPAN FGI Design - USA Finar Kurumsal - TÜRKIYE Genesis Energy - NEW ZEALAND GENNEX Financial Press Limited HONG KONG SAR PRC
Gimmick Box Limited
HONG KONG SAR PRC Global Reporting Services AUSTRALIA Granato Creative Group - USA Great Thinks GmbH - GERMANY h2h Consulting - USA HeterMedia Services Ltd. - HONG KONG SAR PRC HGB Hamburger Geschäftsberichte GmbH & Co. KG - GERMANY Hong Kong Broadband Network, Ltd. - HONG KONG SAR PRC Hong Kong Metropolitan Iniversity HONG KONG SAR PRC Un Hong Kong Tourism Board - HONG KONG SAR PRC Hyundai Motor Group - SOUTH KOREA i.LINK Group Limited - HONG KONG SAR PRC Ideas On Purpose - USA Inbrax - CHILE Insight Creative - NEW ZEALAND iONE Financial Press Limited - HONG KONG SAR PRC IR & Mehr - AUSTRIA Jungheinrich - GERMANY Kanro Inc. - JAPAN Karin Und Walter Gedächtnisstiftung - GERMANY Kerry Properties - HONG KONG SAR PRC Killing Mario - SOUTH KOREA KPR - SOUTH KOREA KW Communications - GERMANY Lin Young - MALAYSIA Lorraine Gregory Communications - USA loved GmbH - GERMANY Luke Communications Group - USA M-1 Studios - USA M&M Consulting Ltd. - HONG KONG SAR PRC M Digital Partners Company Limited - HONG KONG SAR PRC Media Genesis - USA Mens Creation Limited HONG KONG SAR PRO Mensalia GmbH - AUSTRIA Mercedes-Benz AG - GERMANY MetaFusion Pte. Ltd. - SINGAPORE

Milenio 3 - MEXICO Miramar Group - HONG KONG SAR PRC MM Partners - SOUTH KOREA MSI - LUXEMBOURG Newport3 Communications GERMAN Ngong Ping 360 - HONG KONG SAR PRC Noon Creative - USA Nova Fusion - MALAYSIA Ocean Park Corporation - HONG KONG SAR PRC OHHH! Organisation for Human Health & Happiness Foundation - GERMANY Orange Financial Printing Limited - HONG KONG SAR PRC Pan American Energy ARGENTINA Paradise Group - SOUTH KOREA Paragraphs - SOUTH KORE Paragraphs - USA PepperClub - GERMANY Profilwerkstatt - GERMANY PRATT Institute - USA Protop Financial Press Limited - HONG KONG SAR PRC Ougker Hourshton - USA Quaker Houghton - USA Red Caffeine - USA REF Financial Press Limited - HONG KONG SAR PRC Reginald Pauffley - UNITED KINGDOM Rethink - MALAYSIA ringzwei - GERMANY Sakaguchi Corp. - JAPAN Sequel - USA Shian Inc. -JAPAN Shoemake Photography - USA Six Group Services AG - SWITZERLAND Smart Media - SRI LANKA Solomon Financial Press - HONG KONG SAR PRC SSDM - USA Stan Gellman Graphic Design Inc. – USA Studio 210, LLC - USA süden ad agency - GE GERMANY Sydinvest - DENMARK Symrise - GERMANY Tayburn - TÜRKIYE The Boeing Company - USA The Charles NYC - USA The Hong Kong Society for the Aged - HONG KONG SAR PRC Toppan Merrill Limited - HONG KONG SAR PRC Triglav Insurance Company - SLOVENIA - SLOVENIA Tronncom KG - AUSTRIA Troy Chamber of Commerce USA Ulled Asociados - SPAIN USA Writing Services - USA United Therapeutics - USA Walker Publicity Consulting - USA Wynk Design, Inc. - USA X\_Design - MEXICO Xanadu Communications - USA Yellow Creative (HK) Limited - HONG KONG SAR PRC Zeev Zamir - USA

## ENTRY INFORMATION

#### **WHO**

Professionals from agencies, associations, corporations, government agencies, non-profit groups, and organizations from countries worldwide, are invited to compete.

#### WHAT

The following must be included in order to process your entry:

🔆 Completed Entry Form

3 Copies of each Print Entry Submitted (Online Entries, send links or URL only)

#### Entry Fee

- Send <u>3 sets of physical originals</u> if at all possible. An original printed hard copy certainly has a better impact on the judges. Give your work the best chance!
- Website submissions need only provide link or URL. Send online entries and payment details to info@mercommawards.com.
- For Promotion, Special Events, Tourism & Campaigns Categories (S, T, U, V & W) send accompanying materials - brochures, t-shirts, banners, videos, images, on-line screens, press releases, press kits, and any other collateral material - along with coverage. Impress the judges!

#### WHEN THERE'S STILL TIME! - DECEMBER 12TH

All entries postmarked by <del>November 17, 2023 a</del>re eligible. The nominator will be notified upon receipt. Any material produced or dated from November 11, 2022 to November 17, 2023 is eligible to be entered.

#### WHERE

PRINT ENTRIES: Send the fee, entry form, and print entry submission to: MerComm Inc., 500 Executive Boulevard, Ossining, NY 10562 USA. To expedite delivery, send via DHL Express, FedEx, TNT, or UPS.

ONLINE ENTRIES: Submit fee, entry form and link or URL to info@mercommawards.com.

#### WHY

The annual award is named after the Roman messenger of gods. The Mercury Award symbolizes the spirit of the message communicated. It is the creativity, originality, and talent of the individuals involved to whom the program is dedicated.

#### PAYMENT

Make **checks** payable to MerComm/MRA. Fees must be payable in U.S. Dollars. For **bank transfers**, please contact us for details. **Credit card payment** is also accepted via telephone: 914-923-9400, FAX: 914-923-9484, or email: info@mercommawards.com.

The fee for each individual entry in Categories A-R is \$375. The fee is \$430 for Categories S-V. Fees include shipping and handling during the judging rounds, preparation costs for winners' book, website presentations, award certificate, plaque or trophy (according to level of win), plus the judges' evaluation forms and comments.

#### WINNERS!

Should your entry place as an award winner, your certificate will be personalized in the following format:

#### To: Nominating Company For: CLIENT COMPANY *"Title of Entry"*

If you would prefer any variation of the official format, kindly let us know, in writing, attached to the Entry Form.

# CATEGORIES/ CLASSIFICATIONS

#### A. WRITING

#### **Annual Report** A01 Asia/Pacific AO2 Europe A03 The Americas Chairman's Letter A04 Corporation A05 Non-Profit Org. A06 Magazines - Overall A07 Other/Misc.

#### **B. DESIGN**

- **B01** Automotive BO2 Boardgame **BO3** Brand Book B04 Calendar **B05** Coffee Table Publication **B06** Online Magazine **B07** Poster **B08** Product Design/Redesign **B09** Public Space Installation Tourism/Travel **B10**
- B11 Other/Misc.

#### **C. ANNUAL REPORTS**

- **Cover Design**
- **CO1** Abstract/Graphics
- CO2 Boxed/Sleeve Set
- CO3 Die Cuts
- **CO4** Drawings/Illustrations
- CO5 People/Portrait CO6 Places/Products
- C07 Special Treatments
- C08 Unique Presentation
- CO9 Other/Misc.

#### **D. ANNUAL REPORTS** Interior Design

- DO1 Artistic/Unique
- **DO2** Non-Traditional
- Special Production D03 Techniques
- **D04** Traditional Format
- D05 Other/Misc.

"Thank you for the great news!

COPE CONTENT

Graz, Austria

PERFORMANCE GROUP

The Grand Award is a big honor.

We are looking forward to handing the

magnificent plaque to our client! 🙄''

#### E. ANNUAL REPORTS

- Overall Presentation F01 Automobiles E02 Banks EO3 Beverages EO4 Biotechnology Capital Goods Industry E05 Communication/ E06 Media Analysis
- F07 Construction F08 **Co-Operative Association**
- E09 **Diverse Business**
- E10 Energy
- E11 **Finance Company**
- E12 Gov't Agencies & Offices
- E13 Holding Company
- F14 Housing Dev. & Sales Internet Services Provider
- F15
- E16 Jewelry
- Non-Profit Human Welfare E17
- E18 Non-Profit - Various
- F19 **Pharmaceuticals**
- F20 **Property Development**
- **Property Management** E21 RFIT F22
- E23 Software
- E24 Telecommunications
- E25 Travel/Tourism
- E26 University
- Other/Misc. F27
  - Specify on Entry Form

#### F. ANNUAL REPORTS

- Specialized F01 Anniversary Report
- F02 CSR - Corporate Social
- Responsibility Report F03 DEI - Diversity, Equity & Inclusion Report
- ESG Environmental, Social F04 & Governance Report

KUDOS!

- F05 Global Hunger Index
- Integrated AR & CSR/ F06
- Sustainability Report F07
- Sustainability Report F08 Other/Misc.

#### **G. ANNUAL REPORTS**

- Online GO1 Automobiles
- GO2 Interactive
- GO3 PDF
- **G04** Sustainability Report
- G05 Other/Misc.

#### **H. BROCHURES**

- H01 Children/Youth HO2 Company Brochure
- H03 Living & Housing
- H04 Other/Misc.

#### I. CUSTOM PUBLICATIONS

- **Business-to-Business**
- 101 Automotive 102
- Banking/Finance 103 **CEO Leadership Network**
- **Commercial Photography** 104
- Services
- 105 Information Technology 106 Technology Testing &
- Certification
- 107 Trade & Industry 108 Other/Misc.

#### J. CUSTOM PUBLICATIONS **General Audience**

- J01 Adventure Park
- JO2 Association
- J03 Automobiles
- J04 Beauty
- Children/Youth J05
- .106 **Financial Services**
- J07 Nature/Ecology
- J08 Sustainable Energy
- J09 Visitor Attraction
- J10 Other/Misc.

"We are incredibly happy about

the results - a Grand Award! -

Thank you soooo much! 💬 "

JOURNAL INTERNATIONAL

Munich, Germany

The plaque is indeed impressive.

#### **K. EMPLOYEE** PUBLICATIONS

K01 Employee Loyalty Program KO2 Internal KO3 Magazine K04 Other/Misc.

#### L. MAGAZINES - Desian

**R. WEBSITES/** 

R01 Corporate

**R06** Microsite

R10 Other/Misc.

S. PROMOTION/

MARKETING

**SO4** Gen-Z Audience

Summer/

S07 Tourism

SO8 Other/Misc.

T01 Anniversary

T06 Internal Event

Tourism

**U01** Advertising

**UO2** Brochure

UO3 Campaign

**U05** Magazine

U10 Website

U11 Other/Misc.

**V. CAMPAIGNS** 

V01 Brand Awareness

V04 Corporate Social

VO2 Carbon Footprint Reduction

Responsibility Practices

VO3 Cause Branding Campaign

V05 Employee Engagement

VO8 Legacy & Sustainability

Sports Partnership

V09 Marketing Communications Pro-Bono Campaign

V06 Employer Branding

**V07** Gen-Z Audience

Publicity

Other/Misc.

**U08** Special Events

UO4 Design

009 Video

V10

V11

V12

V13

Other/Misc.

U. TOURISM/TRAVEL

**U06** Promotion/Marketing

U07 Public Space Installation

SO1 Awareness Campaigns

SO2 Branding/Re-branding

**S03** Christmas Campaign

S05 Product Awareness

T. SPECIAL EVENTS

**T02** Business Promotion

Event Sponsorship

Industrial Sustainability

T07 Media & Public Awareness

**T08** People with Disabilities

T09 Shopping Mall Campaign

Sustainability & Legacy

Virtual Product Release

T04 Exhibition/Showroom

Seasonal Campaign

R05

**S06** 

**TO3** 

T05

T10

T11

T12

T13

MOBILE MEDIA/APPS

RO2 Digital Customer Magazine

**R04** Investor Relations Redesign

Investor/Shareholder

RO3 Employee Magazine

**Relations Site** 

R07 On-line Magazine

R08 Redesign/Relaunch

**R09** Telecommunications

- L01 Alumni Magazine
- LO2 Automotive
- LO3 Beauty & Hair L04 Culture/Lifestyle
- L05 Other/Misc.

#### **M. MAGAZINES**

- Overall Presentation
- MO1 Auto/Car Enthusiast
- MO2 Communications Agency
- MO3 Customer MO4 Non-Profit
- M05 Research & Innovation
- MO6 Science & Technology

ORGANIZATIONS

M07 Style/Culture MO8 Other/Misc.

**N. NON-PROFIT** 

NO1 Arts/Culture

NO2 Brand Image

NO5 Disabilities

NO7 Foundation

N10

N11

N12

N13

N14

N15

N16

N17

N18

N19

N20

N21

NO6 Environmental

NO4 Crime Prevention

**NO8** Government Agency

NO9 Health & Education

Motoring Club

**Racing Club** 

Social Services

**Special Project** 

Tourism/Travel

University/College

Vocational Training

SPECIAL PROJECTS

001 Please specify on form

P05 LinkedIn Partnership

Q. VIDEO - DVD/Online/USB

Q03 Educational/Informational

Q06 Promotional/Documentary

Volunteer Agency

Other/Misc.

O. OTHER/MISC./

P. SOCIAL MEDIA

PO1 Apps

PO2 Blogs

PO3 Campaigns

P04 Instagram

P06 Podcasts

P07 YouTube

P08 Other/Misc.

**Q01** Auto Enthusiast

Q05 On-line Video

**Q07** Public Awareness

Campaign

**Q08** Special Project

Q09 Other/Misc.

Q02 Corporate Identity

**Q04** In-House Production

Safety

NGO Organization

International Initiatives

NO3 Charity

# ENTRY FORM



Log No.

Official Use Only. Do not write in this area.

TITLE OF ENTRY:	NUMBER OF ENTRIES:
(Please write out title as it should appear on winning certificate.)	@\$375 - Categories A - R \$
Category-Classification Code: Example K-03 (See other page for codes)	@\$430 - Categories S - V \$
Category-Classification:	Total Entries Fee Subtotal \$
Other/Misc-Please describe:	5-9 Entries, 5% Discount \$
	10-19 Entries, 10% Discount \$
Format: DVD/USB Mixed Media Print Only App/Web	20+ Entries, 20% Discount \$
App/Website url:	TOTAL FEES PAID \$
Language: 🗌 English 🗌 Chinese 🗌 German	(U.S. Dollars only - checks from non-US banks cannot be accepted)
Korean Spanish Other	
Theme or goal: (Be brief! You may type on a separate sheet of paper.)	We prefer to pay by:
	Check Enclosed Bank-to-Bank Transfer
	American Express
	Exp
Nominated by: <u>Mr./Ms.</u>	MasterCard/Visa
Nominator's Job Title:	
(Please write out as it should appear on winning certificate.)	Exp
Address:	Cardholder's Name
City:	Cardholder's Company
Prov./State: Postal Code/ZIP:	Cardholder's Signature
Country:	
Telephone:	
Country Code City/Area Code Number	IMPORTANT: For judging purposes, please send THREE COPIES of printed
E-Mail:	material per entry. Online entries need submit only link or URL via email. Upon receipt this entry becomes the property of MerComm, Inc., and may be
Website:	used for display, exhibition and promotional purposes.
	Make checks payable and mail to:
Client's Name: Mr./Ms.	MerComm/MRA 500 Executive Boulevard, Ste. 200 Ossining-on-Hudson, NY 10562 USA
Client's Job Title:	
CLIENT COMPANY:	For more information: PH: 1-914-923-9400   FX: 1-914-923-9484 info@mercommawards.com www.mercommawards.com
Address:	
City:	
Prov./State: Postal Code/ZIP:	<b>SHIPPING INSTRUCTIONS:</b> Send entry materials along with entry forms and fees via DHL Express, FedEx, TNT, or UPS. To hasten your package through customs, please affix or mark in bold lettering outside the package "Contest Material. No Commercial Value."
Country:	
Telephone:	
Country Code City/Area Code Number	
E-Mail:	LAST CALL - DECEMBER 12 <sup>TH</sup> DEADLINE: NOVEMBER 17, 2023
Website:	DEADLINE. NOTEPIDER 17, 2023