



MERCURY

EXCELLENCE AWARDS

2024 | 2025

DEADLINE: NOVEMBER 11, 2024

38 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 mark our 38th year, we pledge our best to give you honor and recognition!

Wishing you luminous success!



Reni L. Witt
President and Founder



CALENDAR

November - 2024

11

Deadline for
Entries

January - 2025

21

Winners
Notified

February - 2025

25

Grand Winners
Announced

WORLD-WIDE PARTICIPATION!

Afghanistan	France	Malta	Scotland
Antigua West Indies	French West Indies	Mexico	Singapore
Argentina	Germany	Monaco	Slovenia
Armenia	Greece	Mongolia	South Africa
Australia	Guam	Morocco	Spain
Austria	Hong Kong SAR	Netherlands	Sri Lanka
Bahrain	Iceland	New Zealand	Sultanate of Oman
Bangladesh	India	Norway	Sweden
Belgium	Indonesia	Pakistan	Switzerland
Bermuda	Iran	Panama	Taiwan
Brazil	Iraq	Paraguay	Taiwan
Bulgaria	Ireland	People's Republic of China	Thailand
Canada	Israel	Peru	Trinidad
Cayman Islands	Italy	Philippines	Türkiye
Chile	Japan	Poland	Ukraine
Colombia	Kazakhstan	Portugal	United Arab Emirates
Croatia	Korea	Puerto Rico	United Kingdom
Czech Republic	Kosovo	Qatar	United States
Denmark	Kuwait	Romania	Venezuela
Dominican Republic	Liechtenstein	Russia	Vietnam
Egypt	Luxembourg	San Salvador	Yugoslavia
Equador	Macau	Saudi Arabia	Zimbabwe
Finland	Malaysia		

BEST OF CATEGORY

2023 | 2024 GRAND WINNERS



BEST OF SHOW



BEST OF ANNUAL REPORTS
- Cover Design
iONE Financial Press Limited
NEW WORLD DEVELOPMENT COMPANY LTD.
2023 Annual Report
(HONG KONG SAR PRC)



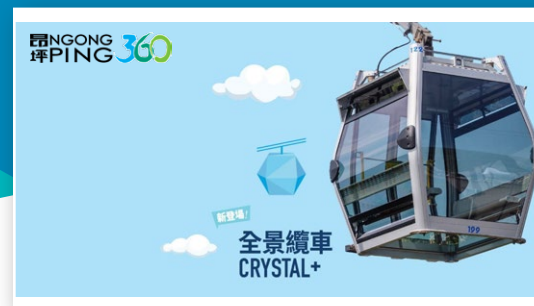
BEST OF ANNUAL REPORTS
- Overall Presentation
Heep Hong Society
"Walk Together for 60 years,
Nurturing Seedlings for a Brighter
Future" 2022-2023 Annual Report
(HONG KONG SAR PRC)



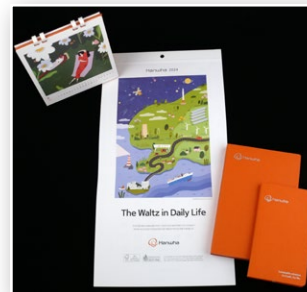
BEST OF ANNUAL REPORTS
- Specialized
GenNex Financial Media Limited
BEIJING ENTERPRISES URBAN
RESOURCES GROUP LIMITED
2022 Environmental, Social and
Governance Report
(HONG KONG SAR PRC)



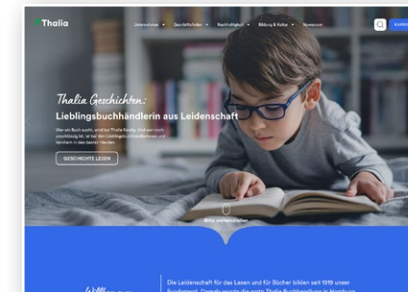
BEST OF CUSTOM PUBLICATIONS
- Business-to-Business
COPE Content
Performance Group
PROPELLETS AUSTRIA
das pellet
(AUSTRIA)



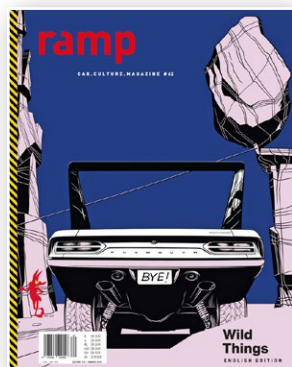
**BEST OF SOCIAL MEDIA &
BEST OF PROMOTION/MARKETING**
Ngong Ping 360 Limited
The Grand Launch Campaign
of Ngong Ping 360 "Crystal+"
(HONG KONG SAR PRC)



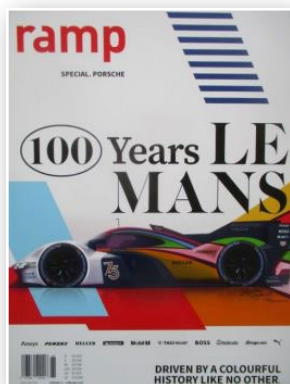
BEST OF CAMPAIGNS
Hancomm
HANWHA
Hanwha Stationery Package 2024
(SOUTH KOREA)



BEST OF WEBSITES
Kammann Rossi GmbH
THALIA
Relaunch Thalia Corporate Website
(GERMANY)



BEST OF MAGAZINES
- Overall Presentation
ramp.space GmbH & Co. KG
ramp#62 - Wild Things
(GERMANY)



BEST OF MAGAZINES - Design
ramp.space GmbH & Co. KG
ramp - Porsche Le Mans Special
(GERMANY)



BEST OF BROCHURES
COPE Content
Performance Group
LAND NIEDERÖSTERREICH
DRINNEN & DRAUSSEN
(AUSTRIA)



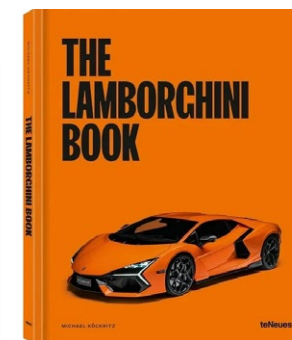
BEST OF EMPLOYEE PUBLICATIONS
COPE Content
Performance Group
HELVETIA VERSICHERUNGEN AG
einblicke. The magazine for
Helvetia employees
(AUSTRIA)



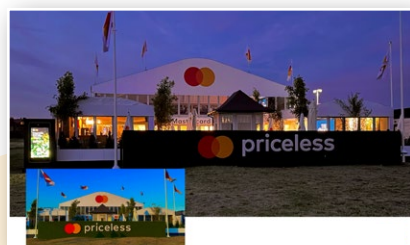
BEST OF VIDEO
ramp.space GmbH & Co. KG
BENTLEY MOTORS LIMITED
Three20pm x Bentley:
Craftsmanship
(UNITED KINGDOM)



BEST OF CUSTOM PUBLICATIONS
- General Audience
COPE Content Performance Group
LAND STEIERMARK,
FACHABTEILUNG A6
ZWEI UND MEHR - Steirisches
Familienmagazin
(AUSTRIA)



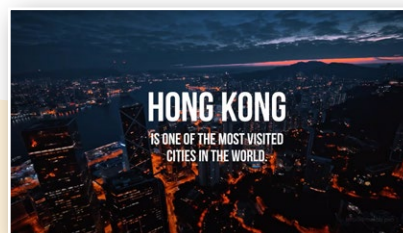
BEST OF DESIGN
ramp.space GmbH & Co. KG
The Lamborghini Book
(GERMANY)



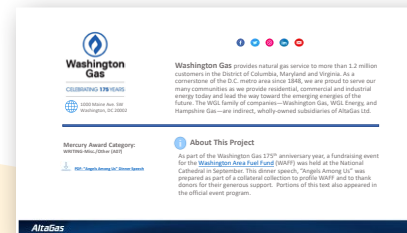
BEST OF SPECIAL EVENTS
Studio 210, LLC
MASTERCARD, INC.
Mastercard/The Open Championship Sustainability
and Legacy: B2B and Consumer Activation
Reduced Carbon Footprint
(USA)



BEST OF ANNUAL REPORTS
- Online - Interactive
Cre8 (Greater China) Limited
GCL TECHNOLOGY HOLDINGS LIMITED
Annual Report 2022
(HONG KONG SAR PRC)



BEST OF NON-PROFIT ORGANIZATIONS
Hong Kong Tourism Board
Hello Hong Kong Recovery Campaign
(HONG KONG SAR PRC)



BEST OF WRITING
Washington Gas
Gala Speech, "Angels Among Us"
(USA)



BEST OF TOURISM/TRAVEL
Ngong Ping 360 Limited
Double Ducks@Ngong Ping 360
(HONG KONG SAR PRC)

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	Far East Consortium International Ltd. - HONG KONG SAR PRC	M&M Consulting Ltd. - HONG KONG SAR PRC
A. Plus Financial Press Limited - HONG KONG SAR PRC	Fast Retailing Co., Limited - JAPAN	Mag & Me - GERMANY
Above The Line Company Limited - HONG KONG SAR PRC	FGI Design - USA	M Digital Partners Company Limited - HONG KONG SAR PRC
AIR - USA	Finar Kurumsal - TÜRKIYE	Media Genesis - USA
Airport Authority - HONG KONG SAR PRC	Fulkrum Studio - USA	Mensalia GmbH - AUSTRIA
Akademie Deutscher Genossenschaften E.V. - GERMANY	Genesis Energy - NEW ZEALAND	Meta Fusion Pte. Ltd. - SINGAPORE
ANTA Sports Products Ltd. - HONG KONG SAR PRC	GENNEX Financial Media Limited - HONG KONG SAR PRC	Milenio 3 - MEXICO
Avila Creative, Inc. - USA	Global Reporting Services - AUSTRALIA	MM Partners - SOUTH KOREA
Bank of China - HONG KONG SAR PRC	Granato Creative Group - USA	Ngong Ping 360 - HONG KONG SAR PRC
Beijing Pengtu Culture & Art Communication Co., Ltd. - PRC	Great Thinks GmbH - GERMANY	Nova Fusion - MALAYSIA
BESO by LLYC - SPAIN	HeterMedia Services Ltd. - HONG KONG SAR PRC	NZ Post - NEW ZEALAND
BGA Publishing - USA	HGB Hamburger Geschäftsberichte GmbH & Co. KG - GERMANY	Ocean Park Corporation - HONG KONG SAR PRC
Brains Marken und Design GmbH - AUSTRIA	HNB Assurance - SRI LANKA	Orange Financial Printing Limited - HONG KONG SAR PRC
Bright Visuals - SLOVENIA	Hong Kong Metropolitan University - HONG KONG SAR PRC	PepperClub - GERMANY
Burgess Strategic Marketing Services - USA	Hong Kong Police Force - HONG KONG SAR PRC	Profilwerkstatt - GERMANY
California Water Services Group - USA	Hong Kong Tourism Board - HONG KONG SAR PRC	PRATT Institute - USA
CD Communications Group SDN BHD - MALAYSIA	Hyphen Group - SOUTH KOREA	Quaker Houghton - USA
China Communications Services Corporation Limited - HONG KONG SAR PRC	Hyundai Motor Group - SOUTH KOREA	RBK Advertising & Design - USA
China Telecom Corporation Ltd. - HONG KONG SAR PRC	i.LINK Group Limited - HONG KONG SAR PRC	REF Financial Press Limited - HONG KONG SAR PRC
China Unicom - HONG KONG SAR PRC	Inbrax - CHILE	Reginald Pauffley - UNITED KINGDOM
CODE Red - GERMANY	Insight Creative - NEW ZEALAND	RE:think - MALAYSIA
concept c media GmbH - GERMANY	iONE Financial Press Limited - HONG KONG SAR PRC	ringzwei - GERMANY
COPE Content Performance Group GmbH - AUSTRIA	Jessica Qian - USA	Sakaguchi Corp. - JAPAN
Cre8 (Greater China) Limited - HONG KONG SAR PRC	Journal International The Home of Content GmbH - GERMANY	Sequel - USA
Creative Creature Company Limited - HONG KONG SAR PRC	JUJU Studio - USA	Shian Inc. - JAPAN
Curran & Connors, Inc. - USA	Jungheinrich - GERMANY	Six Group Services AG - SWITZERLAND
Daniel Kennedy Communications Services - USA	Kanro Inc. - JAPAN	Smart Media - SRI LANKA
Design Kommune - GERMANY	KD1 Designagentur - GERMANY	Solomon Financial Press - HONG KONG SAR PRC
DNA KOMUNIKA - INDONESIA	Kerry Properties - HONG KONG SAR PRC	SS Digital Media - USA
EDICO Financial Press Services Ltd. - HONG KONG SAR PRC	Killing Mario - SOUTH KOREA	Stan Gellman Graphic Design Inc. - USA
Elegance Financial Communications Limited - HONG KONG SAR PRC	KMW - GERMANY	Studio 210, LLC - USA
Equity Financial Press Ltd. - HONG KONG SAR PRC	KPR - SOUTH KOREA	Symrise - GERMANY
	KW Communications - GERMANY	Tayburn - TÜRKIYE
	Lin Young - MALAYSIA	Territory - GERMANY
	LLYC - SPAIN	The Hong Kong Society for the Aged - HONG KONG SAR PRC
	Lorraine Gregory Communications - USA	Toppan Nexus Limited - HONG KONG SAR PRC
	M-1 Studios - USA	United Therapeutics - USA
		Walker Publicity Consulting - USA
		Wynk Design, Inc. - USA
		X_Design - MEXICO
		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 3 sets of physical originals 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

All entries postmarked by November 11, 2024 are eligible. The nominator will be notified upon receipt. Any material produced or dated from November 17, 2023 to November 11, 2024 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 \$380. The fee is \$440 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

- A01 Annual Report
- Chairman's Letter**
 - A02 Corporation
 - A03 Non-Profit Org.
- A04 Magazines - Overall
- A05 Promotional Brochure
- A06 Sales/Prospectus
- A07 Other/Misc.

B. DESIGN

- B01 Automotive
- B02 Board Game
- B03 Calendar
- B04 Coffee Table Publication
- B05 Internal Communications
- B06 Online Magazine
- B07 Product Design/Redesign
- B08 Tourism/Travel
- B09 Venue Design/Exhibition
- B10 Other/Misc.

C. ANNUAL REPORTS

- Cover Design
- C01 Abstract/Graphics
- C02 Boxed/Sleeve Set
- C03 Die Cuts
- C04 Drawings/Illustrations
- C05 People/Portrait
- C06 Places/Products
- C07 Special Treatments
- C08 Unique Presentation
- C09 Other/Misc.

D. ANNUAL REPORTS

- Interior Design
- D01 Artistic/Unique
- D02 Non-Traditional
- D03 Special Production Techniques
- D04 Traditional Format
- D05 Other/Misc.

E. ANNUAL REPORTS

- Overall Presentation
- E01 Automobiles
- E02 Banks
- E03 Beverages
- E04 Biotechnology
- E05 Communication/Media Analysis
- E06 Co-Operative Association
- E07 Diverse Business
- E08 Energy
- E09 Food Industry
- E10 Gov't Agencies & Offices
- E11 Holding Company
- E12 Housing Dev. & Sales
- E13 Internet Services Provider
- E14 Jewelry
- E15 Logistic Services
- E16 Non-Profit - Human Welfare
- E17 Non-Profit - Various
- E18 Pharmaceuticals
- E19 Property Development
- E20 Property Management
- E21 REIT
- E22 Supermarkets
- E23 Telecommunications
- E24 Transport Infrastructure
- E25 Travel/Tourism
- E26 University
- E27 Other/Misc.
- Specify on Entry Form

F. ANNUAL REPORTS

- Specialized
- F01 Anniversary Report
- F02 CSR - Corporate Social Responsibility Report
- F03 ESG - Environmental, Social & Governance Report
- F04 Global Hunger Index
- F05 Integrated AR & CSR/Sustainability Report
- F06 Sustainability Report
- F07 Other/Misc.

G. ANNUAL REPORTS

- Online
- G01 Automobiles
- G02 Interactive
- G03 PDF
- Sustainability Report**
 - G04 Asia/Pacific
 - G05 Europe
 - G06 Hong Kong/PRC
 - G07 U.S.A.
 - G08 Other/Misc.

H. BROCHURES

- H01 Company Brochure
- H02 Government Agencies
- H03 Health & Safety
- H04 Living & Housing
- H05 Wellness & Illness Prevention
- H06 Other/Misc.

I. CUSTOM PUBLICATIONS

- Business-to-Business
- I01 Automotive
- I02 Banking/Finance
- I03 Commercial Photography Services
- I04 Information Technology
- I05 Sustainable Energy
- I06 Technology Testing & Certification
- I07 Trade & Industry
- I08 Other/Misc.

J. CUSTOM PUBLICATIONS

- General Audience
- J01 Association
- J02 Auto Enthusiast
- J03 Beauty
- J04 Children/Youth
- J05 Financial Services
- J06 Health/Fitness/Well-being
- J07 Sustainable Energy
- J08 Visitor Attraction
- J09 White Paper
- J10 Other/Misc.

K. EMPLOYEE PUBLICATIONS

- K01 Internal
- K02 Magazine
- K03 Other/Misc.

L. MAGAZINES - Design

- L01 Automotive
- L02 Beauty & Hair
- L03 Culture/Lifestyle
- L04 Other/Misc.

M. MAGAZINES

- Overall Presentation
- M01 Auto/Car Enthusiast
- M02 Communications Agency
- M03 Non-Profit
- M04 Science & Technology
- M05 Style/Culture
- M06 Travel & Leisure
- M07 Other/Misc.

N. NON-PROFIT ORGANIZATIONS

- N01 Arts/Culture
- N02 Brand Image
- N03 Crime Prevention
- N04 Disabilities
- N05 Environmental
- N06 Foundation
- N07 Government Agency
- N08 Health & Education
- N09 International Initiatives
- N10 NGO Organization
- N11 Safety
- N12 Special Project
- N13 Tourism/Travel
- N14 University/College
- N15 Vocational Training
- N16 Volunteer Agency
- N17 Other/Misc.

O. OTHER/MISC./SPECIAL PROJECTS

- O01 Please specify on form

P. SOCIAL MEDIA

- P01 Apps
- P02 Blogs
- P03 Campaigns
- P04 Instagram
- P05 LinkedIn Partnership
- P06 Podcasts
- P07 YouTube
- P08 Other/Misc.

Q. VIDEO - DVD/Online/USB

- Q01 Auto Enthusiast
- Q02 Corporate Identity
- Q03 In-House Production
- Q04 On-line Video
- Q05 Promotional/Documentary
- Q06 Public Awareness Campaign
- Q07 Special Project
- Q08 Other/Misc.

R. WEBSITES/MOBILE MEDIA/APPS

- R01 Corporate
- R02 Digital Customer Magazine
- R03 Employee Magazine
- R04 Investor Relations Redesign
- R05 Investor/Shareholder Relations Site
- R06 Microsite
- R07 On-line Magazine
- R08 Redesign/Relaunch
- R09 Telecommunications
- R10 Other/Misc.

S. PROMOTION/MARKETING

- S01 Awareness Campaigns
- S02 Branding/Re-branding
- S03 Christmas Campaign
- S04 Gen-Z Audience
- S05 Product Awareness
- S06 Summer/Seasonal Campaign
- S07 Tourism
- S08 Other/Misc.

T. SPECIAL EVENTS

- T01 Anniversary
- T02 Art Festival
- T03 Business Promotion
- T04 Event Sponsorship
- T05 Exhibition/Showroom
- T06 Internal Event
- T07 Media & Public Awareness
- T08 People with Disabilities
- T09 Shopping Mall Campaign
- T10 Sports Sponsorship
- T11 Sustainability & Legacy
- T12 Tourism
- T13 Virtual Product Release
- T14 Other/Misc.

U. TOURISM/TRAVEL

- U01 Advertising
- U02 Brochure
- U03 Campaign
- U04 Design
- U05 Magazine
- U06 Promotion/Marketing
- U07 Public Space Installation
- U08 Special Events
- U09 Video
- U10 Website
- U11 Other/Misc.

V. CAMPAIGNS

- V01 Brand Awareness
- V02 Carbon Footprint Reduction
- V03 Cause Branding Campaign
- V04 Corporate Social Responsibility Practices
- V05 Employee Engagement
- V06 Employer Branding
- V07 Gen-Z Audience
- V08 Legacy & Sustainability
- V09 Marketing Communications
- V10 Pro-Bono Campaign
- V11 Publicity
- V12 Sports Partnership
- V13 Other/Misc.

KUDOS!

"Thank you so much for the GREAT news – we are thrilled about this – a total of 4 Grand Awards. It is a great honor. Our clients are also very happy about the big news!"

COPE CONTENT PERFORMANCE GROUP
Vienna, Austria

"Thank you so much for honoring our project! 😊 We are very happy!"

TERRITORY GmbH
Cologne, Germany

"Great news! Thanks for the recognition."

RESOLUTE FOREST PRODUCTS
Montreal, Canada

"What fabulous news on a Friday 😊! BEST OF WRITING Grand Award!! You made my whole year with this news."

WASHINGTON GAS
Washington, DC USA

ENTRY FORM



Log No.
Official Use Only.
Do not write in this area.

TITLE OF ENTRY: _____
(Please write out title as it should appear on winning certificate.)

Category-Classification Code: - **Example L-04**
(See other page for codes)

Category-Classification: _____

Other/Misc-Please describe: _____

Format: DVD/USB Mixed Media Print Only App/Web

App/Website url: _____

Language: English Chinese German
 Korean Spanish Other _____

Theme or goal: *(Be brief! You may type on a separate sheet of paper.)*

Nominated by: Mr./Ms. _____

Nominator's Job Title: _____

NOMINATING CO: _____
(Please write out as it should appear on winning certificate.)

Address: _____

City: _____

Prov./State: _____ Postal Code/ZIP: _____

Country: _____

Telephone: _____
Country Code City/Area Code Number

E-Mail: _____

Website: _____

Client's Name: Mr./Ms. _____

Client's Job Title: _____

CLIENT COMPANY: _____
(If different from Nominating Co. - Please write out as it should appear on winning certificate.)

Address: _____

City: _____

Prov./State: _____ Postal Code/ZIP: _____

Country: _____

Telephone: _____
Country Code City/Area Code Number

E-Mail: _____

Website: _____

NUMBER OF ENTRIES:

_____ @\$380 - Categories A - R	\$ _____
_____ @\$440 - Categories S - V	\$ _____
_____ Total Entries	Fee Subtotal \$ _____
<input type="checkbox"/> 5-9 Entries, 5% Discount	\$ _____
<input type="checkbox"/> 10-19 Entries, 10% Discount	\$ _____
<input type="checkbox"/> 20+ Entries, 20% Discount	\$ _____

TOTAL FEES PAID \$ _____
(U.S. Dollars only - checks from non-US banks cannot be accepted)

We prefer to pay by:

Check Enclosed Bank-to-Bank Transfer

American Express

- -

Exp. -

MasterCard/Visa

- - -

Exp. -

Cardholder's Name _____

Cardholder's Company _____

Cardholder's Signature _____

IMPORTANT: For judging purposes, please send **THREE COPIES** of printed 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 used for display, exhibition and promotional purposes.

Make checks payable and mail to:

MerComm/MRA
500 Executive Boulevard, Ste. 200
Ossining-on-Hudson, NY 10562 USA

For more information:

PH: 1-914-923-9400 | FX: 1-914-923-9484

info@mercommawards.com

www.mercommawards.com

SHIPPING INSTRUCTIONS: 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."

DEADLINE: NOVEMBER 11, 2024