



# MERCURY

## EXCELLENCE AWARDS

2025 | 2026

DEADLINE: NOVEMBER 11, 2025

# 39 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 39th year, we pledge our best to give you honor and recognition!

Wishing you magnificent success!



Reni L. Witt  
President and Founder



## CALENDAR

November - 2025

11

Deadline for  
Entries

January - 2026

26

Winners  
Notified

February - 2026

16

Grand Winners  
Announced

## WORLD-WIDE PARTICIPATION!

Afghanistan	France	Malta	Scotland
Antigua	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	Thailand
Bulgaria	Ireland	People's Republic of China	Trinidad
Canada	Israel	Peru	Türkiye
Cayman Islands	Italy	Philippines	Ukraine
Chile	Japan	Poland	United Arab Emirates
Colombia	Kazakhstan	Portugal	United Kingdom
Croatia	Korea	Puerto Rico	United States
Czech Republic	Kosovo	Qatar	Venezuela
Denmark	Kuwait	Romania	Vietnam
Dominican Republic	Liechtenstein	Russia	Yugoslavia
Egypt	Luxembourg	San Salvador	Zimbabwe
Equador	Macau	Saudi Arabia	
Finland	Malaysia		

# BEST OF CATEGORY 2024 | 2025 GRAND WINNERS



**BEST OF DESIGN**  
ramp.space GmbH & Co. KG  
BMW BANK GMBH  
BMW Milestones - BMW Bank  
Driver's Club Edition  
(GERMANY)



**BEST OF MAGAZINES**  
- Overall Presentation  
ramp.space GmbH & Co. KG  
rampstyle#33 Director's Cut +  
Uhren.Special  
(GERMANY)



**BEST OF ANNUAL REPORTS**  
- Cover Design  
The Hong Kong Jockey Club  
Annual Report 2023/24  
(HONG KONG SAR)



**BEST OF WRITING**  
United Therapeutics  
2023 New Titles: Best Business  
Books Series  
(USA)



**BEST OF SPECIAL EVENTS**  
2x2  
SEOUL INSTITUTE OF THE ARTS  
Focus Forty Five  
(SOUTH KOREA)



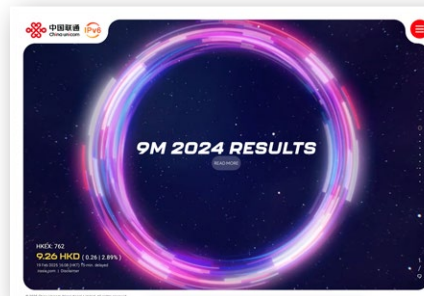
**BEST OF ANNUAL REPORTS**  
- Interior Design  
Equity Financial Press Limited  
KUNLUN ENERGY  
COMPANY LIMITED  
Annual Report 2023  
(HONG KONG SAR)



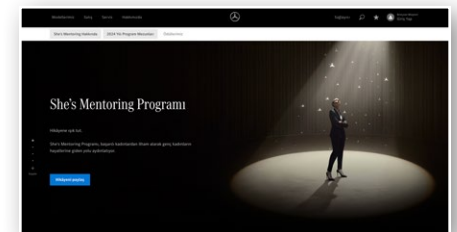
**BEST OF TOURISM/TRAVEL**  
Hong Kong Tourism Board  
West Kowloon Wanders  
(HONG KONG SAR)



**BEST OF VIDEO**  
Hong Kong Correctional Services Department  
Recruitment Campaign  
(HONG KONG SAR)



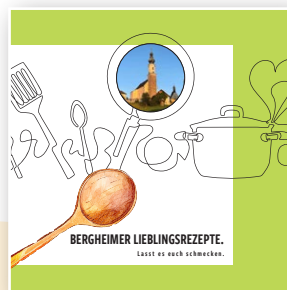
**BEST OF WEBSITES**  
China Unicom (Hong Kong) Limited  
China Unicom Investor Relations Website  
(HONG KONG SAR)



**BEST OF CAMPAIGNS**  
Lappart PR Istanbul  
MERCEDES-BENZ  
She's Mentoring  
(TÜRKIYE)

## BEST OF SHOW

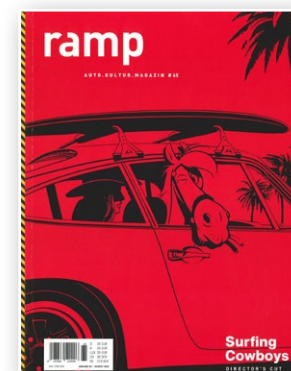
**BEST OF PROMOTION/MARKETING**  
Ngong Ping 360 Limited  
"100% DORAEMON & FRIENDS" @Ngong Ping 360  
(HONG KONG SAR)



**BEST OF CUSTOM PUBLICATIONS**  
JAGER PR - Agentur für  
Content Marketing  
GEMEINDE BERGHEIM  
Bergheimer Lieblingsrezepte  
(AUSTRIA)



**BEST OF ANNUAL REPORTS**  
- Overall Presentation  
3st kommunikation GmbH  
GESCO AG  
Annual Report 2023 "Going Global"  
(GERMANY)



**BEST OF MAGAZINES - Design**  
ramp.space GmbH & Co. KG  
ramp #65 - Surfing Cowboys  
Director's Cut  
(GERMANY)



**BEST OF ANNUAL REPORTS - Online**  
Ulled  
GRUPO CONSORCIO  
Sustainability Report 2023  
(SPAIN)

# 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

Above The Line Company  
Limited - HONG KONG SAR

Aimclear - USA

AIR - USA

Airport Authority  
- HONG KONG SAR

ANTA Sports Products Ltd.  
- HONG KONG SAR

Avila Creative, Inc. - USA

Bank of China  
- HONG KONG SAR

Beijing Pengtu Culture &  
Art Communication Co., Ltd.  
- PRC

BGA Publishing - USA

Bright Visuals - SLOVENIA

Brooke Boen - USA

Burgess Strategic Marketing  
Services - USA

By J Design Group  
- SOUTH KOREA

California Water Services  
Group - USA

CD Communications Group SDN  
BHD - MALAYSIA

Centerline Digital - USA

China Communications  
Services Corporation Limited  
- HONG KONG SAR

China Telecom Corporation Ltd.  
- HONG KONG SAR

China Unicom  
- HONG KONG SAR

COPE Content Performance  
Group GmbH - AUSTRIA

Cre8 (Greater China) Limited  
- HONG KONG SAR

Creative Creature Company  
Limited - HONG KONG SAR

Curran & Connors, Inc. - USA

Daniel Kennedy  
Communications Services  
- USA

Design Kommune - GERMANY

DNA KOMUNIKA - INDONESIA

EDICO Financial Press Services  
Ltd. - HONG KONG SAR

Elegance Financial  
Communications Limited  
- HONG KONG SAR

Emagewise (Pvt) Ltd  
- SRI LANKA

Equity Financial Press Ltd.  
- HONG KONG SAR

Fanda - UAE

Fast Retailing Co., Limited  
- JAPAN

FGI Design - USA

Finar Kurumsal - TÜRKIYE

Fulkrum Studio - USA

Genesis Energy  
- NEW ZEALAND

GenNex Financial Press Limited  
- HONG KONG SAR

Granato Creative Group - USA

Great Thinks GmbH  
- GERMANY

HeterMedia Services Ltd.  
- HONG KONG SAR

HGB Hamburger  
Geschäftsberichte GmbH &  
Co. KG - GERMANY

HNB Assurance - SRI LANKA

Hong Kong Air Cargo Terminals  
Ltd. - HONG KONG SAR

Hong Kong Metropolitan  
University - HONG KONG SAR

Hong Kong Police Force  
- HONG KONG SAR

Hong Kong Tourism Board  
- HONG KONG SAR

Hyphen Group - SOUTH KOREA

Inbrax - CHILE

Insight Creative  
- NEW ZEALAND

iONE Financial Press Limited  
- HONG KONG SAR

Jessica Qian - USA

Journal International  
The Home of Content GmbH  
- GERMANY

JUJU Studio - USA

Jungheinrich - GERMANY

Kanro Inc. - JAPAN

Kerry Properties  
- HONG KONG SAR

Killing Mario - SOUTH KOREA

KMW - GERMANY

KPR - SOUTH KOREA

Kreatif Fabrika - TÜRKIYE

Lin Young - MALAYSIA

LLYC - SPAIN

Lorraine Gregory  
Communications - USA

M Digital Partners Company  
Limited - HONG KONG SAR

M-1 Studios - USA

M&M Consulting Ltd.  
- HONG KONG SAR

Mag & Me - GERMANY

Mark Joseph Photography  
- USA

Media Genesis - USA

Mensalia GmbH - AUSTRIA

MetaFusion Pte. Ltd.  
- SINGAPORE

Milenio 3 - MEXICO

Mitragrafia (PT Mitra  
Gagasemha Kreasi)  
- INDONESIA

MM Partners - SOUTH KOREA

Nakama Media Publishing  
- GERMANY

Nancy Burgess Strategic  
Marketing, Inc. - USA

Ngong Ping 360  
- HONG KONG SAR

Nova Fusion - MALAYSIA

NZ Post - NEW ZEALAND

Ocean Park Corporation  
- HONG KONG SAR

Orange Financial Printing  
Limited - HONG KONG SAR

PepperClub - GERMANY

Petronas Chemicals Group  
Berhad - MALAYSIA

Quaker Houghton - USA

RBK Advertising & Design  
- USA

REF Financial Press Limited  
- HONG KONG SAR

Reginald Pauffley  
- UNITED KINGDOM

RE:think - MALAYSIA

Sakaguchi Corp. - JAPAN

Sequel - USA

Shian Inc. - JAPAN

SiliconPlus Communications  
Pte Ltd - SINGAPORE

Six Group Services AG  
- SWITZERLAND

Smart Media - SRI LANKA

SSDM - USA

Stan Gellman Graphic Design  
Inc. - USA

Studio 210, LLC - USA

Sydivest - DENMARK

Symrise - GERMANY

Tayburn - TÜRKIYE

Territory - GERMANY

The Hong Kong Society for the  
Aged - HONG KONG SAR

Toppan Nexus Limited  
- HONG KONG SAR

Ulled Asociados - SPAIN

United Therapeutics - USA

Virtus Asia - HONG KONG SAR

Wynk Design, Inc. - USA

X\_Design - MEXICO

Yellow Creative (HK) Limited  
- HONG KONG SAR

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](mailto: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, 2025 are eligible. The nominator will be notified upon receipt. Any material produced or dated from November 11, 2024 to November 11, 2025 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](mailto: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](mailto:info@mercommawards.com).

The fee for each individual entry in Categories A-R is \$395. The fee is \$450 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 Sales/Prospectus
- A06 Other/Misc.

## B. DESIGN

- B01 Automotive
- B02 Calendar
- B03 Coffee Table Publication
- B04 Online Magazine
- B05 Parody
- B06 Tourism/Travel
- B07 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 Biotechnology
- E04 Co-Operative Association
- E05 Diverse Business
- E06 Energy
- E07 Food Industry
- E08 Gov't Agencies & Offices
- E09 Holding Company
- E10 Housing Dev. & Sales
- E11 Internet Services Provider
- E12 Jewelry
- E13 Logistic Services
- E14 Non-Profit - Human Welfare
- E15 Non-Profit - Various
- E16 Pharmaceuticals
- E17 Property Development
- E18 Property Management
- E19 REIT
- E20 Supermarkets
- E21 Telecommunications
- E22 University
- E23 Other/Misc.  
- Specify on Entry Form

## F. ANNUAL REPORTS - Specialized

- F01 CSR - Corporate Social Responsibility Report
- F02 ESG - Environmental, Social & Governance Report
- F03 Integrated AR & CSR/ Sustainability Report
- F04 Sustainability Report
- F05 Other/Misc.

## G. ANNUAL REPORTS - Online

- G01 Interactive
- G02 PDF
- Sustainability Reports**
  - G03 Asia/Pacific
  - G04 Europe
  - G05 Hong Kong/PRC
  - G06 Middle East
  - G07 U.S.A.
  - G08 Other Countries
- G09 Other/Misc.

## H. BROCHURES

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

## I. CUSTOM PUBLICATIONS - Business-to-Business

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

## J. CUSTOM PUBLICATIONS - General Audience

- J01 Auto Enthusiast
- J02 Beauty
- J03 Children/Youth
- J04 Citizen Participation
- J05 Communication Project
- J06 Health/Fitness/Well-being
- J07 Visitor Attraction
- J08 White Paper
- J09 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 Non-Profit
- M03 Style/Culture
- M04 Travel & Leisure
- M05 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 Special Project
- N11 Tourism/Travel
- N12 University/College
- N13 Volunteer Agency
- N14 Other/Misc.

## O. OTHER/MISC./ SPECIAL PROJECTS

- O01 Please specify on form

## P. SOCIAL MEDIA

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

## Q. VIDEO - DVD/Online/USB

- Q01 Auto Enthusiast
- Q02 Corporate Identity
- Q03 Docuseries
- Q04 In-House Production
- Q05 On-line Video
- Q06 Promotional/Documentary
- Q07 Public Awareness Campaign
- Q08 Special Project
- Q09 Other/Misc.

## R. WEBSITES/ MOBILE MEDIA/APPS

- R01 Corporate
- R02 CSR Initiative
- R03 Digital Customer Magazine
- R04 Employee Magazine
- R05 Investor Relations Redesign
- R06 Investor/Shareholder Relations Site
- R07 Microsite
- 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 Art Festival
- T02 Business Promotion
- T03 Cultural Heritage
- T04 Event Sponsorship
- T05 Internal Event
- T06 Media & Public Awareness
- T07 Pet Adoption/Care/Rescue
- T08 Professional Symposium
- T09 Shopping Mall Campaign
- T10 Sustainability & Legacy
- T11 Tourism
- T12 Other/Misc.

## U. TOURISM/TRAVEL

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

## V. CAMPAIGNS

- V01 Brand Awareness
- V02 Corporate Social Responsibility Practices
- V03 Employee Engagement
- V04 Employer Branding
- V05 Entrepreneurship Initiative
- V06 Gen-Z Audience
- V07 Healthcare Services
- V08 Marketing Communications
- V09 Pharmaceuticals
- V10 Publicity
- V11 Sports Partnership
- V12 Training Program
- V13 Other/Misc.

# 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 M-05**  
(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:

\_\_\_\_\_ @\$395 - Categories A - R \$ \_\_\_\_\_

\_\_\_\_\_ @\$450 - Categories S - V \$ \_\_\_\_\_

\_\_\_\_\_ **Total Entries** **Fee Subtotal** \$ \_\_\_\_\_

☐ 5-9 Entries, 5% Discount \$ \_\_\_\_\_

☐ 10-19 Entries, 10% Discount \$ \_\_\_\_\_

☐ 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

**NEW SHIPPING GUIDELINES:** To avoid shipping/tariff issues, mark your Waybill with **"Corporate materials applying for competition. No commercial value."** Note Item Value as \$1.00 USD per package. To hasten your package through customs, please affix or mark in bold and clear lettering outside the package **"CONTEST MATERIAL. NO COMMERCIAL VALUE."**

**DEADLINE: NOVEMBER 11, 2025**