



MERCURY

RUBY ANNIVERSARY

40 Years Honoring Excellence

DEADLINE: NOVEMBER 11, 2026

40 YEARS - ONE MISSION

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

Welcome to the **MERCURY Awards' RUBY ANNIVERSARY**, celebrating 40 years devoted to our core mission: to promote excellence in corporate communications. With fidelity and passion, symbolized by the ruby, we promise you fairness and impartiality; the world's only competition to be judged solely by peers in the profession.

As we enter our 4th decade, we continue to pledge our best to give your creative work honor and recognition!

Wishing you magnificent success!



Reni L. Witt
President and Founder



CALENDAR

November - 2026

11

Deadline for
Entries

January - 2027

21

Winners
Notified

February - 2027

12

Grand Winners
Announced

WORLD-WIDE PARTICIPATION!

Afghanistan

Antigua

Argentina

Armenia

Australia

Austria

Bahrain

Bangladesh

Belgium

Bermuda

Brazil

Bulgaria

Canada

Cayman Islands

Chile

Colombia

Croatia

Czech Republic

Denmark

Dominican Republic

Egypt

Equador

Finland

France

French West Indies

Germany

Greece

Guam

Hong Kong SAR

Iceland

India

Indonesia

Iran

Iraq

Ireland

Israel

Italy

Japan

Kazakhstan

Korea

Kosovo

Kuwait

Liechtenstein

Luxembourg

Macau

Malaysia

Malta

Mexico

Monaco

Mongolia

Morocco

Netherlands

New Zealand

Norway

Pakistan

Panama

Paraguay

People's Republic
of China

Peru

Philippines

Poland

Portugal

Puerto Rico

Qatar

Romania

Russia

San Salvador

Saudi Arabia

Scotland

Singapore

Slovakia

Slovenia

South Africa

Spain

Sri Lanka

Sultanate
of Oman

Sweden

Switzerland

Taiwan

Thailand

Trinidad

Türkiye

Ukraine

United Arab
Emirates

United Kingdom

United States

Venezuela

Vietnam

Yugoslavia

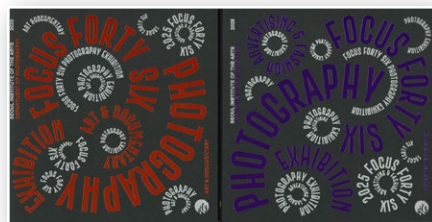
Zimbabwe

BEST OF CATEGORY 2025 | 2026 **GRAND WINNERS**



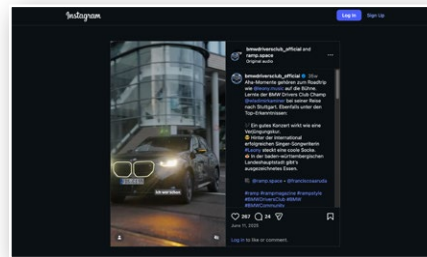
BEST OF SPECIAL EVENTS

Studio 210, LLC
MASTERCARD
Mastercard/The Open Championship 2025,
Sustainability and Legacy: Reduced Carbon Footprint
(USA)



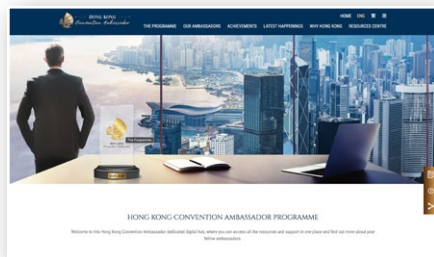
BEST OF NON-PROFIT ORGANIZATIONS

2x2
SEOUL INSTITUTE OF THE ARTS
Focus Forty Six
(REPUBLIC OF KOREA)



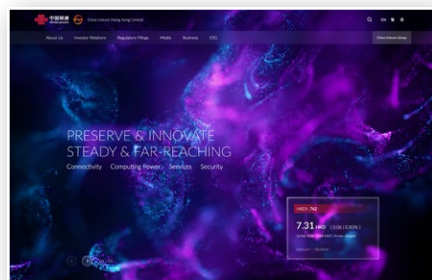
BEST OF SOCIAL MEDIA

ramp.space GmbH & Co.
KG Michael Koeckritz
BMW GROUP
road.stories: Kaminer x Leony Episode
(GERMANY)



BEST OF VIDEO

Hong Kong Tourism Board
Hong Kong Convention Ambassador Program (HKCA)
(HONG KONG SAR)



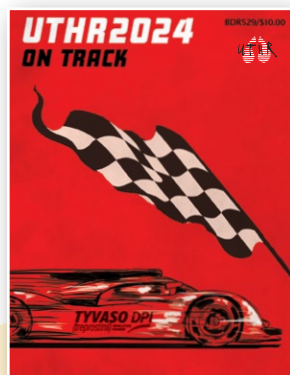
BEST OF WEBSITES

China Unicom (Hong Kong) Limited
Investor Relations Website
(HONG KONG SAR)



BEST OF PROMOTION

MTR Corporation
A Wish For Christmas
(HONG KONG SAR)



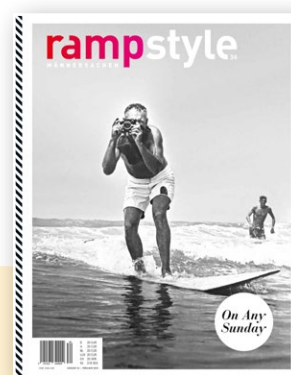
BEST OF WRITING & BEST OF ANNUAL REPORTS

– Interior Design
United Therapeutics
UTHR 2024 On Track
(USA)



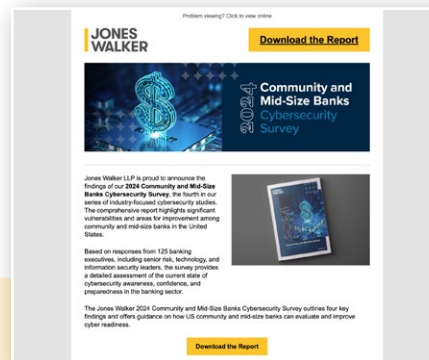
BEST OF ANNUAL REPORTS

– Overall Presentation
Airport Authority Hong Kong
Annual Report 2024/25 - Stepping
into a New Era
(HONG KONG SAR)



BEST OF MAGAZINES

ramp.space GmbH & Co. KG
rampstyle#34
(GERMANY)

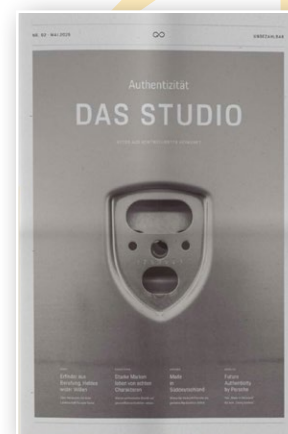
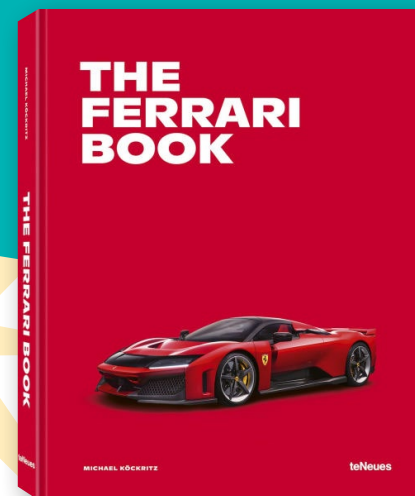


BEST OF CUSTOM PUBLICATIONS

Hellerman Communications
JONES WALKER LLP
Community and Mid-Size Banks Cybersecurity Survey
(USA)

BEST OF SHOW

BEST OF DESIGN
ramp.space GmbH & Co.
KG Michael Koeckritz
The Ferrari Book
(GERMANY)



BEST OF EMPLOYEE PUBLICATIONS

ramp.space GmbH & Co.
KG Michael Koeckritz
PORSCHE AG
Porsche - das Studio: Authentizität
(GERMANY)



BEST OF ANNUAL REPORTS – Online

ATRE VIA COMUNICACIÓN
FUNDACIÓN TELEFÓNICA
Annual Report 2024
(SPAIN)



BEST OF CAMPAIGNS

MTR Corporation
5G Summer Thrill
(HONG KONG SAR)



BEST OF ANNUAL REPORTS

– Specialized
Sanrio Company, Ltd.
Integrated Report 2025
(JAPAN)

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	GenNex Financial Press Limited - HONG KONG SAR	National and University Library - SLOVENIA
A. Plus Financial Press Limited - HONG KONG SAR	Granato Creative Group - USA	Ngong Ping 360 - HONG KONG SAR
Aimclear - USA	Great Thinks GmbH - GERMANY	Nova Fusion - MALAYSIA
AIR - USA	HeterMedia Services Ltd. - HONG KONG SAR	NZ Post - NEW ZEALAND
Ananda Jaguda - SRI LANKA	HNB Assurance - SRI LANKA	Oakland Schools MI - USA
ANTA Sports Products Ltd. - HONG KONG SAR	Hong Kong Air Cargo Terminals Ltd. - HONG KONG SAR	Orange Financial Printing Limited - HONG KONG SAR
Avila Creative, Inc. - USA	Hong Kong Metropolitan University - HONG KONG SAR	Palguin Consulting - USA
Bank of China - HONG KONG SAR	Hong Kong Police Force - HONG KONG SAR	PepperClub - GERMANY
Beijing Pengtu Culture & Art Communication Co., Ltd. - PRC	Hong Kong Tourism Board - HONG KONG SAR	Petronas Chemicals Group Berhad - MALAYSIA
BGA Publishing - USA	Hyphen Group - SOUTH KOREA	Quaker Houghton - USA
Burgess Strategic Marketing Services - USA	Inbrax - CHILE	RBK Advertising & Design - USA
By J Design Group - SOUTH KOREA	Insight Creative - NEW ZEALAND	REF Financial Press Limited - HONG KONG SAR
California Water Services Group - USA	iONE Financial Press Limited - HONG KONG SAR	RE:think - MALAYSIA
Catalyst Media Factory - USA	Jessica Qian - USA	Sakaguchi Corp. - JAPAN
China Communications Services Corporation Limited - HONG KONG SAR	Jungheinrich - GERMANY	Sequel - USA
China Unicom - HONG KONG SAR	Kanro Inc. - JAPAN	Shian Inc. - JAPAN
COPE Content Performance Group GmbH - AUSTRIA	Kerry Properties - HONG KONG SAR	SiliconPlus Communications Pte Ltd - SINGAPORE
Cre8 (Greater China) Limited - HONG KONG SAR	Killing Mario - SOUTH KOREA	Six Group Services AG - SWITZERLAND
Curran & Connors, Inc. - USA	KMW - GERMANY	Smart Media - SRI LANKA
Daniel Kennedy Communications Services - USA	KPR - SOUTH KOREA	Stan Gellman Graphic Design Inc. - USA
Design Kommune - GERMANY	Kreatif Fabrika - TÜRKIYE	Studio 210, LLC - USA
DNA KOMUNIKA - INDONESIA	Lin Young - MALAYSIA	Suvie - USA
EDICO Financial Press Services Ltd. - HONG KONG SAR	Lorraine Gregory Communications - USA	Sydivest - DENMARK
Elegance Financial Communications Limited - HONG KONG SAR	M-1 Studios - USA	Symrise - GERMANY
Emagewise (Pvt) Ltd - SRI LANKA	M&M Consulting Ltd. - HONG KONG SAR	Tayburn - TÜRKIYE
Equity Financial Press Ltd. - HONG KONG SAR	Mark Joseph Photography - USA	Territory - GERMANY
Fanda - UAE	Media Genesis - USA	The Hong Kong Society for the Aged - HONG KONG SAR
Fast Retailing Co., Limited - JAPAN	MetaFusion Pte. Ltd. - SINGAPORE	Tom, Dick & Harry Creative - USA
FGI Design - USA	Milenio 3 - MEXICO	TOPPAN Nexus Limited - HONG KONG SAR
Finar Kurumsal - TÜRKIYE	Miracle Digital Transformation Agency Limited - HONG KONG SAR	Ullid Asociados - SPAIN
Full Funnel Growth - USA	Mitragrafia (PT Mitra Gagasemha Kreasi) - INDONESIA	United Therapeutics - USA
Genesis Energy - NEW ZEALAND	MM Partners - SOUTH KOREA	Virtus Asia - HONG KONG SAR
	Nakama Media Publishing - GERMANY	Wynk Design, Inc. - USA
	Nancy Burgess Strategic Marketing, Inc. - USA	XD_Networks - 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.
 - For Promotion, Special Events, Tourism/Travel & Campaigns Categories (S, T, U, & V) 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, 2026 are eligible. The nominator will be notified upon receipt. Any material produced or dated from November 11, 2025 to November 11, 2026 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, 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 \$400. The fee is \$460 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 Other/Misc.

B. DESIGN

- B01 Anniversary Project
- B02 Annual Report - Overall Presentation
- B03 Automotive
- B04 Calendar
- B05 Coffee Table Publication
- B06 Parody
- B07 Scientific Publishing House
- B08 Special Project
- B09 Tourism/Travel
- 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 Unique Presentation
- C08 Other/Misc.

D. ANNUAL REPORTS - Interior Design

- D01 Artistic/Unique
- D02 Non-Traditional
- D03 Traditional Format
- D04 Other/Misc.

E. ANNUAL REPORTS - Overall Presentation

- E01 Airport
- E02 Automobiles
- E03 Biotechnology
- E04 Co-Operative Association
- E05 Diverse Business
- E06 Energy
- E07 Food Industry
- E08 Gov't Agencies & Offices
- E09 Housing Dev. & Sales
- E10 Internet Services Provider
- E11 Jewelry
- E12 Logistic Services
- E13 Non-Profit - Human Welfare
- E14 Non-Profit - Various
- E15 Pharmaceuticals
- E16 Property Development
- E17 Public Benefit Corporation
- E18 REIT
- E19 Supermarkets
- E20 Telecommunications
- E21 University
- E22 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
- G03 Non-Profit Org.
Sustainability Reports
 - G04 Asia/Pacific
 - G05 Europe
 - G06 Hong Kong/PRC
 - G07 U.S.A.
 - G08 Other Countries
- G09 Other/Misc.

H. BROCHURES

- H01 Automotive
- H02 Company Brochure
- H03 Government Agencies
- H04 Health & Safety
- H05 Living & Housing
- H06 Style/Culture
- H07 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 Other/Misc.

J. CUSTOM PUBLICATIONS - General Audience

- J01 Auto Enthusiast
- J02 Beauty
- J03 Children/Youth
- J04 Climate Action
- J05 Economic Development
- J06 Energy/Environment
- J07 Health/Fitness/Well-being
- J08 Newsletter
- J09 Transportation
- J10 Visitor Attraction
- J11 White Paper
- J12 Other/Misc.

K. EMPLOYEE PUBLICATIONS

- K01 Internal
- K02 Magazine
- K03 Newsletter
- K04 Newspaper/Tabloid
- K05 Other/Misc.

L. MAGAZINES - Design

- L01 Automotive
- L02 Beauty & Hair
- L03 Culture/Lifestyle
- L04 Non-Profit Organization
- L05 Professional Publication
- L06 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 Annual Report Video
- Q02 Auto Enthusiast
- Q03 Corporate Identity
- Q04 Docuseries
- Q05 Employee Engagement
- Q06 In-House Production
- Q07 On-line Video
- Q08 Promotional/Documentary
- Q09 Public Awareness Campaign
- Q10 Special Project
- Q11 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 Product Awareness
- S05 Summer/Seasonal Campaign
- S06 Tourism
- S07 Other/Misc.

T. SPECIAL EVENTS

- T01 Anniversary Celebration
- T02 Art Exhibition
- T03 Art Festival
- T04 Business Promotion
- T05 Cultural Heritage
- T06 Event Sponsorship
- T07 Internal Event
- T08 Media & Public Awareness
- T09 Professional Symposium
- T10 Sustainability & Legacy
- T11 Tourism
- T12 Other/Misc.

U. TOURISM/TRAVEL

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

V. CAMPAIGNS

- V01 Brand Awareness
- V02 Corporate Social Responsibility Practices
- V03 Employee Engagement
- V04 Entrepreneurship Initiative
- V05 Healthcare Services
- V06 Marketing Communications
- V07 Publicity
- V08 Sports Partnership
- V09 Training Program
- V10 Other/Misc.

READY TO SUBMIT? **ENTER ONLINE NOW!**
MerCommAwards.com/Mercury.htm

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 N-06**
(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:

_____ @\$400 - Categories A - R \$ _____

_____ @\$460 - 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

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DEADLINE: NOVEMBER 11, 2026