# MERCURY

## RUBY ANNIVERSARY

40 Years Honoring Excellence

~~**DEADLINE: NOVEMBER 11, 2026**~~

EXTENDED TO: DECEMBER 16TH

# 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 | January - 2027 | February - 2027 |
|---|---|---|
| ~~11~~ | 21 | 12 |
| Deadline for Entries | Winners Notified | Grand Winners Announced |

LAST CALL - DECEMBER 16TH

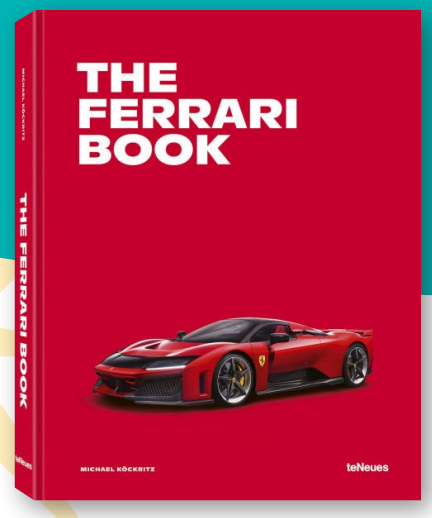
## WORLD-WIDE PARTICIPATION!

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

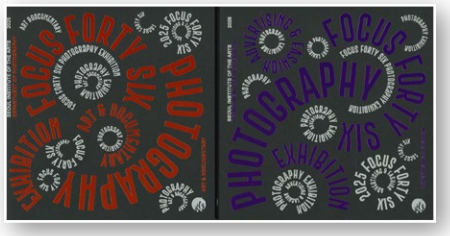
# BEST OF CATEGORY
## 2025 | 2026 **GRAND WINNERS**

# BEST OF SHOW

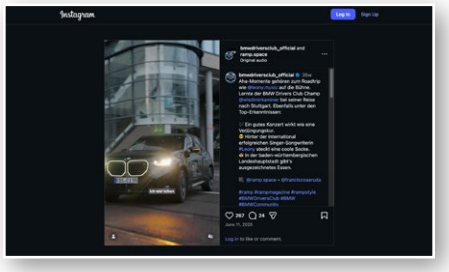
**BEST OF DESIGN**
ramp.space GmbH & Co.
KG Michael Koeckritz
*The Ferrari Book*
(GERMANY)



**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)

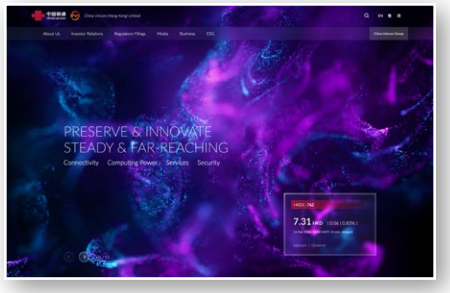



**BEST OF SOCIAL MEDIA**
ramp.space GmbH & Co.
KG Michael Koeckritz
BMW GROUP
*road.stories: Kaminer x Leony Episode*
(GERMANY)

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

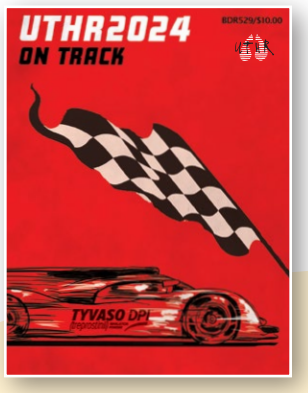
**BEST OF ANNUAL REPORTS** – Online
ATREVIA COMUNICACIÓN
FUNDACIÓN TELEFÓNICA
*Annual Report 2024*
(SPAIN)

**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)

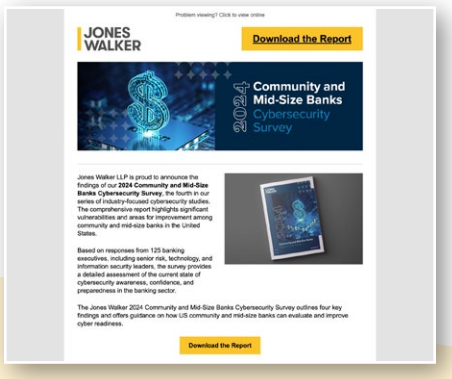
**BEST OF PROMOTION**
MTR Corporation
*A Wish For Christmas*
(HONG KONG SAR)




**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 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

A. Plus Financial Press Limited – HONG KONG SAR

Aimclear – USA

AIR – USA

Ananda Jaguda – SRI LANKA

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

Burgess Strategic Marketing Services – USA

By J Design Group – SOUTH KOREA

California Water Services Group – USA

Catalyst Media Factory – USA

China Communications Services Corporation Limited – HONG KONG SAR

China Unicom – HONG KONG SAR

COPE Content Performance Group GmbH – AUSTRIA

Cre8 (Greater China) 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

Full Funnel Growth – 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

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

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

Lorraine Gregory Communications – USA

M-1 Studios – USA

M&M Consulting Ltd. – HONG KONG SAR

Mark Joseph Photography – USA

Media Genesis – USA

MetaFusion Pte. Ltd. – SINGAPORE

Milenio 3 – MEXICO

Miracle Digital Transformation Agency Limited – HONG KONG SAR

Mitragrafia (PT Mitra Gagasemha Kreasi) – INDONESIA

MM Partners – SOUTH KOREA

Nakama Media Publishing – GERMANY

Nancy Burgess Strategic Marketing, Inc. – USA

National and University Library – SLOVENIA

Ngong Ping 360 – HONG KONG SAR

Nova Fusion – MALAYSIA

NZ Post – NEW ZEALAND

Oakland Schools MI – USA

Orange Financial Printing Limited – HONG KONG SAR

Palguin Consulting – USA

PepperClub – GERMANY

Petronas Chemicals Group Berhad – MALAYSIA

Quaker Houghton – USA

RBK Advertising & Design – USA

REF Financial Press Limited – HONG KONG SAR

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

Stan Gellman Graphic Design Inc. – USA

Studio 210, LLC – USA

Suvie – USA

Sydinvest – DENMARK

Symrise – GERMANY

Tayburn – TÜRKIYE

Territory – GERMANY

The Hong Kong Society for the Aged – HONG KONG SAR

Tom, Dick & Harry Creative – USA

TOPPAN Nexus Limited – HONG KONG SAR

Ulled Asociados – SPAIN

United Therapeutics – USA

Virtus Asia – HONG KONG SAR

Wynk Design, 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

**THERE'S STILL TIME! - DECEMBER 16TH**

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

MERCURY EXCELLENCE AWARDS 2026 | 2027

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:**

| | | |
|---|---|---|
| 0 | @$400 - Categories A - R | $ 0.00 |
| 0 | @$460 - Categories S - V | $ 0.00 |
| **0** | **Total Entries** **Fee Subtotal** | $ 0.00 |
| ☐ | 5-9 Entries, 5% Discount | $ 0.00 |
| ☐ | 10-19 Entries, 10% Discount | $ 0.00 |
| ☐ | 20+ Entries, 20% Discount | $ 0.00 |

**TOTAL FEES PAID $** **0.00**
*(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."

LAST CALL - DECEMBER 16TH
~~**DEADLINE: NOVEMBER 11, 2026**~~