

**2005
INTERNATIONAL
GALAXY
AWARDS**



Grand Winners' Book

**Sponsored by: MerComm, Inc.
500 Executive Boulevard
Ossining-on-Hudson, NY 10562
USA**

The 16th Annual International GALAXY AWARDS

The sponsors of the most prestigious, international awards show honoring outstanding achievements by marketing communications professionals are proud to announce the winners of the **GALAXY 2005 Awards**.

The contest is designed to honor creativity, efficiency, performance, and success in product and service marketing.

The **GALAXY Award** symbolizes the brilliant assembly of numerous disciplines that create marketing excellence. The **GALAXY Award** honors professionals who contribute to the process of building image, creating profit, and making a difference in the global market place.

The fifteenth annual **GALAXY 2005 Awards** program drew over 550 entries from around the world: Australia, Austria, Brasil, Canada, Denmark, French West Indies, Germany, Greece, Hong Kong, Ireland, Japan, Korea, Mexico, People's Republic of China, Switzerland, the United Kingdom and the United States.

Distinguished judges representing top marketing, sales, advertising, and public relations agencies participated in the preliminary judging. The Grand Awards were selected from the top scoring Gold Winners.

The Grand Winners were announced for the first time on October 28, 2005, in New York City.

GALAXY 2005 AWARDS ***DISTINGUISHED FACULTY OF JUDGES***

The **International GALAXY 2005 Awards** are presented by the International Academy of Communications Arts & Sciences. The Winners of the 16th annual competition were selected by panels of judges, headed by senior members of the organizations listed below.

AIR HEALTH **Silver Spring, MD**

Cheryl Damian – *Senior Communications Specialist*
Caron Gremont – *Senior Communications Specialist*
Yvonne Lachmann – *Account Associate*
Paula Panissidi – *Account Manager*
Martha Mater – *Manager, Creative Services*

ALOYSIUS BUTLER & CLARK **Wilmington, DE**

Tom DeSanto – *Executive VP, Creative Services*

BURGESS STRATEGIC MARKETING SERVICES **Troy, MI**

Sandy Burgess - *Owner*

C.J. GRAPHICS INC. (PRINTERS & LITHOGRAPHERS) **Toronto, ON CANADA**

Al Van Beilen – *Print Consultant*
Gino Rende – *Print Consultant*
Matthew Sugimura – *Digital Print Consultant*

DA-TA-RGET, INC. **Troy, MI**

Thomas Hudson – *Retail Marketing Consultant*

cont'd. . .

2005 Galaxy Judges Continued . . .

EISENMAN ASSOCIATES

New York, NY

Nina Eisenman - *President*

Richard Tharp - *Designer*

MACDONALD DESIGN

Toronto, ON CANADA

Jo DeGasperis – *Senior Designer*

Warren MacDonald - *Creative Director*

MARSTELLER

New York, NY

Joy Abella – *Account Supervisor*

Erin Byrne – *Managing Director*

Sheila McManus – *Senior Design Manager*

Shane Petersen – *Senior Designer*

MCMURRY

Phoenix, AZ

Nicole Dean – *Senior Production Manager*

Debbie Eaton-Vaughn – *Executive Offices Manager*

Mary Kenelly – *Production Manager*

MULLEN

Winston-Salem, NC

Grayson Dixon – *Associate Account Executive*

Stephanie Milo – *Account Executive*

Siobhan Olson – *Executive Vice President*

David White – *Vice President*

cont'd. . .

2005 Galaxy Judges Continued . . .

NEWSTAR
Hollywood, CA
Kevin Mello – *President*

NU SKIN ENTERPRISES
Provo, UT
Sarah Carmichael – *Associate Marketing Manager*
Sandy Freeman – *Global Marketing Communications*
Stacie Gardner – *Associate Marketing Manager*
Sandra Gierisch – *Associate Marketing Manager*
Brian Gill – *Global Education Manager*
Clarrisa J. Gonzales – *Associate Marketing Manager*
Shelly Jensen – *Global Marketing Communications Manager*
Mark Patterson – *Managing Art Director*
Cami Robinson – *Associate Marketing Manager*
Linda J. Smith – *Project Manager*
Erin Whitelock – *Marketing Communication and Education Manager*

PARAGRAPHS DESIGN
Chicago, IL
Jim Chilcutt – *Senior Designer*
Rachel Radtke – *Senior Vice President*
Meow Vatanatumrak – *Senior Designer*

SHOWREEL INTERNATIONAL, INC.
Hollywood, CA
Richard E. Jackson – *Director/Cameraman*

cont'd . . .

2005 Galaxy Judges Continued . . .

STAN GELLMAN GRAPHIC DESIGN

St. Louis, MO

Megan Miller - *Designer*

Barry Tilson – *President*

Bryan Wakeland - *Designer*

STUDIO 210, LLC

Norwalk, CT

Marlyn Bruce – *Creative Director*

Karen Krieger – *Chief Creative Officer*

Kate Molitor - *Designer*

Emily Russo - *Designer*

THE DESIGN ASSOCIATES LTD.

Hong Kong SAR CHINA

Victor Cheong – *Design Director*

Johnny Law – *Project Director*

Herbert Yip – *Design Manager*

UNIVERSITY OF PITTSBURGH

PITT MAGAZINE

Pittsburgh, PA

Cara Hayden – *Associate Editor*

Cindy Gill – *Editor-in-Chief*

Bo Schwerin - *Managing Editor*

~

2005

International

GALAXY AWARDS

16th Annual Competition

*** GRAND AWARD WINNERS ***

GALAXY 2005

Best of Category Grand Awards

*** BEST OF SHOW ***

LG AD INC.
LG ELECTRONICS INC.
Many Reasons Why Life's Good
(KOREA)

BEST OF ADVERTISING

SRP
"Drop"

BEST OF ANNUAL REPORTS

PricewaterhouseCoopers
"The is Report"*
(AUSTRALIA)

BEST OF BROCHURES

LG Ad Inc.
LG ELECTRONICS INC.
Life's Good
(KOREA)

BEST OF CAUSE-RELATED MARKETING

CLP Power Hong Kong Limited
"Care for the Health of the Elderly" Charitable Programme
(HONG KONG)

cont'd. . .

BEST OF COPYWRITING

Strategy Network/SN Custom Publishing
GM HUMMER
HUMMER Adventures – Spring 2005

BEST OF DESIGN

Meredith Integrated Marketing
NESTLÉ
Very Best Baby Calendars

BEST OF DVDS

LG Ad Inc.
LG ELECTRONICS INC.
Many Reasons Why Life's Good
(KOREA)

BEST OF PROMOTION

Studio 210, LLC
MASTERCARD INTERNATIONAL GLOBAL SPONSORSHIPS
The MasterCard 2006 FIFA World Cup
"Priceless Moments Kit"

BEST OF PUBLIC RELATIONS

USPS Marketing Department
Marketing Outreach Articles 2005

BEST OF WEBSITES

Biosector 2/CCA Advertising
NOVO NORDISK INC.
Diabetes Aware Web Site



2005

GALAXY AWARDS

***Best of Category
Grand Winners***

***CREATIVE
&
PRODUCTION
CREDITS***

*** BEST OF ADVERTISING ***

SRP

“Drop”

NOMINATING COMPANY:

Ann Brown

Manager of Advertising and Brand Management

SRP

1521N Project Dr.

Tempe, AZ 85281

Tel: 1-602-236-3511/Fax: 1-602-302-9795

Email: asbrown@srpnet.com

www.srpnet.com



*** BEST OF ANNUAL REPORTS ***

PRICEWATERHOUSECOOPERS

“The is Report”*
(AUSTRALIA)

NOMINATING COMPANY:

Sonya Voumard
Editorial Team Leader
PRICEWATERHOUSECOOPERS
201 Sussex St.
Sydney 2000 NSW
AUSTRALIA
Tel: 61-282-663-822/Fax: 61-282-663-228
Email: Sonya.voumard@au.pwc.com

Writer/Scripture: Peter Day
Media Relations/Productions Project Manager: Sonya Voumard

DESIGNWORKS EIG

1Barrack St.
Sydney 2000 NSW
AUSTRALIA
Tel: (02) 9299 8966

Art Director/Graphic Artist: Adam Trunk
Creative Director: Olivia Swinn



*** BEST OF BROCHURES ***

LG AD INC.
for
LG ELECTRONICS

Life's good
(KOREA)

NOMINATING COMPANY:

Seunghun lee
President & CEO

LG AD INC.

LG Twin Towers 20, Yoido-Dong, Youngdrungpo-gu
Seoul, 150-721

KOREA

Tel: 82-2-3777-2755/Fax: 82-2786-1324

Email: Kwpaek@lgad.lg.kr

CLIENT COMPANY:

S.S. Kim

Vice Chairman & CEO

LG ELECTRONICS INC.

LG Twin Towers 20, Yoido-Dong, Youngdrungpo-gu
Seoul, 150-721

KOREA

Tel: 82-2-3777-3629/Fax: 82-2-786-1329

Email: Submit@lge.com

www.lge.com



*** BEST OF CAUSE-RELATED MARKETING ***

CLP POWER HONG KONG LIMITED

*“Care for the Health of the Elderly”
Charitable Programme
(HONG KONG)*

NOMINATING COMPANY:

Fanny Iu
Public Affairs Manager
CLP POWER HONG KONG LIMITED
147 Argyle St, Mongko,
Kowloon
HONG KONG
Tel: 852-267-885-22
Fax: 852-267-885-08
E-mail fannyiu@clp.com.hk

*Public Relations/Account Executive: Karen Kan
Media Relation: Bonnie Chu
Production/Project Manager: Gilly Wong*



*** BEST OF COPYWRITING ***

STRATEGY NETWORK/SN CUSTOM PUBLISHING
for
GM HUMMER

HUMMER Adventure – Spring 2005

NOMINATING COMPANY:

Kathy Nagy

President/Editor-in-Chief/Creative Director:

STRATEGY NETWORK/SN CUSTOM PUBLISHING

17568 N. Laurel Park Dr., Ste. 340

Livonia, MI 48152

Tel: 734-464-8100/Fax: 734-464-4133

Email: Knagy@strategy-network.com

www.strategy-network.com

Acct. Executive: Lisa Sygit

Art Director: Jamie Latendresse

Copy Editor: Pasty Turley

Creative Director: Kathy Nagy

Editorial Assistant: Denise Albrecht

Graphic Artist: Keith Gardner

Managing Editors: Lisa Sanders, Sondra Birch

Producer: Lisa Sanders

Production Manager: Jen Guerin

Writers: Leslie Schneider, Rebecca Zultowski, Jennifer Thomas Vanadia

CLIENT COMPANY:

Liz Vanuza

Marketing Director

GM HUMMER

100 Renaissance Center, MC 482-A22-B98

Detroit MI 48265.

Tel: 313-665-9207

E-mail: elisabeth.vanzura@gm.com



*** BEST OF DESIGN ***

MEREDITH INTEGRATED MARKETING
for
NESTLE

“Very Best Baby Calendars”

NOMINATING COMPANY:

Dena Young
Assistant Marketing Manager
MEREDITH INTEGRATED MARKETING
125 Park Ave 25th Floor
New York, NY 10017
Tel: 212-455-1467/Fax: 212-455-1150
E-mail: dena.young@meredith.com

CLIENT COMPANY:

Conni Dittrich
NESTLE
50 Danbury Road
Wilton, CT 06989
Tel: 203-210-3009



*** BEST OF SHOW AND BEST OF DVD'S ***

LG Ad Inc.
for
LG ELECTRONICS INC.

Many Reasons Why Life's Good.
(KOREA)

NOMINATING COMPANY:

Seunghun Lee
LG AD INC.
LG Twin Towers West Wing 31st Floor
20, Yoido-dong, Youngdungpo-gu
Seoul 150-721
REPUBLIC OF KOREA
Tel: 82-2-3777-2713/Fax: 82-2-786-1324
Email: swchung@lgad.lg.hr
www.lgad.co.kr

CLIENT COMPANY:

S.S. Kim
Vice Chairman & CEO
LG ELECTRONICS INC.
LG Twin Tower West Wing 20
Yoido-dong, youngdungpo-gu
Seoul 150-721
REPUBLIC OF KOREA
Tel: 82-2-3777-36-29/Fax: 82-2-786-1324
Email: Submit@lge.com
www.lge.com



*** BEST OF PROMOTION ***

STUDIO 210, LLC
for
MASTERCARD INTERNATIONAL
GLOBAL SPONSORSHIPS

The MasterCard 2006 FIFA World Cup “Priceless Moments Kit”

NOMINATING COMPANY

Karen Krieger
Chief Creative Officer
STUDIO 210, LLC
19 Pine Hill Ave.
Norwalk, CT 06855
Tel: 203-899-0210/Fax: 203-866-4099
Email: karen@studio210.net

CLIENT COMPANY:

Geraldine Cooper
V.P. Global Sponsorships
MASTERCARD INTERNATIONAL GLOBAL SPONSORSHIPS
2000 Purchase Street
Purchase, NY 10577
Tel: 914-249-4757
Email: geraldine_cooper@mastercard.com

OCTAGON

800 Connecticut Ave. 2 East
Norwalk, CT 06854
Tel: 203-354-7400
Production/Project Manager: Chrissy Millbauer
Writer: Lance Hill



*** BEST OF PUBLIC RELATIONS ***

USPS MARKETING DEPARTMENT

Marketing Outreach Articles 2005

NOMINATING COMPANY

Connie Totten-Oldham
Manager, Marketing Strategy & Support
USPS MARKETING DEPARTMENT
475 L' Enfant Plaza SW, Room 1100
Washington, DC 20260
Tel: 202-268-7235/Fax: 202-268-5761
Email: Connie.totten-oldham@usps.gov
www.usps.com



*** BEST OF WEBSITES ***

BIOSECTOR 2/CCA ADVERTISING
for
NOVA NORDISK INC.

“Diabetes Aware Web Site”

NOMINATING COMPANY:

Sharon Goldsmith
Team Member

BIOSECTOR 2/CCA ADVERTISING INC.

545 W. 20th St. 3rd Fl.
New York, NY 10011
Tel: 212-845-5623/Fax: 212-845-5650
Email: sgoldsmith@biosector2.com

CLIENT COMPANY:

Susan Jackson
Director of Corporate Communication
NOVA NORDISK INC.
100 Collage Road West
Princeton, NJ 03540
Tel: 609-919-7776
Email: Stja@novondisk.com
www.novoordisk-05.com



MARK YOUR CALENDARS!

GALAXY 2006

International Awards

“Call for Entries” will be mailed in July 2006

◆ Deadline for the 17th annual competition ◆

July 27, 2006

**Watch our Website for Updates
www.mercommawards.com**

❖ BEST OF SHOW ❖
Celebrating 16 Years of the World's Best in
Product & Service Marketing

- | | |
|---|---|
| <p>1990 CONAGRA FROZEN FOODS
 <i>Nominated by:</i> Aaron D. Cushman and Associates, Inc.
 <i>"Kid Cuisine National Introduction"</i></p> | <p>1999 SARGENTO FOODS INC.
 <i>Nominated by:</i> Selz/Seabolt Communications, Inc.
 <i>"A Great Big Moo for MooTown Snacks"</i></p> |
| <p>1991 OC Transpo (CANADA)
 <i>"Busing Doesn't Cost the Earth"</i></p> | <p>2000 THE ACKERLEY GROUP
 <i>Nominated by:</i> MWW/Savitt
 <i>"25th Anniversary Commemorative Book"</i></p> |
| <p>1992 CONTINENTAL AIRLINES/LINTAS: MARKETING COMMUNICATIONS INC.
 <i>Nominated by:</i> Premiere Productions
 <i>"The Best of Continental Profiles"</i></p> | <p>2001 WEBER-STEPHEN PRODUCTS CO.
 <i>Nominated by:</i> Weber Shandwick
 <i>"Weber's Book of Grilled Pizza"</i></p> |
| <p>1993 MOTEL 6
 <i>Nominated by:</i> The Richards Group
 <i>"Bingo"</i></p> | <p>2002 MERCK KGaA (GERMANY)
 <i>Nominated by:</i> Bella Vista Film
 <i>"Experience the New"</i></p> |
| <p>1994 MOTEL 6
 <i>Nominated by:</i> The Richards Group
 <i>"Fuzzy Toilet Covers"</i></p> | <p>2003 MILLENNIUM PHARMACEUTICALS, INC.
 <i>Nominated by:</i> Biosector 2
 <i>"Generating Publicity for VELCADE™"</i></p> |
| <p>1995 HONG KONG TOURIST ASSOCIATION (HONG KONG)
 <i>"Wonders Never Cease"</i></p> | <p>2004 MADD
 <i>Nominated by:</i> McMurry
 <i>"DRIVEN"</i></p> |
| <p>1996 MCDONALD'S
 <i>Nominated by:</i> Burson-Marsteller
 <i>"McDonald's Olympic Games 1996"</i></p> | <p>2005 LG ELECTRONICS (KOREA)
 <i>Nominated by:</i> LG Ad Inc.
 <i>"Many Reasons Why Life's Good"</i></p> |
| <p>1997 INTERNATIONAL BUSINESS MACHINES INCORPORATED
 <i>"AS/400e Series . . . the net generation"</i></p> | <p>2006 ? ? ?</p> |
| <p>1998 DIALOG LIMITED (UNITED KINGDOM)
 <i>"Dialog Limited"</i></p> | |