



2019
questar
AWARDS

~~Entry Deadline: March 19, 2019~~
Extended Deadline: April 9

Celebrating Video Communications

- Ads • Animation • Apps
- Brand Experience • Corporations
- Internal Communications • Government
- Microsites • Mobile Media • Non-Profits
- Online Annual Reports • Public Service
- Social Media • TV • Video • Websites



2019 questar AWARDS

Celebrating Video Communications

Dear Colleague,

Welcome to the 28th Annual **QUESTAR** Awards!

This global competition provides an important international forum to celebrate excellence in visual communications, honoring the best Commercials, Documentaries, PSAs, Social Media, VNRs and Web-links from around the world.

Winners receive stunning personalized foil-stamped award certificates. Best of Category winners are presented with prestigious brass-plated plaques. The BEST OF SHOW winner takes the impressive **QUESTAR** trophy, an internationally recognized symbol of excellence.

Most importantly, win or not, you benefit by the opportunity to review the judges' comments. Simply by entering you develop a competitive advantage.

Let your work shine!

Wishing you sensational success!

Cheers,



Reni L. Witt
President and Founder



Go for the win!
ENTER NOW!

Extended Deadline: April 9

CALENDAR

March	May	June
19	21	25
Deadline for Entries	Winners Notified	Grand Winners Announced

MISSION STATEMENT

MerComm Inc. was founded in 1987 with the principal purpose of advancing the arts and sciences of communications in an international arena. MerComm strives to establish and promote high standards of individual and collective achievement. Our mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation, or client.

COUNTRIES COMPETING

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



BEST OF EVENT ADVERTISING

Redteam
HONG KONG DANCE COMPANY
Lady White of West Lake Trailer
 (HONG KONG)



BEST OF PUBLIC SERVICE CAMPAIGNS

Styria Content Creation GmbH & Co KG
AUVA - ALLGEMEINE UNFALLVERSICHERUNGSANSTALT
AUVA – Achtung, es ist immer nur ein Moment
 (AUSTRIA)



BEST OF NON-PROFIT ORGANIZATIONS

Competition Commission (Hong Kong)
"A Bite of Conspiracy" Educational Video Series
 (HONG KONG)



BEST OF PRODUCT ADVERTISING

Messmer & Meyer, Agentur für Kommunikation GmbH
MAN TRUCK & BUS AG
MAN TopUsed - From ex-leasing to the best used vehicles.
 (GERMANY)



BEST OF PUBLIC SERVICE ANNOUNCEMENTS

Center of Excellence for Medical Multimedia
"Baggage" Drug Demand Reduction Program
 (USA)



BEST OF MOBILE MEDIA

BISSINGER[+] GmbH / KNSK Werbeagentur GmbH
EVONIK INDUSTRIES AG
Evonik-Magazine
 (GERMANY)

BEST OF SHOW



BEST OF CORPORATE VIDEOS

CLP Power Hong Kong Limited
CLP - The Amazing 4D Green Adventure
 (HONG KONG)



BEST OF ONLINE ANNUAL REPORTS

Hong Kong Tourism Board
HKTB Annual Report 2016/17 – We Make the Difference
 (HONG KONG)

Kudos ALL AROUND!

"It's an honor to participate in the very renowned QUESTAR Awards. It's an important and famous festival."

AUDI AG
 Ingolstadt, GERMANY

"We are glad to be honored by the QUESTAR Awards."

BUNDESDRUCKEREI GmbH
 Berlin, GERMANY

"Thank you for the Grand Award Plaque."

COMPETITION COMMISSION
 HONG KONG

"BEST OF SHOW!!! This is incomprehensible. Thank you. We are so happy!"

FUHRMANN FILM
 München, GERMANY

"Thank you so much for the excellent news that we captured the Grand Award! We are so happy and honored for this recognition."

GRUPO INSUD
 Buenos Aires, ARGENTINA

"Thanks for the three awards! It is great news."

HONG KONG POLICE FORCE
 HONG KONG

"Many thanks for the Grand Win!!"

HONG KONG TOURISM BOARD
 HONG KONG

"Thanks for the Silver Award."

INPOINT DIGITAL
 Causeway Bay, HONG KONG

"Winning the Silver Prize is great news!"

JCDECAUXMEA
 Dubai, UNITED ARAB EMIRATES

"Thank you very, very much for the Best of Advertisements Grand Prize. We are deeply honored!!"

KROPAC MEDIA GmbH
 Ingolstadt, GERMANY

"Thank you very much. We are most pleased to take the Gold Award."

MESSMER & MEYER, AGENTUR FÜR KOMMUNIKATION GMBH
 Munich, GERMANY

"We are so happy to receive the good news of our prize!"

NEW MEDIA GROUP PUBLISHING LTD.
 Kwun Tong, HONG KONG

"Thank you for the good news of our three wins."

PAN AMERICAN ENERGY
 Buenos Aires, ARGENTINA

"Many thanks for bringing us such great news regarding our Grand Award!"

REDTEAM
 HONG KONG

"Thank you for the great news! We are forwarding it to our film-making colleagues!"

STYRIA CONTENT CREATION GMBH & CO. KG
 Vienna, AUSTRIA

"Thank you so much for the wonderful news of our Grand win! We are thrilled!"

THE WAR AMPS
 Ottawa, Ontario CANADA

"Thank you very much for the great news of our Gold win. We are very happy!"

ZONE MEDIA GmbH
 Vienna, AUSTRIA

Ready...Set...Win!



WHO

The **QUESTAR Awards** creates a level playing field for all entrants including large international agencies, corporations and production studios, as well as small and regional ones, and even individual "one-man bands."

WHAT

The following must be included in order to process your entry:

- Completed Entry Form
- 3 Copies of DVDs and USBs (or simply the link or URL)
- Entry Fee

WHEN

Last Call! April 9

Date of posting must be ~~March 19, 2019~~.

WHERE

Send the fee, entry form, and entry submission to:

**MerComm/QSR, 500 Executive Blvd., Ste. 200
Ossining, NY 10562 USA**

Payment may be made by check payable to MerComm/QSR. American Express, MasterCard and VISA accepted. Please contact our offices for information concerning bank-to-bank transfers.

THE JUDGES

The distinguished panels of judges recognize the art of communications in a global economy and the science of the new technologies which enable the world-wide exchange of ideas and information. Members of the judging faculty will evaluate the entries based on the standards of international excellence through the measures of creativity and craft.

JUDGING

The **QUESTAR Awards** is unique in that each entry is judged against itself, to the degree that the individual entry achieves its intended purpose. Entries from large or small organizations have an equal chance at winning; judging is based not on budget, but on the values of creativity, craft, and skill, as symbolized by the **QUESTAR Awards**.

Each entry is evaluated three separate times during the preliminary rounds. The three sets of scores are then averaged into a single score for the individual entry. A certain minimum score must be achieved to qualify for an award. Only one Gold, Silver or Bronze 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 a Grand Award. In addition, one Best of Show Award will be presented to the one entry that best exemplifies the spirit of the **QUESTAR Awards**.

ENTRY FEES

The fee for entries is \$250 per entry. Fees include handling and preparation costs for the judging sessions, the judge's score sheets with written comments, a complete Winner's Pack with award certificate for the winners, as well as posting and hyperlinking your corporate name on the website.

ELIGIBILITY

Any material produced, screened, aired, displayed or marketed from **March 6, 2018 to March 19, 2019** is eligible, as well as any previously produced material which is still appearing or has been re-introduced during the eligible time.

CATEGORIES

Five major categories are offered. Nominators may enter their work in any combination of categories and classifications. A separate fee must be sent for each entry or category/classification selection.

NON-ENGLISH LANGUAGE ENTRIES

If the program soundtrack is not English, please provide a script translated into English, a sub-titled version, or a dubbed version in English. DVDs in NTSC is the preferred format.

NOMINATOR

The person submitting the entry will be our contact throughout the course of the competition, and will receive all information and announcements concerning award status.

RETURN MATERIAL

All entries submitted to the competition become property of the **QUESTAR Awards** and may be used for promotional purposes by MerComm, Inc. Entries will be returned if specifically requested on the Entry Form. We will contact you with shipping costs.

FOR MORE INFO:

- P** 1-914-923-9400
- F** 1-914-923-9484
- E** info@mercommawards.com

VISIT OUR WEBSITE!

MerCommAwards.com

33 Visual – MEXICO

A. Plus Financial Press Limited – HONG KONG

Addison – USA

AIR – USA

An-Najah National University – PALESTINE

ARMACELL International S.A. – LUXEMBOURG

Atrevia – PORTUGAL

Atrevia – SPAIN

Avila Creative – USA

Bank of China – HONG KONG

Baoviet Holdings – VIETNAM

Berenberg – GERMANY

BrandBook LLC – USA

Brands on Speed GMBH – GERMANY

Bryan Mills Iradesso – CANADA

Burgess Strategic Marketing Services – USA

CD Corporate Reports Sdn Bhd – MALAYSIA

Central China Real Estate Limited – HONG KONG

CHC Enterprises – USA

China Communications Services Corporation Limited – HONG KONG

China Telecom – HONG KONG

China Unicom Limited – HONG KONG

Citizens Development Business Finance PLC – SRI LANKA

City of Troy, Michigan – USA

Colonial First State Global Asset Management – AUSTRALIA

Craib Design + Communications – CANADA

CREB (Greater China) Limited – HONG KONG

Curran & Connors, Inc. – USA

Daiwa House Industry Co., Ltd. – JAPAN

Daniel Kennedy Communications Services – USA

Decker Design – USA

Devon Title – USA

DNA Communications Group – AUSTRALIA

Donnelley Financial Solutions – HONG KONG

Doris Gstatler, IR & MEHR – AUSTRIA

EDICO Financial Press Services – HONG KONG

Elefant Design – USA

Excel Communication and Perception Management – TURKEY

Fast Retailing Co., Limited – JAPAN

FGI Design – USA

First Rabbit – GERMANY

Fuhrmann Films – GERMANY

G+J Corporate Editors GMBH – GERMANY

GenNex Financial Media Ltd. – HONG KONG

Graffiti – TURKEY

Grupo Insud – ARGENTINA

h2h Consulting – USA

Hetermedia Services Ltd – HONG KONG

HGB Hamburger Geschäftsberichte GmbH & Co. KG – GERMANY

Hong Kong Broadband Network Limited – HONG KONG

Hong Kong Productivity Council – HONG KONG

i.LINK Group Limited – HONG KONG

Ideas On Purpose – USA

INBRAX – CHILE

Inc Design – USA

Infoma PLC – UNITED KINGDOM

Insight Creative – NEW ZEALAND

iONE Financial Press Ltd. – HONG KONG

Ista International – GERMANY

IZ Illetism – TURKEY

John Madere Photography – USA

Jolly Good Films – NEW ZEALAND

KD1 Designagentur – GERMANY

Kerry Properties – HONG KONG

Klick Communications – USA

KorteMaerzWolff Kommunikation – GERMANY

Loved GmbH – GERMANY

Luke Communications Group – USA

M&M Consultancy – HONG KONG

Maison de l'Orientation – LUXEMBOURG

Marston Communications – CANADA

Media Genesis – USA

Mensalia GmbH – AUSTRIA

MerchantCantos – ENGLAND

MetaFusion Pte Ltd – SINGAPORE

Miramar Group – HONG KONG

MM Partners – KOREA

MS OPTICS R&D – JAPAN

Mubadala Investment Company – UAE

Newport3 Communications – GERMANY

Next Digital Limited – HONG KONG

Nova Fusion – MALAYSIA

OMV – AUSTRIA

Paragraphs Design – USA

Pauffley & Company – UNITED KINGDOM

People's Leasing & Finance PLC – SRI LANKA

Peter Freeby, Freelance Designer – USA

PetraNix AG – SWITZERLAND

Pratt Institute – USA

PRH Hamburg Kommunikation GmbH – GERMANY

Publik Agentur Für Kommunikation GmbH – GERMANY

REF Financial Press Ltd. – HONG KONG

ringzwei – GERMANY

Sedgwick Richardson – SINGAPORE

SEQUEL – USA

Shian Inc. – JAPAN

Silicon Plus Communications PTE Limited – SINGAPORE

Smart Media – SRI LANKA

Solomon Financial Press Limited – HONG KONG

SS Digital Media – USA

Stan Gellman Graphic Design Inc. – USA

Studio 210 LLC – USA

Stagg & Friends GMBH – GERMANY

Süden Ad Agency – GERMANY

Sydimvest – DENMARK

Tayburn – TURKEY

The Charles NYC – USA

The Dubs – AUSTRALIA

The Reis Group Public Relations – USA

Time Inc. @ The Foundry – USA

Toppan Merrill Limited – HONG KONG

Troy Chamber of Commerce – USA

United Therapeutics – USA

VOK Dams Events & Live Marketing – GERMANY

Wachovia Securities – USA

Wendy's Bloggers – USA

Workplace Safety & Prevention Services – CANADA

WYNK Design INC. – USA

X_Design – MEXICO

Xanadu Communications – USA

Yellow Creative (HK) Limited – HONG KONG

A ADVERTISEMENTS/COMMERCIALS

- 01 Animated Ad
- 02 Automotive
- 03 Campaign
- 04 Energy Company
- 05 Events
- 06 Fashion
- 07 Holiday
- 08 Investments
- 09 Investor Relations
- 10 Payment Service
- 11 Public Service Announcement
- 12 Safety
- 13 School/College/University
- 14 Trucks & Transportation
- 15 Other/Misc.

C CORPORATIONS

- 01 Animation
- 02 Anniversary
- 03 Annual Report
- 04 Automobile/Enthusiast
- 05 Brand Experience
- 06 Corporate Identity
- 07 Documentary
- 08 Educational & Informative
- 09 Engineering/Construction
- 10 Entrepreneurs & Investors
- 11 Fact Video
- 12 Food/ Beverage
- 13 Green/Environmental
- 14 In-House Production
- 15 Infomercial
- 16 Internal Communications
- 17 Interview
- 18 Medicine/Pharmaceuticals
- 19 Product/Service Promotion
- 20 Public Awareness
- 21 Recruitment
- 22 Safety & Security
- 23 Special Project
- 24 Staff Training
- 25 Stakeholder Communications
- 26 Sustainability/ Corporate Responsibility
- 27 Travel/Tourism
- 28 Other/Misc.

B BROADCAST/ CABLE/STREAMING

- 01 Arts/Culture
- 02 Automobile/Enthusiast
- 03 Brand Image Campaign
- 04 Christmas/Holiday
- 05 Cultural Exchange
- 06 Documentary
- 07 Energy/Environmental
- 08 Food Waste Awareness
- 09 Game Show/Event
- 10 History
- 11 How-to & Product Demonstrations
- 12 In-flight Production
- 13 Luxury Lifestyle
- 14 Motivation
- 15 News & Politics
- 16 Openings & Events
- 17 Public Service Program
- 18 Religion & Ethics
- 19 Series
- 20 Sports
- 21 Tourism/Travel
- 22 Other/Misc.

D NON PROFIT ORGANIZATIONS

- 01 Association
- 02 Brand Image Campaign
- 03 Charity
- 04 Corporate/Non-Profit Partnership
- 05 Documentary
- 06 Educational Facility
- 07 Food/Nutrition
- 08 Government
- 09 Housing
- 10 Hygiene/Sanitation
- 11 In-house Production
- 12 Nature/Wildlife
- 13 Promotion/Fund Raising
- 14 Public Awareness
- 15 Safety
- 16 Other/Misc.

E MOBILE MEDIA

- 01 Agency Website
- 02 Annual Report
- 03 App
- 04 Brand Promotion
- 05 Business-to-Business
- 06 eMagazine
- 07 Employee Related
- 08 Facebook
- 09 Graphics
- 10 Infographics
- 11 Microsite
- 12 Mobile Sites
- 13 Public Service & Charity
- 14 Recycling/Waste
- 15 Reportage
- 16 Social Media
- 17 Video
- 18 YouTube
- 19 Other/Misc.

DEADLINE

Last Call! April 9

~~March, 19, 2019~~



For Office Use Only
Log No. #

AWARD CERTIFICATES

Should your entry win an award, your certificate will be personalized in the adjacent format.
If you would prefer any variation of the official format, kindly let us know, in writing, on this Entry Form.

Nominating Company
CLIENT COMPANY
Title of Entry

NOMINATOR INFORMATION

NAME (MR. / MS.)
TITLE / JOB DESCRIPTION
AGENCY / COMPANY
ADDRESS
CITY PROV./STATE POSTAL CODE
COUNTRY
PHONE FAX
EMAIL
WEBSITE

CLIENT INFORMATION

NAME (MR. / MS.)
TITLE / JOB DESCRIPTION
CLIENT COMPANY
ADDRESS
CITY PROV./STATE POSTAL CODE
COUNTRY
PHONE FAX
EMAIL
WEBSITE

ENTRY INFORMATION

TITLE OF ENTRY
CATEGORY CODE (ex. "B-07") CLASSIFICATION (Please write out)
"OTHER / MISC." DESCRIPTION
FORMAT: App DVD USB WEB
URL:
PURPOSE AND INTENDED AUDIENCE: (May be typed on separate sheet)

PAYMENT INFORMATION

Total Number of Entries: _____ @ \$250 per Entry = \$ _____
 5-9 Entries, 5% Discount - \$ _____
 10-19 Entries, 10% Discount - \$ _____
 20+ Entries, 20% Discount - \$ _____
Total Fees Paid (U.S. Dollars) \$ _____
 I am enclosing a check (Drawn on U.S. Banks Only) payable to: **MerComm / QSR**
 Bank-to-Bank Transfer (Contact our office for details)
 American Express
_____-_____-_____
Exp. ____-____
 MasterCard/Visa
_____-_____-_____-_____
Exp. ____-____

IMPORTANT: For judging purposes, please send three copies of physical materials per entry (such as DVDs and USB sticks). For Apps and Web-links, the URL only is needed. Upon receipt, this entry becomes the property of MerComm, Inc. and may be used for display and exhibition purposes.

SHIPPING INSTRUCTIONS: Send entry materials along with entry forms and fees. For apps or web content, simply send one copy of the Entry Form by email, fax, or regular mail. For physical entries, such as DVDs, USB sticks, etc., send your package by a courier service. To hasten your package through customs, please affix or mark in bold lettering outside the package — "Contest Material. No Commercial Value."

DEADLINE: Send by courier or mail, postmarked by ~~March 19~~ April 9

CARD HOLDER'S NAME

CARD HOLDER'S SIGNATURE

Please return our entries. We will contact you regarding costs.

MAIL ENTRIES TO:

MerComm/QSR
500 Executive Boulevard, Ste. 200
Ossining-on-Hudson, NY 10562 USA
P 1-914-923-9400
F 1-914-923-9484
E info@mercommawards.com