



2020  
questar  
AWARDS

~~Entry Deadline: March 10, 2020~~

**Extended Deadline: April 14**

## 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



# 2020 questar AWARDS

Celebrating Video Communications

Dear Colleague,

Welcome to the 29th 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 triumphs and trophies!

Cheers,



Reni L. Witt  
President and Founder



Go for the win!  
**ENTER NOW!**

Extended Deadline: April 14

CALENDAR

March

~~10~~

Deadline for  
Entries

May

21

Winners  
Notified

June

25

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

# BEST OF SHOW



# 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



### BEST OF BROADCAST

**PRH Hamburg Kommunikation & mensemedia**  
DAIMLER AG  
*RoadStars meets Street-Art*  
(GERMANY)



### BEST OF BRAND EXPERIENCE

**mensemedia Gesellschaft für Neue Medien mbH & PRH Hamburg Kommunikation**  
DAIMLER AG  
*RoadStars powered by Mercedes-Benz Trucks*  
(GERMANY)



### BEST OF EVENT ADS

**Hong Kong Tourism Board**  
*Hong Kong Chinese New Year – Good Fortune Everywhere*  
(HONG KONG)



**Hong Kong Police Force**  
The Government of the Hong Kong Special Administrative Region

### BEST OF NON-PROFIT ORGANIZATIONS

**Hong Kong Police Force**  
*Hong Kong Police - Operations*  
(HONG KONG)



### BEST OF ANIMATION

**Gimmick Box Ltd.**  
TRAPPIST DAIRY LIMITED  
*Trappist Dairy HK – Yoghurt Sippa and Spoona*  
(HONG KONG)



### BEST OF VIDEO ANNUAL REPORTS

**Lab 4 / United Therapeutics**  
*UTHR Annual Rapport 2017*  
(USA)



### BEST OF AD CAMPAIGNS

**Hong Kong Tourism Board**  
*Hong Kong Neighbourhoods: Sham Shui Po - Every Bit Local*  
(HONG KONG)

# FOSUN 复星

### BEST OF INTERNAL COMMUNICATIONS

**Fosun International Limited**  
*Welcome Home 2019*  
(HONG KONG)

# 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 14**

Date of posting must be **March 10, 2020**.

## WHERE

Send the fee, entry form, and entry submission via DHL Express, FedEx, TNT or UPS to:

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

Send online submissions to [info@mercommawards.com](mailto:info@mercommawards.com).

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 \$260 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 19, 2019** to **March 10, 2020** 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.

## 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](mailto:info@mercommawards.com)

## VISIT OUR WEBSITE!

[MerCommAwards.com](http://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

Artists Estate Studio – USA  
Atrevia – PORTUGAL  
Atrevia – SPAIN

Avila Creative – USA  
Bank of China – HONG KONG  
Berenberg – GERMANY

BGA Publishing – USA  
BrandBook LLC – USA  
Brands on Speed GMBH – GERMANY

Bring, LLC – USA  
Burgess Strategic Marketing Services – USA  
C3 Creative Code & Content – GERMANY

CD Corporate Reports Sdn Bhd – MALAYSIA  
CHC Enterprises – USA  
China Communications Services Corporation Limited – HONG KONG

China Telecom Corporation Limited – HONG KONG  
China Unicom Limited – HONG KONG  
CITIC Limited – HONG KONG

Citizens Development Business Finance PLC – SRI LANKA  
C.J. Graphics – CANADA  
Colonial First State Global Asset Management – AUSTRALIA

ComfortDelGro Corporation – SINGAPORE  
CREB (Greater China) Limited – HONG KONG  
CSR Consulting & Design – KOREA

Curran & Connors, Inc. – USA  
Daimler AG – GERMANY  
Daiwa House Industry Co., Ltd. – JAPAN

Daniel Kennedy Communications Services – USA  
Devon Title – USA  
Donnelley Financial Solutions – HONG KONG

Doris Gstatler, IR & MEHR – AUSTRIA  
DOTPLUS Communications SDN BHD – Malaysia

EDICO Financial Press Services – HONG KONG  
Eisbrenner Public Relations – USA  
Engage Media Pte. Ltd – SINGAPORE

Equity Financial Press – HONG KONG  
Excel Communication and Perception Management – TURKEY  
Fast Retailing Co., Limited – JAPAN

FGI Design – USA  
Fiducia & GAD IT AG – GERMANY  
Finar Kurumsal – TURKEY

First Rabbit – GERMANY  
Fuhrmann Films – 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  
i.LINK Group Limited – HONG KONG  
Ideas On Purpose – USA

INBRAX – CHILE  
Inc Design – USA  
Informa PLC – UNITED KINGDOM

Insight Creative – NEW ZEALAND  
International Finance Corporation (IFC) – USA  
iONE Financial Press Ltd. – HONG KONG

IZ Iletisim – TURKEY  
John Madere Photography – USA  
Jolly Good Films – NEW ZEALAND

Karin und Walter Blüchert Gedächtnisstiftung – GERMANY  
KD1 Designagentur – GERMANY  
Kerry Properties – HONG KONG

KorteMaerzWolff Kommunikation – GERMANY  
loved GmbH – GERMANY  
Luke Communications Group – USA

M-1 Studios – USA  
M&M Consultancy – HONG KONG  
MENSE – LUXEMBOURG  
Media Genesis – USA

Mensalia GmbH – AUSTRIA  
Mensmedia – GERMANY  
MerchantCantos – ENGLAND

MerchantCantos – USA  
MetaFusion Pte Ltd – SINGAPORE  
Michigan Door – USA

Milenio 3 Genera – MEXICO  
Miramar Group – HONG KONG  
MM Partners – KOREA

MS OPTICS R&D – JAPAN  
Mubadala Investment Company – UAE  
Newport3 Communications – GERMANY

Nine Labs – USA  
Nova Fusion – MALAYSIA  
OMV Aktiengesellschaft – AUSTRIA

Paragraphs Design – USA  
Parcel Design – CANADA  
Pauffley & Company – UNITED KINGDOM

People's Leasing & Finance PLC – SRI LANKA  
Perigut Group – USA  
PETRANIX Corporate and Financial Communication – SWITZERLAND

Plan P. GMBH – GERMANY  
PlusX – KOREA  
Pratt Institute – USA

PRH Hamburg Kommunikation GmbH – GERMANY  
Profilwerkstatt GmbH – GERMANY  
Protop Financial Press Limited – HONG KONG

PT Garuda Indonesia (Persero) Tbk – INDONESIA  
Publik Agentur Für Kommunikation GmbH – GERMANY  
Q30 Design Inc. – CANADA

Rahofer Werbeagentur – AUSTRIA

Raymond Ltd – INDIA  
REF Financial Press Ltd. – HONG KONG

ringzwei – GERMANY  
S/O Project – KOREA  
Sedgewick Richardson – HONG KONG

SEQUEL – USA  
Shian Inc. – JAPAN  
Signi Design – MEXICO

Silicon Plus Communications PTE Limited – SINGAPORE  
SinoMedia Holding Limited – CHINA  
Smart Media – SRI LANKA

Solomon Financial Press Limited – HONG KONG  
SS Digital Media – USA  
Stagg & Friends GMBH – GERMANY

Stan Gellman Graphic Design Inc. – USA  
Studio 210 LLC – USA  
Süden Ad Agency – GERMANY

Sydinvest – DENMARK  
Tayburn – TURKEY  
The Charles NYC – USA

The Dubs – AUSTRALIA  
The Hong Kong Society for the Aged – HONG KONG  
The Open University of Hong Kong – HONG KONG

Toyoko Inn Nagano – JAPAN  
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  
WLO SE – GERMANY  
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 Campaign
- 03 Campaign – Multi-platform
- 04 Campaign – Video only
- 05 Country Brand Campaign
- 06 Energy Company
- 07 Events
- 08 Facility Management
- 09 Foreign Investment
- 10 Holiday
- 11 Investor Relations
- 12 Public Service Announcement
- 13 Safety
- 14 Trucks & Transportation
- 15 Other/Misc. (Please specify)

**C CORPORATIONS**

- 01 Animation
- 02 Annual Report
- 03 Automobile/Enthusiast
- 04 Brand Experience
- 05 Corporate Identity
- 06 Educational & Informative
- 07 Entrepreneurs & Investors
- 08 Event Promotion
- 09 Food/ Beverage
- 10 Green/Environmental
- 11 Infomercial
- 12 Internal Communications
- 13 Medicine/Pharmaceuticals
- 14 Product/Service Promotion
- 15 Public Awareness
- 16 Recruitment
- 17 Special Project
- 18 Staff Training
- 19 Stakeholder Communications
- 20 Sustainability/ Corporate Responsibility
- 21 Training
- 22 Travel/Tourism
- 23 Video Campaign
- 24 Video Story Telling
- 25 Other/Misc. (Please specify)

**B BROADCAST/ CABLE/STREAMING**

- 01 Arts/Culture
- 02 Brand Image Campaign
- 03 Cultural Exchange
- 04 Documentary
- 05 Food Waste Awareness
- 06 History
- 07 In-flight Production
- 08 Motivation
- 09 Openings & Events
- 10 Public Service Program
- 11 Series
- 12 Tourism/Travel
- 13 Other/Misc. (Please specify)

**D NON PROFIT ORGANIZATIONS**

- 01 Association
- 02 Brand Image Campaign
- 03 Corporate/Non-Profit Partnership
- 04 Educational Facility
- 05 Government
- 06 Hygiene/Sanitation
- 07 In-house Production
- 08 Nature/Wildlife
- 09 Public Awareness
- 10 Safety
- 11 Tourism
- 12 Other/Misc. (Please specify)

**E MOBILE MEDIA**

- 01 Annual Report
- 02 App
- 03 Awards/Competitions
- 04 Brand Promotion
- 05 Business-to-Business
- 06 Digital Games
- 07 eMagazine
- 08 Employee Related
- 09 Facebook
- 10 Graphics
- 11 Infographics
- 12 iPad App
- 13 Magazine
- 14 Microsite
- 15 Mobile Sites
- 16 Public Service & Charity
- 17 Reportage
- 18 Social Media
- 19 Video
- 20 Virtual Exhibition
- 21 YouTube
- 22 Other/Misc. (Please specify)

DEADLINE

~~March 10, 2020~~

Last Call! April 14



For Office Use Only  
Log No. #

AWARD CERTIFICATES
Should your entry win an award, your certificate will be personalized in the adjacent format.
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

ENTRY INFORMATION

TITLE OF ENTRY
CATEGORY CODE (ex. "C-20") CLASSIFICATION (Please write out)
"OTHER / MISC." DESCRIPTION
FORMAT: App DVD USB WEB
URL:
LANGUAGE (If other than English):
PURPOSE AND INTENDED AUDIENCE: (May be typed on separate sheet)

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 via DHL Express, FedEx, TNT or UPS. 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 10- April 14

CLIENT INFORMATION

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

PAYMENT INFORMATION

Total Number of Entries: @ \$260 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
MasterCard/Visa

CARD HOLDER'S NAME
CARD HOLDER'S SIGNATURE

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