



2021  
questar  
AWARDS

Entry Deadline: March 23, 2021

## Celebrating Video Communications

- Ads • Animation
- Broadcast/Cable/Streaming • Campaigns
- Corporations • Government • Microsites
- Non-Profits • Online Annual Reports
- Public Awareness • Social Media
- YouTube • Websites



# 2021 questar AWARDS

Celebrating Video Communications

Dear Colleague,

Welcome to the 30th Anniversary **QUESTAR** Awards!

This global competition provides an important international forum to celebrate excellence in video content, 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 ultimate success!

Cheers,



Reni L. Witt  
President and Founder



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

CALENDAR

**March**

**23**

Deadline for Entries

**May**

**25**

Winners Notified

**June**

**15**

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



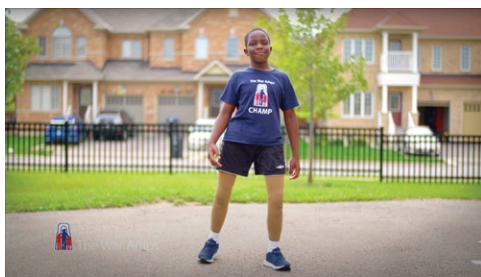
**BEST OF BROADCAST/CABLE/STREAMING**

The Open University of Hong Kong  
*OUHK 30 Years of Education and Innovation*  
 (HONG KONG)



**BEST OF CORPORATE/NON-PROFIT PARTNERSHIPS**

Mubadala Investment Company  
*DetermiNation video and campaign / DetermiNation short*  
 (UNITED ARAB EMIRATES)



**BEST OF ADVERTISING**

The War Amps  
*Ferami*  
 (CANADA)

**BEST OF SHOW**



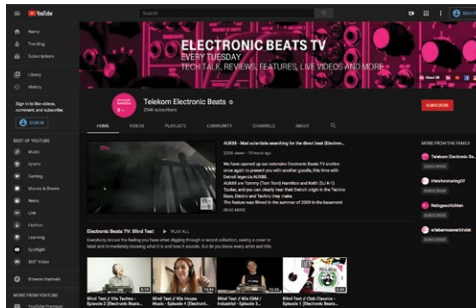
**BEST OF PUBLIC AWARENESS**

Creative Creature Company Limited  
 MANDATORY PROVIDENT FUND SCHEMES AUTHORITY  
*Journey to the West: Subduing Lady White Bone*  
 (HONG KONG)



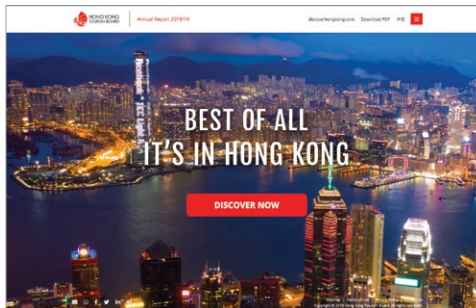
**BEST OF VIDEO CAMPAIGNS**

Pan American Energy  
*Pan American Energy at a glance.*  
 (ARGENTINA)



**BEST OF YOUTUBE VIDEOS**

Sense Music & Media GmbH  
 DEUTSCHE TELEKOM AG  
*Telekom Electronic Beats TV*  
 (GERMANY)



**BEST OF VIDEO ANNUAL REPORTS**

Hong Kong Tourism Board  
*Annual Report 2018/19 – Best of all, it's in Hong Kong*  
 (HONG KONG)



**BEST OF MICROSITES**

3st kommunikation GmbH  
 GEMELLII DRINKS GMBH  
*GEMELLII Website*  
 (GERMANY)

**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

"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

Date of posting must be **March 23, 2021**.

## WHERE

Send DVDs or USB submissions via DHL Express, FedEx, TNT or UPS to:

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

Send online entries with URL, entry form and fee 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 \$270 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 10, 2020 to March 23, 2021** 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  
 ACE Design – KOREA  
 Addison – USA  
 AIR – USA  
 Akademie Deutscher Genossenschaften ADG – GERMANY  
 Armaceil International S.A – LUXEMBOURG  
 Artists Estate Studio – USA  
 Atravia – PORTUGAL  
 Atravia – SPAIN  
 Autlan – MEXICO  
 Avila Creative, Inc. – USA  
 Bank of China – HONG KONG  
 Berenberg – GERMANY  
 BGA Publishing – USA  
 bp Content – GERMANY  
 BrandBook LLC – USA  
 BrandsOnSpeed 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 Ltd. – HONG KONG  
 China Unicom – HONG KONG  
 CITIC Limited – HONG KONG  
 Citizens Development Business Finance PLC – SRI LANKA  
 C.J. Graphics – CANADA  
 Colonial First State Global Asset Mgmt – AUSTRALIA  
 ComfortDelGro Corporation Limited – SINGAPORE  
 Coolgrey Design Workshop Limited – HONG KONG  
 Cre8 (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  
 Diehl Aviation – GERMANY  
 DNA Komunika – INDONESIA  
 Donnelley Financial Solutions – HONG KONG  
 Doris Gstatter, IR & MEHR – AUSTRIA  
 DOTPLUS Communications SDN BHD – MALAYSIA  
 EDICO Financial Press Services Ltd. – HONG KONG  
 Engage Media Pte. Ltd – SINGAPORE  
 Equity Financial Press Ltd. – HONG KONG  
 Excel Communication and Perception Management – TURKEY  
 Fast Retailing Co., Limited – JAPAN  
 FGI Design – USA  
 Fiducia & GAD IT AG – GERMANY  
 Finar Kurumsal – TURKEY  
 Fronius International GmbH – GERMANY  
 Fuhrmann Films – GERMANY  
 GenNex Financial Media Limited – HONG KONG  
 Graffiti – TURKEY  
 Great Thinks – GERMANY  
 Grupo Insud – ARGENTINA  
 HeterMedia Services Ltd. – HONG KONG  
 HGB Hamburger Geschäftsberichte GmbH & Co. KG – GERMANY  
 Hong Kong Broadband Network, Ltd – HONG KONG  
 House of Communications – USA  
 iLINK 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 – HONG KONG  
 IZ Iletisim – TURKEY  
 John Madere Photography – USA  
 Jolly Good Films – NEW ZEALAND  
 Karin and Walter Blüchert Gedächtnisstiftung – GERMANY  
 KD1 Designagentur – GERMANY  
 Kerry Properties – HONG KONG  
 KorteMaerzWolff Kommunikation – GERMANY

KPR – KOREA  
 LLYC – COLOMBIA  
 LLYC – SPAIN  
 loved GmbH – GERMANY  
 Luke Communications Group – USA  
 M-1 Studios – USA  
 M&M Consultancy – HONG KONG  
 Marco – SPAIN  
 Media Genesis – USA  
 Mensalia GmbH – AUSTRIA  
 MENSE – LUXEMBOURG  
 mensemedia – GERMANY  
 MerchantCantos – ENGLAND  
 MerchantCantos – USA  
 MetaFusion Pte Ltd – SINGAPORE  
 Michigan Door – USA  
 Milenio3Genera – 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  
 PETRANIX Corporate and Financial Communication – SWITZERLAND  
 Plan P. GmbH – GERMANY  
 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  
 Rethink – MALAYSIA

ringzwei – GERMANY  
 S/O Project – KOREA  
 Sedgwick 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  
 Sven Ruhs – GERMANY  
 Sydinvest – DENMARK  
 Tayburn – TURKEY  
 TERRITORY Content to Results GmbH – GERMANY  
 The Charles NYC – USA  
 The Dubs – AUSTRALIA  
 The Hong Kong Society for the Aged – HONG KONG  
 The Open University of Hong Kong – HONG KONG  
 Toppan Merrill Limited – HONG KONG  
 Toyoko Inn Nagano – JAPAN  
 Troy Chamber of Commerce – USA  
 Twice Graphics – HONG KONG  
 United Therapeutics – USA  
 Va Bene Publishing GmbH – GERMANY  
 VOK Dams Events & Live Marketing – GERMANY  
 Wachovia Securities – USA  
 Wendy's Bloggers – USA  
 WILO SE – GERMANY  
 Workplace Safety & Prevention Services – CANADA  
 Wynk Design, Inc. – USA  
 X\_Design – MEXICO  
 Xanadu Communications – USA  
 Yellow Creative (HK) Limited – HONG KONG  
 YesTogether – IRAN

**A** ADVERTISEMENTS/  
COMMERCIALS

- 01 Animated Ad
- 02 Campaign – Multi-platform
- 03 Campaign – Video only
- 04 Construction Company
- 05 Energy Company
- 06 Facility Management
- 07 Holiday
- 08 Investor Relations
- 09 Public Service Announcement
- 10 Real Estate/Property
- 11 Safety
- 12 Other/Misc. (Please specify)

**B** BROADCAST/  
CABLE/STREAMING

- 01 Arts/Culture
- 02 Brand Image Campaign
- 03 Cultural Exchange
- 04 Documentary
- 05 History
- 06 Motivation
- 07 Public Service Program
- 08 Tourism/Travel
- 09 Other/Misc. (Please specify)

**C** CORPORATIONS

- 01 Animation
- 02 Annual Report
- 03 Automobile/Enthusiast
- 04 Brand Experience
- 05 Conglomerate
- 06 Corporate Identity
- 07 COVID Response
- 08 Educational & Informative
- 09 Event Promotion
- 10 Gourmet & Wine
- 11 Green/Environmental
- 12 History & Anniversary
- 13 Hotel & Property Management
- 14 Internal Communications
- 15 Marketing & Sales
- 16 Product/Service Promotion
- 17 Promotion
- 18 Property Development & Investment
- 19 Public Awareness
- 20 Special Project
- 21 Stakeholder Communications
- 22 Sustainability/Corporate Responsibility
- 23 Travel/Tourism
- 24 Video Campaign
- 25 Video Story Telling
- 26 Other/Misc. (Please specify)

**E** MOBILE MEDIA

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

**DEADLINE**

March 23, 2021

**D** NON PROFIT ORGANIZATIONS

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

2021 **questar** AWARDS  
Date of Posting  
Deadline March 23, 2021

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

**ENTRY INFORMATION**

TITLE OF ENTRY  
CATEGORY CODE (ex. "C-21") 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 23.

**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: \_\_\_\_\_ @ \$270 per Entry = \$ \_\_\_\_\_  
 5-9 Entries, 5% Discount - \$ \_\_\_\_\_  
 10-19 Entries, 10% Discount - \$ \_\_\_\_\_  
 20+ Entries, 20% Discount - \$ \_\_\_\_\_

Total Fees Paid (U.S. Dollars) \$ \_\_\_\_\_

Check enclosed (Drawn on U.S. Banks Only) payable to: **MerComm / QSR**  
 Bank-to-Bank Transfer (Contact our office for details)  
 American Express  
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Exp. □□-□□  
 MasterCard/Visa  
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Exp. □□-□□

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