



2022
questar
AWARDS

Entry Deadline: March 22, 2022

Celebrating Video Communications

- Ads • Animation • Campaigns
- Corporations • Event Promotion
- Government • Microsites • Non-Profits
- Online Annual Reports • Social Media
- Tourism • YouTube • Websites

NEW Major Category!

- Interactive Annual Reports



2022 questar AWARDS

Celebrating Video Communications

Dear Colleague,

The **QUESTAR Awards** showcase the most artistic, creative and effective videos produced for companies, non-profits and government entities.

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 brushed aluminum plaques. The BEST OF SHOW winner takes the impressive **QUESTAR** trophy, an internationally recognized symbol of excellence.

This unique awards program uplifts and celebrates the agencies and craftspeople leading the way in their fields.

Let your work shine!

Wishing you ultimate success!

Cheers,



Reni L. Witt
President and Founder



CALENDAR

March

22

Deadline for Entries

May

12

Winners Notified

June

2

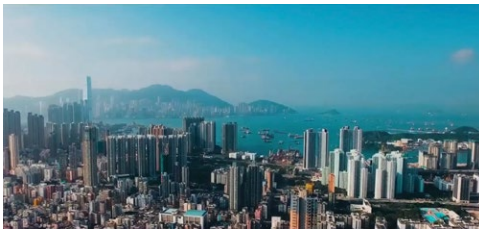
Grand Winners Announced

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



BEST OF COMPANY PORTFOLIO

iONE Financial Press Limited
 FAR EAST CONSORTIUM INTERNATIONAL LIMITED
 Corporate Video
 (HONG KONG)



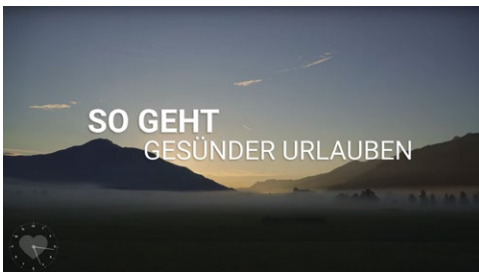
BEST OF ADVERTISEMENTS

Havas Worldwide Hong Kong Limited
 MTR CORPORATION LIMITED
 Better Together - The LOHAS
 (HONG KONG)



BEST OF EVENT PROMOTION

KorteMaerzWolff Kommunikation
 WILO SE
 BEYOND THE OBVIOUS
 (GERMANY)



BEST OF TOURISM

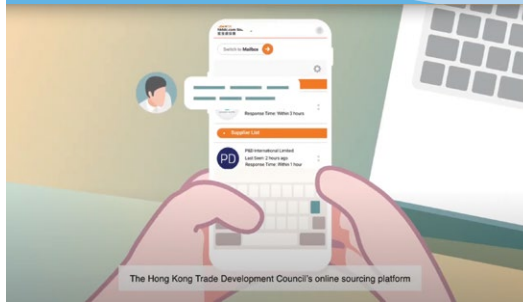
COPE Content Performance Group
 SALZBURGERLAND TOURISMUS GMBH
 So geht gesünder urlauben
 (AUSTRIA)



BEST OF NON-PROFIT ORGANIZATIONS

The Open University of Hong Kong
 OUHK Jockey Club Institute of Healthcare
 (HONG KONG)

BEST OF SHOW



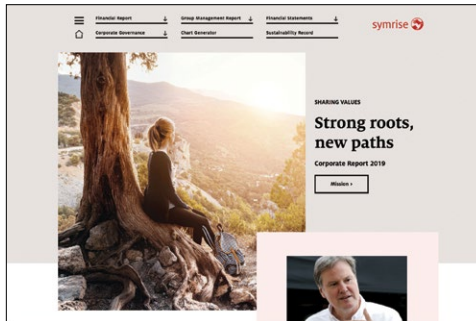
BEST OF VIDEO CAMPAIGNS

Hong Kong Trade Development Council
 "Upgraded Platform. Greater Success." Supplier Video
 (HONG KONG)



BEST OF VIDEO STORY TELLING

Code Red. GmbH
 DAIMLER TRUCK AG
 Master of the Forest
 (GERMANY)



BEST OF MOBILE MEDIA

3st kommunikation GmbH
 SYMRISE AG
 Online Annual Report 2019
 (GERMANY)



BEST OF CORPORATE IDENTITY

Hong Kong Correctional Services
 Inside Prison Walls - Unsung Heroines in LWCI, Episode 2
 (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

"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: (You may enter online*)

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

WHEN

Date of posting must be **March 22, 2022**.

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.

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 \$280 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 23, 2021** to **March 22, 2022** 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 synopsis in English, 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

VISIT OUR WEBSITE!
MerCommAwards.com

33 Visual – MEXICO
5D Factory – KOREA
A. Plus Financial Press Limited – HONG KONG

Addison – USA
AIR Health – USA
Akademie Deutscher Genossenschaften ADG – GERMANY

Armaceil International S.A – LUXEMBOURG

Artists Estate Studio – USA
ATREVIA – PORTUGAL

ATREVIA – SPAIN
Atruvia AG – GERMANY

Avila Creative, Inc. – USA
Bank of China – HONG KONG

Berenberg – GERMANY
BGA Publishing – USA

BP Content – GERMANY
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 Overseas Property Holdings Ltd – CHINA

China Telecom Corporation Ltd. – HONG KONG

China Unicom (Hong Kong) Limited – HONG KONG

Christian Rahofer GmbH – AUSTRIA
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

concept media – GERMANY
Content Performance Group GmbH – GERMANY

Coolgrey Design Workshop Limited – HONG KONG

Cope Content Performance Group GMBH – AUSTRIA

Cre8 – HONG KONG
CSR Consulting & Design – KOREA

Curran & Connors, Inc. – USA
Daimler AG – GERMANY

Daiwa House Industry Co., Ltd. – JAPAN

Dan Baron – USA
Devon Title – USA

Diehl Aviation – GERMANY
DNA Komunika – INDONESIA

Donnelley Financial Solutions – HONG KONG

Doosan Infracore Ltd – REPUBLIC OF KOREA

DOTPLUS Communications SDN BHD – MALAYSIA

EDICO Financial Press Services Ltd. – HONG KONG

Elegance Financial Communications Limited – 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

Global Reporting Services – AUSTRALIA

Graffiti – TURKEY
Great Thinks – GERMANY

Grupo Insud – ARGENTINA
H2H Consulting – USA

HeterMedia – HONG KONG
HGB Hamburger Geschäftsberichte GmbH & Co. KG – GERMANY

HKBN Group – HONG KONG
House of Communications – USA

Hyundai Motor Group – KOREA
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 – HONG KONG
IR & MEHR – AUSTRIA

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
KW Communications – GERMANY

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
mensemedia – GERMANY

MerchantCantos – ENGLAND
MerchantCantos – USA

MetaFusion Pte Ltd – SINGAPORE
Michigan Door – USA

Milenio3Genera – MEXICO
Miramar Group – HONG KONG

MM Partners – KOREA
MSI – LUXEMBOURG

Mubadala Investment Company – UAE
Newport13 Communications – GERMANY

Nova Fusion – MALAYSIA
OMV Aktiengesellschaft – AUSTRIA

Orange Financial Printing Limited – HONG KONG

Paragraphs Design – USA
Parcel Design – CANADA

People's Leasing & Finance PLC – SRI LANKA

PepperClub – GERMANY
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
ramp.space – GERMANY

REF Financial Press Ltd. – HONG KONG
Rethink – MALAYSIA

ringzwei – GERMANY
S/O Project – KOREA

Sakaguchi Company – JAPAN
Sedgwick Richardson – HONG KONG

SEQUEL – USA
Shian Inc. – JAPAN

Signi Design – MEXICO
Silicon Plus Communications PTE Limited – SINGAPORE

SinoMedia Holding Limited – CHINA
SIX Group Services AG – SWITZERLAND

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

Symrise – GERMANY
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

TronCom KG – AUSTRIA
Troy Chamber of Commerce – USA

Twice Graphics – HONG KONG
Ulled Barcelona – SPAIN

United Therapeutics – USA
USA WRITING SERVICES – USA

VOK Dams Events & Live Marketing – GERMANY
Wachovia Securities – USA

Walker Publicity Consulting – USA
Wendy's Bloggers – USA

WLO SE – GERMANY
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 Brand Image
- 03 Campaign – Multi-platform
- 04 Campaign – Video only
- 05 Energy Company
- 06 Holiday
- 07 Public Service Announcement
- 08 Real Estate/Property
- 09 Other/Misc. (Please specify)

E MOBILE MEDIA

- 01 Annual Report
- 02 Brand Promotion
- 03 Digital Games
- 04 eMagazine
- 05 Employee Related
- 06 Graphics
- 07 Infographics
- 08 Magazine

NEW!
B ANNUAL REPORTS –
INTERACTIVE

- 01 Corporate Social Responsibility Report
- 02 Integrated AR & CSR
- 03 Mobile Media
- 04 Non-Profit Organizations
- Overall Presentation – Corporations**
 - 05 Asia/Pacific
 - 06 Europe
 - 07 The Americas
- 08 Sustainability Report
- 09 Other/Misc. (Please specify)

- 09 Microsite
- 10 Mobile Sites
- 11 Social Media
- 12 Tourism/Attractions/Events
- 13 Video
- 14 YouTube
- 15 Other/Misc. (Please specify)

C CORPORATIONS

- 01 Animation
- 02 Brand Experience
- 03 Company Portfolio
- 04 Conglomerate
- 05 Content Marketing
- 06 Contests & Games
- 07 Corporate Identity
- 08 COVID Response
- 09 Documentary
- 10 Educational & Informative
- 11 Event Promotion
- 12 Gourmet & Wine
- 13 History & Anniversary
- 14 Hotel & Property Management
- 15 Internal Communications

- 16 Investor Relations
- 17 Marketing & Sales
- 18 Product/Service Promotion
- 19 Promotion
- 20 Property Development & Investment
- 21 Public Awareness
- 22 Special Project
- 23 Stakeholder Communications
- 24 Sustainability/Corporate Responsibility
- 25 Travel/Tourism
- 26 Video Campaign
- 27 Video Story Telling
- 28 Other/Misc. (Please specify)

D NON PROFIT
ORGANIZATIONS

- 01 Arts/Culture
- 02 Association
- 03 Brand Image Campaign
- 04 Charity
- 05 Corporate/Non-Profit Partnership
- 06 Crime Prevention
- 07 Cultural Exchange
- 08 Government
- 09 Holiday
- 10 In-house Production
- 11 Public Awareness
- 12 Public Service Program
- 13 Safety
- 14 Tourism/Travel
- 15 Training Technologies
- 16 Other/Misc. (Please specify)

DEADLINE

March 22, 2022





2022 questar AWARDS
 Date of Posting
 Deadline March 22, 2022

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-22") 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, only the URL is needed. You may send by email.** 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 22.

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: _____ @ \$280 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

□□□□-□□□□□□-□□□□□□

Exp. □□-□□

MasterCard/Visa

□□□□-□□□□-□□□□-□□□□

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

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