



2023
questar
AWARDS

Entry Deadline: March 23, 2023

Celebrating Video Communications

- Ads • Arts & Culture • Campaigns
- Corporations • Event Promotion
- Government • Interactive Annual Reports
- Microsites • Non-Profits • Special Projects
- Tourism • YouTube • Websites



2023 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 Apps, Commercials, Documentaries, Interactive Annual Reports, Mobile Media, Social Media 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



Go for the win!
ENTER NOW!

CALENDAR

March

23

Deadline for
Entries

May

9

Winners
Notified

June

6

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



BEST OF ADVERTISING - Video Campaign
 M:7 Agency
 Allegheny Intermediate Unit
 (USA)



BEST OF SPECIAL PROJECTS
 Ngong Ping 360 Limited
 LEAD ON ASIA LIMITED
 Ngong Ping Outdoor ARTcation
 (HONG KONG)



BEST OF GOVERNMENT
 Hong Kong Correctional Services
 "Be a law-abiding citizen, and you'll have more choices in life."
 (HONG KONG)



BEST OF MOBILE MEDIA
 Hong Kong Correctional Services
 Recruitment Campaign – Encourage Ethnic Minority to Join CSD
 (HONG KONG)

BEST OF SHOW



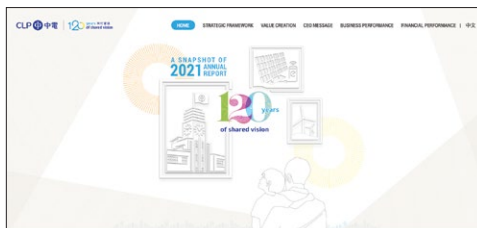
BEST OF ADVERTISING - Multi-Platform Campaign,
BEST OF ARTS & CULTURE,
& BEST OF TOURISM/TRAVEL
 Hong Kong Tourism Board
 Hong Kong Neighbourhoods: West Kowloon
 (HONG KONG)



BEST OF EVENT PROMOTION
 Fourthirds Image Works
 KAI (KOREA AEROSPACE INDUSTRIES, LTD.)
 KF-21: Korea's first home-grown fighter jet
 (SOUTH KOREA)



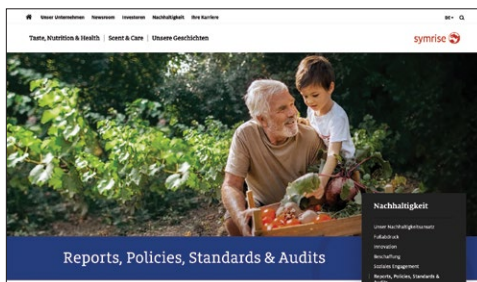
BEST OF IN-HOUSE PRODUCTIONS
 Hong Kong Correctional Services
 My Mummy is a Correctional Officer
 (HONG KONG)



BEST OF MICROSITES
 CLP Holdings Limited
 A Snapshot of CLP's 2021 Annual Report
 (HONG KONG)



ONLINE ANNUAL REPORTS - Non-Profit Organization
 International Organization for Migration (IOM)
 World Migration Report Interactive
 (SWITZERLAND)



BEST OF ONLINE ANNUAL REPORTS - Corporation
 3st kommunikation GmbH
 SYMRISE AG
 Online Annual Report 2020
 (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!"
JDECAUXMEA
 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, as well as small and regional ones. It's the creativity and quality of work that counts

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 23, 2023**.

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.

ENTRY FEES

The fee for entries is \$290 per entry. Fees include handling and preparation costs for the judging sessions, the judge's score sheets with written comments, plus a complete Winner's Pack with award certificates for the winners, as well as plaques and trophies for the Grand Awards.

ELIGIBILITY

Any material produced, screened, aired, displayed or marketed from **March 23, 2022 to March 23, 2023** 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. On the Entry Form, kindly note the language. We will send it to judges who are native speakers.

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.

USE OF MATERIAL

All entries submitted to the competition may be used for promotional purposes by MerComm, Inc.

FOR MORE INFO:

P 1-914-923-9400

F 1-914-923-9484

E info@mercommawards.com

VISIT OUR WEBSITE!

MerCommAwards.com

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**.

- | | | | |
|--|--|--|---|
| 33 Visual – MEXICO
A. Plus Financial Press Limited – HONG KONG
Above The Line Company Limited – HONG KONG
ACE Design – SOUTH KOREA
Ad Fortune Communications Limited – HONG KONG
AIR – USA
Airport Authority – HONG KONG
Akademie Deutscher Genossenschaften E.V. – GERMANY
ANTA Sports Product Ltd. – HONG KONG
Armaccell International S.A. – LUXEMBOURG
Artist Estate Studio – USA
Atravia – PORTUGAL
Atravia – SPAIN
Atruvia – GERMANY
Autlan – MEXICO
Avila Creative, Inc. – USA
Bank of China – HONG KONG
Berenberg – GERMANY
BESO by LLYC – SPAIN
BGA Publishing – USA
BP Content – GERMANY
Brands Marken und Design GmbH – AUSTRIA
BrandsOnSpeed GmbH – GERMANY
Burgess Strategic Marketing Services – USA
CD Communications Group SDN BHD – MALAYSIA
CHC Enterprises – USA
China Communications Services Corporation Limited – HONG KONG
China Telecom Corporation Ltd. – HONG KONG
China Unicom – HONG KONG
Christian Rahofer GmbH – AUSTRIA
CITIC – HONG KONG
Citizens Development Business Finance PLC – SRI LANKA
CODE Red – GERMANY
ComfortDelGro Corporation Limited – SINGAPORE | Concept C Media GmbH – GERMANY
Coolgrey Design Workshop Ltd. – HONG KONG
COPE Content Performance Group GmbH – AUSTRIA
Cre8 (Greater China) Limited – HONG KONG
Creative Creature Company Limited – HONG KONG
Curran & Connors, Inc. – USA
Daimler – GERMANY
Daiwa House Industry Co., Ltd. – JAPAN
Devon Title – USA
DNA KOMUNIKA – INDONESIA
Donnelley Financial Solutions – HONG KONG
Doosan Infracore Ltd. – SOUTH KOREA
Dotplus Communications SDN. BHD – MALAYSIA
EDICO Financial Press Services Ltd. – HONG KONG
Elegance Financial Communications Limited – HONG KONG
Equity Financial Press Ltd. – HONG KONG
Far East Consortium International Ltd. – HONG KONG
Fast Retailing Co., Limited – JAPAN
FGI Design – USA
Finar Kurumsal – TURKEY
GENNEX Financial Press Limited – HONG KONG
Gimmick Box Limited – HONG KONG
Global Reporting Services – AUSTRALIA
Granato Creative Group – USA
Great Thinks GmbH – GERMANY
h2h Consulting – USA
HeterMedia Services Ltd. – HONG KONG
HGB Hamburger Geschäftsberichte GmbH & Co. KG – GERMANY
Hong Kong Broadband Network, Ltd. – HONG KONG
Hong Kong Metropolitan University – HONG KONG | Hyundai Motor Group – SOUTH KOREA
i.LINK Group Limited – HONG KONG
Ideas On Purpose – USA
Inbrax – CHILE
Insight Creative – NEW ZEALAND
iONE Financial Press Limited – HONG KONG
IR & Mehr – AUSTRIA
Jungheinrich – GERMANY
Kanro Inc. – JAPAN
Karin Und Walter Gedächtnisstiftung – GERMANY
Kerry Properties – HONG KONG
Killing Mario – SOUTH KOREA
KMW – GERMANY
Korte Maerz Wolff Communications – GERMANY
KPR – SOUTH KOREA
KW Communications – GERMANY
Lin Young – MALAYSIA
Little Book Studio – USA
loved GmbH – GERMANY
Luke Communications Group – USA
M&M Consulting Ltd. – HONG KONG
Media Genesis – USA
Mens Creation Limited – HONG KONG
Mensalia GmbH – AUSTRIA
Mercedes-Benz AG – GERMANY
MetaFusion Pte. Ltd. – SINGAPORE
Milenio 3 – MEXICO
Miramar Group – HONG KONG
MM Partners – SOUTH KOREA
MSI – LUXEMBOURG
Newport3 Communications – GERMANY
Ngong Ping 360 – HONG KONG
Noon Creative – USA
Nova Fusion – MALAYSIA
OHHH! Organisation for Human Health & Happiness Foundation – GERMANY
Orange Financial Printing Limited – HONG KONG
Pan American Energy – ARGENTINA
Paradise Group – SOUTH KOREA | Paragraphs – USA
PepperClub – GERMANY
Profilwerkstatt – GERMANY
PRATT Institute – USA
Protop Financial Press Limited – HONG KONG
Red Caffeine – USA
REF Financial Press Limited – HONG KONG
Reginald Pauffley – UNITED KINGDOM
Rethink – MALAYSIA
ringzwei – GERMANY
Sakaguchi Corp. – JAPAN
Sequel – USA
Shian Inc. – JAPAN
Shoemake Photography – USA
Six Group Services AG – SWITZERLAND
Smart Media – SRI LANKA
Solomon Financial Press – HONG KONG
SSDM – USA
Stan Gellman Graphic Design Inc. – USA
Studio 210, LLC – USA
süden ad agency – GERMANY
Sydinvest – DENMARK
Symrise – GERMANY
Tayburn – TURKEY
The Boeing Company – USA
The Charles NYC – USA
The Hong Kong Society for the Aged – HONG KONG
Toppan Merrill Limited – HONG KONG
Tronncom KG – AUSTRIA
Troy Chamber of Commerce – USA
Ulled Asociados – SPAIN
USA Writing Services – USA
United Therapeutics – USA
Walker Publicity Consulting – USA
Wynk Design, Inc. – USA
X_Design – MEXICO
Xanadu Communications – USA
Yellow Creative (HK) Limited – HONG KONG
Zeev Zamir – USA |
|--|--|--|---|

A ADVERTISEMENTS/
COMMERCIALS

- 01 Animated Ad
- 02 Brand Image
- 03 Campaign
– Multi-platform
- 04 Campaign – Video only
- 05 Holiday
- 06 Promotional Campaign
- 07 Real Estate/Property
- 08 Single Ad
- 09 TV Ad – Campaign
- 10 Other/Misc.
(Please specify)

B ANNUAL REPORTS –
INTERACTIVE

- 01 Automobile
- 02 Chairman’s Presentation
- 03 Corporate Social
Responsibility Report
- 04 Design/Graphics
- 05 Energy
- 06 Home Page
- 07 Microsite
- 08 Mobile Media
- 09 Non-Profit Organizations
- 10 Photography/Video
- Overall Presentation –
Corporations**
 - 11 Asia/Pacific
 - 12 Europe
 - 13 The Americas
- 14 Tourism
- 15 Other/Misc.
(Please specify)

C CORPORATIONS

- 01 Animation
- 02 Anniversary Celebration
- 03 Automotive
- 04 Awareness Campaign
- 05 Brand Experience
- 06 Community Involvement
- 07 Conglomerate
- 08 Content Marketing
- 09 Corporate Identity
- 10 COVID Response
- 11 Digital Event
- 12 Documentary
- 13 Educational & Informative
- 14 Employee Event
- 15 Environmental
- 16 Event Promotion
- 17 Food Related
- 18 History & Anniversary

D NON PROFIT
ORGANIZATIONS

- 19 Holiday Event
- 20 Internal Communications
- 21 Marketing & Sales
- 22 New Product Introduction
- 23 Product/Service Promotion
- 24 Promotion
- 25 Public Awareness
- 26 Shopping Mall
- 27 Special Project
- 28 Sports
- 29 Stakeholder
Communications
- 30 Sustainability/
Corporate Responsibility
- 31 Travel/Tourism
- 32 Video Campaign
- 33 Video Story Telling
- 34 Other/Misc.
(Please specify)
- 01 Arts/Culture
- 02 Brand Image Campaign
- 03 Charity
- 04 Crime Prevention
- 05 Government
- 06 Green/Environmental
- 07 Holiday
- 08 In-house Production
- 09 Public Awareness
- 10 Safety
- 11 Special Project
- 12 Tourism/Travel
- 13 Vocational Training
- 14 Other/Misc.
(Please specify)

E MOBILE MEDIA

- 01 Annual Report
- 02 Brand Promotion
- 03 Corporate Website
- 04 Customer Magazine
- 05 Digital Games
- 06 Employee Related
- 07 Graphics
- 08 Infographics
- 09 Investor Relations
- 10 Magazine
- 11 Microsite
- 12 Mobile Sites
- 13 Social Media
- 14 Tourism/
Attractions/Events
- 15 Video
- 16 YouTube
- 17 Other/Misc.
(Please specify)

DEADLINE

March 23, 2023





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 _____

EMAIL _____

WEBSITE _____

CLIENT INFORMATION

NAME (MR. / MS.) _____

TITLE / JOB DESCRIPTION _____

CLIENT COMPANY _____

ADDRESS _____

CITY _____ PROV./STATE _____ POSTAL CODE _____

COUNTRY _____

PHONE _____

EMAIL _____

WEBSITE _____

ENTRY INFORMATION

TITLE OF ENTRY _____

CATEGORY CODE (ex. "C-23") _____ 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)

PAYMENT INFORMATION

Total Number of Entries: _____ @ \$290 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. -

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: 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 such as DHL Express, FedEx, TNT or UPS. To hasten your package through customs, please affix or mark in bold lettering outside the package — "Contest Material. No Commercial Value."

DEADLINE: Send by email, courier, service or postal by March 23.

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