



2024
questar
AWARDS

~~Entry Deadline: March 26, 2024~~
Extended Deadline: April 16

Celebrating Video Communications

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



2024 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 stellar success!

Cheers,



Reni L. Witt
President and Founder



Go for the win!
ENTER NOW!

FPO FSC LOGO/INFO

Extended Deadline: April 16

CALENDAR

March	May	June
26	7	4
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.

WORLDWIDE PARTICIPATION

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

BEST OF NON-PROFIT ORGANIZATIONS

Hong Kong Police Force
Anti-deception - Youth Fallen Trap
(HONG KONG SAR PRC)

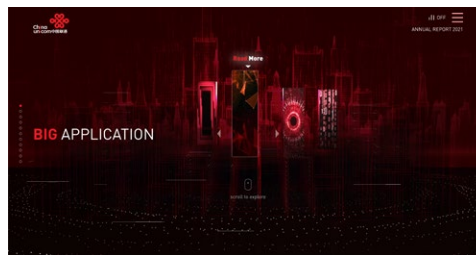


BEST OF SHOW



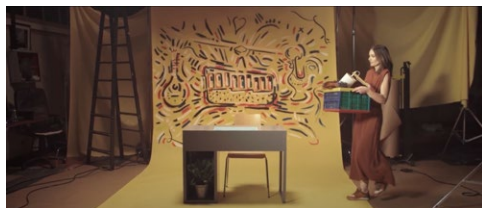
BEST OF ADVERTISEMENTS

KROPAC MEDIA GmbH
GEOBRA BRANDSTÄTTER STIFTUNG & CO. KG
PLAYMOBIL Citroën 2CV Commercial
(GERMANY)



BEST OF ANNUAL REPORTS – Interactive

China Unicom (Hong Kong) Limited
Think Big
(HONG KONG SAR PRC)



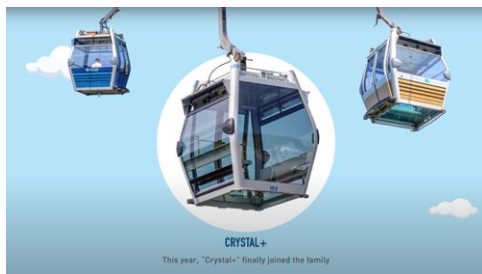
BEST OF INTERNAL COMMUNICATIONS

LLYC Spain
LIBERTY SEGUROS
The Best Place To Be
(SPAIN)



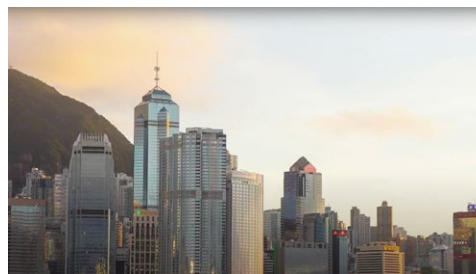
BEST OF AUTOMOTIVE CAMPAIGNS

KPR
HYUNDAI MOTOR GROUP
Heals on Wheels
(SOUTH KOREA)



BEST OF VIDEO CAMPAIGNS

Ngong Ping 360 Limited
The Grand Launch Campaign of NP360 "Crystal+"
(HONG KONG SAR PRC)



BEST OF MOBILE MEDIA

Hong Kong Tourism Board
Through the Lens of GenZ
(HONG KONG SAR PRC)

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 SAR PRC

"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 SAR PRC

"Thanks for the Silver Award."
INPOINT DIGITAL
Causeway Bay, HONG KONG SAR PRC

"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 SAR PRC

"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 SAR PRC

"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

Last Call! April 16

Date of posting must be **March 26, 2024**.

WHERE

Send online entries with URL, entry form and fee to: info@mercommawards.com.

Send DVDs or USB submissions (3 copies) via DHL Express, FedEx, TNT or UPS 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.

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, 2023** to **March 26, 2024** 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 SAR PRC

Above The Line Company Limited
– HONG KONG SAR PRC

AIR – USA

Airport Authority
– HONG KONG SAR PRC

Akademie Deutscher
Genossenschaften E.V.
– GERMANY

ANTA Sports Product Ltd.
– HONG KONG SAR PRC

Atrivia – PORTUGAL

Atrivia – SPAIN

Atruvia – GERMANY

Avila Creative, Inc. – USA

Bank of China
– HONG KONG SAR PRC

Berenberg – GERMANY

BESO by LLYC – SPAIN

BGA Publishing – USA

Brands Marken und Design GmbH
– AUSTRIA

Burgess Strategic
Marketing Services – USA

California Water
Services Group – USA

CD Communications Group
SDN BHD – MALAYSIA

China Communications
Services Corporation Limited
– HONG KONG SAR PRC

China Telecom Corporation Ltd.
– HONG KONG SAR PRC

China Unicom
– HONG KONG SAR PRC

Christian Rahofer GmbH
– AUSTRIA

CITIC – HONG KONG SAR PRC

CODE Red – GERMANY

Concept C Media GmbH
– GERMANY

COPE Content Performance Group
GmbH – AUSTRIA

Cre8 (Greater China) Limited
– HONG KONG SAR PRC

Creative Creature Company
Limited – HONG KONG SAR PRC

Curran & Connors, Inc. – USA

Design Kommune – GERMANY

DNA KOMUNIKA – INDONESIA

Donnelley Financial Solutions
– HONG KONG SAR PRC

EDICO Financial Press Services
Ltd. – HONG KONG SAR PRC

Elegance Financial
Communications Limited
– HONG KONG SAR PRC

Equity Financial Press Ltd.
– HONG KONG SAR PRC

Far East Consortium International
Ltd. – HONG KONG SAR PRC

Fast Retailing Co., Limited
– JAPAN

FGI Design – USA

Finar Kurumsal – TÜRKIYE

Fulkrum – USA

Genesis Energy – NEW ZEALAND

GENNEX Financial Press Limited
– HONG KONG SAR PRC

Global Reporting Services
– AUSTRALIA

Granato Creative Group – USA

Great Thinks GmbH – GERMANY

h2h Consulting – USA

HeterMedia Services Ltd.
– HONG KONG SAR PRC

HGB Hamburger
Geschäftsberichte GmbH &
Co. KG – GERMANY

Hong Kong Broadband Network,
Ltd. – HONG KONG SAR PRC

Hong Kong
Metropolitan University
– HONG KONG SAR PRC

Hong Kong Tourism Board
– HONG KONG SAR PRC

Hyundai Motor Group
– SOUTH KOREA

i.LINK Group Limited
– HONG KONG SAR PRC

Inbrax – CHILE

Insight Creative – NEW ZEALAND

iONE Financial Press Limited
– HONG KONG SAR PRC

IR & Mehr – AUSTRIA

Journal International The Home of
Content GmbH – GERMANY

JUUJ Studio – USA

Jungheinrich – GERMANY

Kanro Inc. – JAPAN

KD1 Designagentur – GERMANY

Kerry Properties
– HONG KONG SAR PRC

Killing Mario – SOUTH KOREA

KMW – GERMANY

KPR – SOUTH KOREA

KW Communications – GERMANY

Lin Young – MALAYSIA

Lorraine Gregory Communications
– USA

LLYC – SPAIN

M-1 Studios – USA

M&M Consulting Ltd.
– HONG KONG SAR PRC

M Digital Partners Company
Limited – HONG KONG SAR PRC

Media Genesis – USA

Mens Creation Limited
– HONG KONG SAR PRC

Mensalia GmbH – AUSTRIA

MetaFusion Pte. Ltd.
– SINGAPORE

Milenio 3 – MEXICO

MM Partners – SOUTH KOREA

MSI – LUXEMBOURG

Ngong Ping 360
– HONG KONG SAR PRC

Noon Creative – USA

Nova Fusion – MALAYSIA

Ocean Park Corporation
– HONG KONG SAR PRC

Orange Financial Printing Limited
– HONG KONG SAR PRC

PepperClub – GERMANY

Profilwerkstatt – GERMANY

PRATT Institute – USA

Quaker Houghton – USA

REF Financial Press Limited
– HONG KONG SAR PRC

Reginald Pauffley
– UNITED KINGDOM

Rethink – MALAYSIA

ringzwei – GERMANY

Sakaguchi Corp. – JAPAN

Sequel – USA

Shian Inc. – JAPAN

Six Group Services AG
– SWITZERLAND

Smart Media – SRI LANKA

Solomon Financial Press
– HONG KONG SAR PRC

SSDM – USA

Stan Gellman Graphic Design
Inc. – USA

Studio 210, LLC – USA

Sydneyinvest – DENMARK

Symrise – GERMANY

Tayburn – TÜRKIYE

Territory – GERMANY

The Hong Kong Society for the
Aged – HONG KONG SAR PRC

Toppam Merrill Limited
– HONG KONG SAR PRC

Triglav Insurance Company
– SLOVENIA

Troncom 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

Yellow Creative (HK) Limited
– HONG KONG SAR PRC

Zeev Zamir – USA

A ADVERTISEMENTS/
COMMERCIALS

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

B ANNUAL REPORTS –
INTERACTIVE

- 01 Automobile
- 02 Corporate Social
Responsibility Report
- 03 Design/Graphics
- 04 Energy
- 05 Home Page
- 06 Microsite
- 07 Non-Profit Organizations
- 08 Photography/Video
- 09 Overall Presentation
– Corporations
- 10 Tourism
- 11 Other/Misc.
(Please specify)

C CORPORATIONS

- 01 Animation
- 02 Automotive
- 03 Awareness Campaign
- 04 Brand Experience
- 05 Conglomerate
- 06 Content Marketing
- 07 Corporate Identity
- 08 Digital Event
- 09 Documentary
- 10 Educational & Informative
- 11 Environmental
- 12 Food Related
- 13 History & Anniversary
- 14 Holiday Event
- 15 Internal Communications

D NON PROFIT
ORGANIZATIONS

- 01 Arts/Culture
- 02 Brand Image Campaign
- 03 Crime Prevention
- 04 Family Values
- 05 Festival
- 06 Government
- 07 Holiday
- 08 In-house Production
- 09 Interactive Educational
Tool-Kit
- 10 Public Awareness
- 11 Special Project
- 12 Tourism/Travel
- 13 Vocational Training
- 14 Other/Misc.
(Please specify)

E MOBILE MEDIA

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

DEADLINE

~~March 26, 2024~~

Last Call! April 16





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 Apps and Web-links, only the URL is needed. You may send by email. Please send three copies of physical materials per entry (such as DVDs and USB sticks). 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 26~~ April 16

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