



Entry Deadline: March 25, 2025

Celebrating Video Communications

- Ads • Arts & Culture • Brand Image
- Campaigns • Corporations • Event Promotion
- Government • Interactive Annual Reports
- Mobile Media • Non-Profits • Promotion
- Public Awareness • Special Projects
- Tourism • YouTube • Websites
- **Plus 35 NEW Categories!**



2025 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. Winning brings such a positive impact on your creative team – and impresses clients.

“Thank you for the wonderful news! We are thrilled and deeply honoured to be selected for the QUESTAR Awards.”

**COMPETITION COMMISSION
Hong Kong SAR**

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!**

CALENDAR

March

25

Deadline for Entries

May

20

Winners Notified

June

10

Grand Winners Announced

MISSION STATEMENT

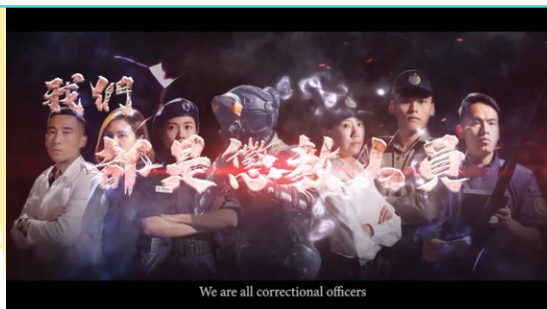
MerComm Inc. was founded in 1987 with the principal purpose of advancing excellence in the communications industry. We strive to establish and promote high standards of individual and collective achievement. Our mission is to honor the professionals whose work has made an outstanding contribution to 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 Arab Emirates
Bermuda	Hong Kong SAR	Malaysia	Qatar	United Kingdom
Brazil	India	Malta	Romania	United States
Bulgaria	Iceland	Mexico	Russia	Venezuela
Canada	Indonesia	Monaco	Saudi Arabia	Vietnam
Cayman Islands	Iran	Mongolia	Scotland	Yugoslavia
Chile	Iraq	Morocco	Singapore	Zimbabwe
Colombia	Ireland	Netherlands	Slovenia	
Croatia	Israel	New Zealand	South Africa	
Czech Republic		Norway	Spain	
Denmark		Pakistan		

BEST OF BRAND IMAGE

Hong Kong Correctional Services Department
We are all correctional officers - Works Section
 (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

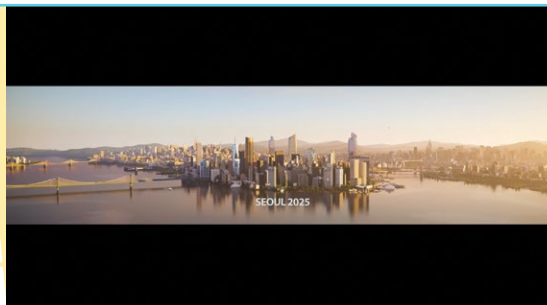
BEST OF INTERACTIVE ANNUAL REPORTS

China Unicom (Hong Kong) Limited
Shifting Gears
 (HONG KONG SAR PRC)



BEST OF PROMOTION

JD Digital Studios
 HANWHA SYSTEMS
We create a better and safer world
 (REPUBLIC OF KOREA)



BEST OF PUBLIC AWARENESS

Competition Commission
"The Price Setter" TV Advertisement
 (HONG KONG SAR PRC)



BEST OF SHOW



BEST OF ADVERTISEMENTS
BEST OF CAMPAIGNS
BEST OF MOBILE MEDIA
BEST OF TOURISM
 Hong Kong Tourism Board
Hello Hong Kong
Recovery Campaign
 (HONG KONG SAR PRC)



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 25, 2025**.

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 \$295 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 26, 2024 to March 25, 2025** 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 | Curran & Connors, Inc. – USA | iONE Financial Press Limited – HONG KONG SAR | PepperClub – GERMANY |
| A. Plus Financial Press Limited – HONG KONG SAR | Daniel Kennedy Communications Services – USA | Jessica Qian – USA | Profilwerkstatt – GERMANY |
| Above The Line Company Limited – HONG KONG SAR | Design Kommune – GERMANY | Journal International The Home of Content GmbH – GERMANY | PRATT Institute – USA |
| AIR – USA | DNA KOMUNIKA – INDONESIA | JUJU Studio – USA | Quaker Houghton – USA |
| Airport Authority – HONG KONG SAR | EDICO Financial Press Services Ltd. – HONG KONG SAR | Jungheinrich – GERMANY | RBK Strategic Brand Marketing – USA |
| Akademie Deutscher Genossenschaften E.V. – GERMANY | Elegance Financial Communications Limited – HONG KONG SAR | Kanro Inc. – JAPAN | REF Financial Press Limited – HONG KONG SAR |
| ANTA Sports Product Ltd. – HONG KONG SAR | Equity Financial Press Ltd. – HONG KONG SAR | KD1 Designagentur – GERMANY | Reginald Pauffley – UNITED KINGDOM |
| Avila Creative, Inc. – USA | Far East Consortium International Ltd. – HONG KONG SAR | Kerry Properties – HONG KONG SAR | RE:think – MALAYSIA |
| Bank of China – HONG KONG SAR | Fast Retailing Co., Limited – JAPAN | Killing Mario – SOUTH KOREA | ringzwei – GERMANY |
| Beijing Pengtu Culture & Art Communication Co., Ltd. – PRC | FGI Design – USA | KMW – GERMANY | Sakaguchi Corp. – JAPAN |
| BESO by LLYC – SPAIN | Finar Kurumsal – TÜRKIYE | KPR – SOUTH KOREA | Sequel – USA |
| BGA Publishing – USA | Fulkrum – USA | Kreatif Fabrika – TÜRKIYE | Shian Inc. – JAPAN |
| Brains Marken und Design GmbH – AUSTRIA | Genesis Energy – NEW ZEALAND | KW Communications – GERMANY | Six Group Services AG – SWITZERLAND |
| Bright Visuals – SLOVENIA | GenNex Financial Press Limited – HONG KONG SAR | Lin Young – MALAYSIA | Smart Media – SRI LANKA |
| Burgess Strategic Marketing Services – USA | Granato Creative Group – USA | LLYC – SPAIN | Solomon Financial Press – HONG KONG SAR |
| California Water Services Group – USA | Great Thinks GmbH – GERMANY | Lorraine Gregory Communications – USA | SSDM – USA |
| CD Communications Group SDN BHD – MALAYSIA | HeterMedia Services Ltd. – HONG KONG SAR | M-1 Studios – USA | Stan Gellman Graphic Design Inc. – USA |
| China Communications Services Corporation Limited – HONG KONG SAR | HGB Hamburger Geschäftsberichte GmbH & Co. KG – GERMANY | M&M Consulting Ltd. – HONG KONG SAR | Studio 210, LLC – USA |
| China Telecom Corporation Ltd. – HONG KONG SAR | HNB Assurance PLC – SRI LANKA | Mag & Me – GERMANY | Sydivest – DENMARK |
| China Unicom – HONG KONG SAR | Hong Kong Metropolitan University – HONG KONG SAR | Mark Joseph Photography – USA | Symrise – GERMANY |
| CODE Red – GERMANY | Hong Kong Police Force – HONG KONG SAR | M Digital Partners Company Limited – HONG KONG SAR | Tayburn – TÜRKIYE |
| Concept C Media GmbH – GERMANY | Hong Kong Tourism Board – HONG KONG SAR | Media Genesis, Inc. – USA | Territory – GERMANY |
| COPE Content Performance Group GmbH – AUSTRIA | Hyphen Group – SOUTH KOREA | Mensalia GmbH – AUSTRIA | The Hong Kong Society for the Aged – HONG KONG SAR |
| Cre8 (Greater China) Limited – HONG KONG SAR | Hyundai Motor Group – SOUTH KOREA | MetaFusion Pte. Ltd. – SINGAPORE | Toppan Nexus Limited – HONG KONG SAR |
| Creative Creature Company Limited – HONG KONG SAR | i.LINK Group Limited – HONG KONG SAR | Milenio 3 – MEXICO | Ulled Asociados – SPAIN |
| | Inbrax – CHILE | MM Partners – SOUTH KOREA | United Therapeutics – USA |
| | Insight Creative – NEW ZEALAND | Nakama Media Publishing – GERMANY | Walker Publicity Consulting – USA |
| | | Ngong Ping 360 – HONG KONG SAR | Wynk Design, Inc. – USA |
| | | Nova Fusion – MALAYSIA | X_Design – MEXICO |
| | | NZ Post – NEW ZEALAND | Yellow Creative (HK) Limited – HONG KONG SAR |
| | | Ocean Park Corporation – HONG KONG SAR | Zeev Zamir – USA |
| | | Orange Financial Printing Limited – HONG KONG SAR | |

A ADVERTISEMENTS/
COMMERCIALS

- 01 Ad – Single
- 02 Ad – Campaign
- 03 Animated Ad
- 04 App/Online/YouTube Campaign
- 05 Brand Image
- 06 Campaign – Multi-platform
- 07 Holiday
- 08 Promotional Campaign
- 09 Tourism/Travel
- 10 Other/Misc. (Please specify)

B ANNUAL REPORTS –
INTERACTIVE

- 01 Chairman’s Presentation
- 02 Combined Annual & ESG Report
- 03 Combined Annual & Sustainability Report
- 04 Corporate Social Responsibility Report
- 05 Design/Graphics
- 06 ESG – Environmental, Social & Governance Report
- 07 Home Page
- 08 Integrated AR & CSR
- 09 Integrated AR & ESG
- 10 Non-Profit Organizations
- 11 Photography/Video
- 12 Overall Presentation – Corporations
- 13 Summary Annual Review
- 14 Sustainability Report
- 15 Other/Misc. (Please specify)

C CORPORATIONS

- 01 Aerospace & Defense
- 02 Animation
- 03 Automotive
- 04 Awareness Campaign
- 05 Banking & Financial Services
- 06 Brand Experience
- 07 Chemicals
- 08 Content Marketing
- 09 Corporate Identity
- 10 Documentary
- 11 Educational & Informative
- 12 Energy & Power
- 13 Food Related
- 14 Holiday Event
- 15 Insurance
- 16 Internal Communications
- 17 Logistics
- 18 Manufacturing
- 19 New Product Introduction

D NON PROFIT
ORGANIZATIONS

- 20 Network Services & Comms.
- 21 Oil & Gas Production
- 22 Pharmaceuticals
- 23 Product/Service Promotion
- 24 Promotion
- 25 Public Awareness
- 26 Real Estate Development/ Investment
- 27 Retail
- 28 Shipping Services
- 29 Special Project
- 30 Stakeholder Communications
- 31 Telecommunications
- 32 Travel/Tourism
- 33 Video Campaign
- 34 Video Story Telling
- 35 Other/Misc. (Please specify)
- 01 Arts/Culture
- 02 Brand Image Campaign
- 03 Charitable Organization
- 04 Conservation & Education
- 05 Crime Prevention
- 06 Cultural Organization
- 07 Government Agencies & Offices
- 08 Holiday
- 09 In-house Production
- 10 International Development & Finance Institution
- 11 Public Awareness
- 12 Social Service Organization
- 13 Special Project
- 14 Tourism/Travel
- 15 University
- 16 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 Investor Relations
- 08 Product Launch
- 09 Social Media
- 10 Tourism/Attractions/Events
- 11 Video
- 12 YouTube
- 13 Other/Misc. (Please specify)

DEADLINE

March 25, 2025





2025 questar AWARDS

Deadline March 25, 2025

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

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)

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 mail by March 25.

CLIENT INFORMATION

NAME (MR. / MS.)

TITLE / JOB DESCRIPTION

CLIENT COMPANY

ADDRESS

CITY PROV./STATE POSTAL CODE

COUNTRY

PHONE

EMAIL

WEBSITE

PAYMENT INFORMATION

Total Number of Entries: _____ @ \$295 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

P 1-914-923-9400
F 1-914-923-9484
E info@mercommawards.com