

EMERALD ANNIVERSARY



35th Anniversary Global Festival
Celebrating Video Communications

ENTRY
INFORMATION

GRAND GALLERY

THE JUDGES

KUDOS &
MISSION

CATEGORIES &
CLASSIFICATIONS

ENTRY FORM

Sponsored by: MerComm, Inc. – *The World's Only Independent Awards Programs*

Call for Entries

Entry Deadline: March 26, 2026

- Advertisements • Brand Image • Campaigns • Corporations
- Government Agencies • Mobile Media • Non-Profits
- Online Annual Reports • Promotion • Public Awareness
- Special Projects • Tourism

NEW!

- Animation • Instagram Reels • Marketing • Out-of-Home Advertising
- Social Media • Specialized Annual Reports

PLUS TWENTY OTHER NEW CLASSIFICATIONS!



Dear Colleague,

Welcome to the **QUESTAR Emerald Anniversary** competition. Throughout history, the rich green color of the emerald has been seen as a symbol of prosperity and success. The ancients believed that wearing an emerald brings good fortune.

For 35 years, the **QUESTARS** have showcased 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 a positive impact on your creative team – and impresses clients and management.

Bring good fortune to your creative team! Let your brilliant work shine!

Wishing you prosperity and success!

Reni L. Witt
President and Founder

CALENDAR

March

26

Deadline for Entries

May

26

Winners Notified

June

16

Grand Winners
Announced

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:

- Completed Entry Form
- The link or URL to your entry
- Entry Fee

WHEN

Date of posting must be **March 26, 2026**.

WHERE

Send 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.

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

ENTRY FEES

The fee for entries is \$305 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 25, 2025** to **March 26, 2026** 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.

2025 Grand Award Winners



BEST OF MOBILE MEDIA

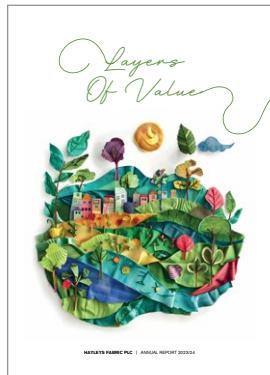
Bank of America

Translation Please
(USA)



BEST OF PUBLIC AWARENESS

Hong Kong Correctional Services Department
Pet Guardian - Love till the End
(HONG KONG SAR)



BEST OF ONLINE ANNUAL REPORTS

HAYLEYS FABRIC PLC

ANNUAL REPORT 2023/24
(SRI LANKA)



BEST OF ADVERTISEMENTS

Hong Kong Tourism Board

Hong Kong WinterFest - Oh! Postmas Tree!
(HONG KONG SAR)



BEST OF BRAND AWARENESS

Full Vision Capital
Corporate Video
(HONG KONG SAR)

Best of Show



BEST OF PROMOTION

Ngong Ping 360

"100% DORAEMON & FRIENDS@Ngong Ping 360"
(HONG KONG SAR)



BEST OF SPECIAL PROJECTS

Independent Commission Against Corruption
In the Mood for Coffee
(HONG KONG SAR)

The Judges

JUDGING CRITERIA

Each entry is judged against itself, to the degree that the individual entry achieves its intended purpose. Judging is based not on budget, but on the values of creativity, effectiveness, performance and success.

JUDGING PROCESS

Each entry is evaluated three times by three different judging organizations during the preliminary judging rounds. The three sets of scores are then averaged into a single score for the individual entry. Awards are given to the top third scoring entries. Only one Gold, Silver, Bronze, and Honors Award 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 the Grand Awards. In addition, one Best of Show Award will be presented to the top entry among all the classifications.

33 Visual – MEXICO
A. Plus Financial Press Limited – HONG KONG SAR

Aimclear – USA
AIR – USA
Airport Authority – HONG KONG SAR

ANTA Sports Products Ltd. – HONG KONG SAR

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

Beijing Pengtu Culture & Art Communication Co., Ltd. – PRC

BGA Publishing – USA
Brooke Boen – USA

Burgess Strategic Marketing Services – USA
By J Design Group – SOUTH KOREA

California Water Services Group – USA
Catalyst Media Factory – USA
Centerline Digital – USA
China Communications Services Corporation Limited – HONG KONG SAR
China Unicom – HONG KONG SAR
COPE Content Performance Group GmbH – AUSTRIA
Cre8 (Greater China) Limited – HONG KONG SAR
Curran & Connors, Inc. – USA
Daniel Kennedy Communications Services – USA
Design Kommune – GERMANY
DNA KOMUNIKA – INDONESIA
EDICO Financial Press Services Ltd. – HONG KONG SAR

Elegance Financial Communications Limited – HONG KONG SAR
Emagewise (Pvt) Ltd – SRI LANKA
Equity Financial Press Ltd. – HONG KONG SAR
Fanda – UAE
Fast Retailing Co., Limited – JAPAN
FGI Design – USA
Finar Kurumsal – TÜRKİYE
Fulkrum Studio – USA
Genesis Energy – NEW ZEALAND
GenNex Financial Press Limited – HONG KONG SAR
Granato Creative Group – USA
Great Thinks GmbH – GERMANY
HeterMedia Services Ltd. – HONG KONG SAR
HGB Hamburger Geschäftsberichte GmbH & Co. KG – GERMANY
HNB Assurance – SRI LANKA
Hong Kong Air Cargo Terminals Ltd. – HONG KONG SAR
Hong Kong Metropolitan University – HONG KONG SAR
Hong Kong Police Force – HONG KONG SAR
Hong Kong Tourism Board – HONG KONG SAR
Hyphen Group – SOUTH KOREA
Inbrax – CHILE
Insight Creative – NEW ZEALAND
iONE Financial Press Limited – HONG KONG SAR
Jessica Qian – USA

Jungheinrich – GERMANY
Kanro Inc. – JAPAN
Kerry Properties – HONG KONG SAR
Killing Mario – SOUTH KOREA
KMW – GERMANY
KPR – SOUTH KOREA
Kreatif Fabrika – TÜRKİYE
Lin Young – MALAYSIA
Lorraine Gregory Communications – USA
M-1 Studios – USA
M&M Consulting Ltd. – HONG KONG SAR
Mark Joseph Photography – USA
Media Genesis – USA
Meta Fusion Pte. Ltd. – SINGAPORE
Milenio 3 – MEXICO
Miracle Digital Transformation Agency Limited – HONG KONG SAR
Mitragrafia (PT Mitra Gagasehma Kreasi) – INDONESIA
MM Partners – SOUTH KOREA
Nakama Media Publishing – GERMANY
Nancy Burgess Strategic Marketing, Inc. – USA
National and University Library – SLOVENIA
Ngong Ping 360 – HONG KONG SAR
Nova Fusion – MALAYSIA
NZ Post – NEW ZEALAND
Orange Financial Printing Limited – HONG KONG SAR
PepperClub – GERMANY

Petronas Chemicals Group Berhad – MALAYSIA
Quaker Houghton – USA
RBK Advertising & Design – USA
REF Financial Press Limited – HONG KONG SAR
RE:think – MALAYSIA
Sakaguchi Corp. – JAPAN
Sequel – USA
Shian Inc. – JAPAN
SiliconPlus Communications Pte Ltd – SINGAPORE
Six Group Services AG – SWITZERLAND
Smart Media – SRI LANKA
Stan Gellman Graphic Design Inc. – USA
Studio 210, LLC – USA
Sydinvest – DENMARK
Symrise – GERMANY
Tayburn – TÜRKİYE
Territory – GERMANY
The Hong Kong Society for the Aged – HONG KONG SAR
Toppan Nexus Limited – HONG KONG SAR
Ulld Asociados – SPAIN
United Therapeutics – USA
Virtus Asia – HONG KONG SAR
Wynk Design, Inc. – USA
X_Design – MEXICO
Yellow Creative (HK) Limited – HONG KONG SAR
Zeev Zamir – USA

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 wonderful news! We are thrilled and deeply honoured to be selected for the QUESTAR Awards."

COMPETITION COMMISSION
Hong Kong SAR

"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

"Thank you very much for the grand news of our Best of Brand Awareness Award and more so the Best of Show Trophy! We are promoting this great honor on social media."

HENDERSON LAND GROUP
Hong Kong SAR

"Thanks for the Silver Award."

INPOINT DIGITAL
Causeway Bay, HONG KONG SAR

"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

"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

"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



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

Categories & Classifications

A ADVERTISEMENTS/ COMMERCIALS

- 01 Ad – Campaign
- 02 Brand Image
- 03 Campaign – Multi-platform
- 04 Out-of-Home Advertising
- 05 Promotional Campaign
- 06 Tourism/Travel
- 07 Other/Misc. (Please specify)

B ANNUAL REPORTS – ONLINE

- 01 Chairman's Presentation
- 02 Charitable Organization
- 03 Corporate Social Responsibility Report
- 04 Dairy & Health Products
- 05 Design/Graphics
- 06 Energy Equipment & Svcs.
- 07 ESG – Environmental, Social & Governance Report
- 08 Home Page
- 09 Insurance: General
- 10 Media Company
- 11 Non-Profit Organizations
- 12 Overall Presentation – Corporations
- 13 Pharmaceuticals
- 14 Photography/Video
- 15 Retail
- 16 Social Service Organization
- 17 Sustainability Report
- 18 Other/Misc. (Please specify)

C CORPORATIONS

- 01 Aerospace & Defense
- 02 Automotive
- 03 Awareness Campaign
- 04 Brand Experience
- 05 Content Marketing
- 06 Corporate Identity
- 07 Documentary
- 08 Educational & Informative
- 09 Events: General
- 10 Food Related
- 11 Holiday Event
- 12 Insurance
- 13 Logistics
- 14 Manufacturing
- 15 Marketing Communications
- 16 New Product Introduction
- 17 Oil & Gas Production
- 18 Pharmaceuticals
- 19 Promotion
- 20 Public Awareness
- 21 Retail
- 22 Special Project
- 23 Stakeholder Communications
- 24 Telecommunications
- 25 Travel/Tourism
- 26 Video Campaign
- 27 Video Story Telling
- 28 Other/Misc. (Please specify)

D NON PROFIT ORGANIZATIONS

- 01 Arts/Culture
- 02 Brand Image Campaign
- 03 Conservation & Education
- 04 Crime Prevention
- 05 Fraud Detection
- 06 Government Agencies & Offices
- 07 Holiday
- 08 In-house Production
- 09 Public Awareness
- 10 Special Project
- 11 Tourism/Travel
- 12 Other/Misc. (Please specify)

E MOBILE MEDIA

- 01 Anniversary
- 02 Annual Report
- 03 Brand Promotion
- 04 Customer Magazine
- 05 Digital Games
- 06 Employee Related
- 07 Graphics
- 08 Instagram Reels
- 09 Investor Relations
- 10 Music Performance
- 11 Product Launch
- 12 Social Media
- 13 Tourism/Attractions/Events
- 14 Video
- 15 YouTube
- 16 Vlog/Video Blog
- 17 Other/Misc.(Please specify)



DEADLINE
March 26, 2026

**READY
TO SUBMIT?**

Click here for our secure
Online Entry Form!



Entry Form

For Office Use Only
Log No. #

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		

Payment Information

Total Number of Entries: _____ @ \$305 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 _____

OR...

Click here for our secure Online Entry Form!

Entry Information

TITLE OF ENTRY			
CATEGORY CODE (EX. "C-23")			
CLASSIFICATION (PLEASE WRITE OUT)			
"OTHER / MISC." (DESCRIPTION)			
FORMAT:	<input type="radio"/> APP	<input type="radio"/> DVD	<input type="radio"/> USB
WEB			
URL			
LANGUAGE (IF OTHER THAN ENGLISH)			
PURPOSE AND INTENDED AUDIENCE: (MAY BE TYPED ON SEPARATE SHEET)			

Deadline March 26, 2026

Contact Information:

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

ENTRY INSTRUCTIONS: Send your entry(s) with attachment, link or URL to: info@mercommawards.com.

DEADLINE: Send by email, courier service or postal mail by **March 26**.