



MERCURY

EXCELLENCE AWARDS

2022 | 2023

2022/23 MERCURY Awards Grand Winners Book

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2022/23 MERCURY Awards Judges

ABOVE THE LINE COMPANY LIMITED

HONG KONG

Candy Tong Ka Yan – Director
Vivien Wong Ho Ying - Director

AIR

Maryland, USA

Martha Mater – Manager, Creative Services
Matt Mowczko – Graphic Design
Lesla Rowe – Art Direction

ATREVIA COMUNICACION

Lisbon, PORTUGAL

Ana Margarida Ximes – President Atrivia
Portugal

ATRUVIA AG

Hamburg, GERMANY

Maika-Alexander Stangenberg – SVP

BANK OF CHINA (HONG KONG)

HONG KONG

Angel Yip – Deputy General Manager

CHINA UNICOM (HONG KONG) LIMITED

HONG KONG

Michelle Lam - Manager
Enrica Lee – Assistant Company Secretary

CONTENT PERFORMANCE GROUP GmbH (COPE)

Vienna, AUSTRIA

Dr. Katrin Seidel – Editor in Chief/Project
Manager

CRE8 (GREATER CHINA) LIMITED

HONG KONG

Wayne Cheung – Creative Director
Jefferson Chiu – Senior Art Director
Iris Lam – Art Director
Davy Li – Managing Director

DANIEL KENNEDY COMMUNICATIONS SERVICES

New York, USA

Daniel Kennedy – President & CEO
Karin Kennedy – Senior VP

ELEGANCE FINANCIAL COMMUNICATIONS

HONG KONG

Eriko Cheng – Art Director
Aman Ho – Assistant Art Director

HETERMEDIA SERVICES LIMITED

HONG KONG

Orling Or – Business Development Director

HYUNDAI MOTOR GROUP

SOUTH KOREA

Robert Baek – Senior Manager/Corporate
Responsibility Team

INBRAX

Santiago, CHILE

Cristian Chavez - Creative Director

KERRY PROPERTIES LIMITED

HONG KONG

Michelle Lam – Senior Director, Sustainability &
Communications

KPR

South Korea

Jooho Kim - President

MM PARTNERS

SOUTH KOREA

Jong-Kook Yi – CEO & Chief Creative Director

NGONG PING 360

HONG KONG

Garrick Lam – Marketing Manager, Marketing & Corporate Communications

Sharon Law – Senior Manager, Marketing & Corporate Communications

PEPPER-CLUB

Stuttgart, GERMANY

Tanju Housein – Business Partner Strategist

Sven Ruhs – Creative Director

REF FINANCIAL PRESS LIMITED

HONG KONG

Alex Choi – Creative Director

Nick Li – Creative Director

Emmy Sin – Head of Design

SIX GROUP SERVICES AG

Zurich, SWITZERLAND

Matthias Bill – Head Content & Publishing, SIX

STAN GELLMAN GRAPHIC DESIGN

Missouri, USA

Mary Muehleemann – Designer

Teresa Thompson – President

Bryan Wakeland – Senior Designer

STUDIO 210, LLC

Connecticut, USA

Richard Colin – Office Manager

Karen Krieger – Founder, CCO

Juan Wen – Bookkeeper

SYMRISE AG

Holzminden, GERMANY

Dominik Rzepka – Director Corporate Communications

Syndinvest

Aabenraa, DENMARK

Tine Lund – Senior Vice President

THE HONG KONG SOCIETY FOR THE AGED

HONG KONG

Chan Ka Hei, Isabel – Administration Officer

Kam Shuk Hang, Diana – Executive Director

Leung Pik Ki, Erica – Senior Officer (Administration)

Tang Shuk Yan, Rita – Senior Officer (Corporate Services)

ULLED BARCELONA

Barcelona, SPAIN

Sara Navarrete – Account Executive

Georgina Palleja – Account Executive

Beatriz Rico – Account Executive

YELLOW CREATIVE (HK) LIMITED

HONG KONG

Rebecca So – Managing Partner

Ellen Zee – Managing Partner

Best of Show

RAMP.SPACE GMBH & CO. KG
ramp# 58 – Hot Wheels

NOMINATOR

Michael Köckritz
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Best of Writing

CLP HOLDINGS LIMITED *CLP 2021 Annual Report*

https://www.clpgroup.com/content/dam/clp-group/channels/investor/document/3-3-financial-reports/2021/e_2021Annual%20Report.pdf

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Best of Design

SEAT DEUTSCHLAND GMBH *CUPRA Gamechanger*

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www.seat.de

Best of Annual Reports - *Cover Design*

UNITED THERAPEUTICS *"UTHR: With Flying Colors"*

<https://drive.google.com/file/d/1laUJNpU3A6ZZIJfiysU00PZSAfA-gIBw/view?usp=sharing>

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Best of Annual Reports – *Interior Design*

AIRPORT AUTHORITY HONG KONG *Annual Report 2021/22*

https://www.hongkongairport.com/iwov-resources/file/airport-authority/publications/annual-and-interim-reports/en/21_22/AR2122_Eng_Full_Report.pdf

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Best of Annual Reports– *Overall Presentation*

GESCO AG

Annual Report 2021 “Next Level in Leadership”

https://www.gesco.de/fileadmin/user_upload/investor-relations/reports/2021/GB/GCO_GB21_EN_220420_link_low_PW.pdf

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Best of Annual Reports – *Specialized*

HYUNDAI MOTOR GROUP *2021 HMG Global CSR Report*

https://drive.google.com/file/d/1MbhVCSeKSfe9ub1unqNnvNrkwLy_48E/view?usp=share_link

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Best of Annual Reports – *Online*

HKBN LTD. *Annual Report 2022*

https://www.hkbn.net/HKBN_AR_2022/

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<https://www.hkbn.net/>

Best of Brochures

LAND NIEDERÖSTERREICH *DRINNEN & DRAUSSEN*

https://noe.gv.at/noe/Wohnen-Leben/D_D_1-22_final_LowRes.pdf

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Best of Custom Publications– *Business-to-Business*

LANDESINNUNG DER BERUFSFOTOGRAFIE SALZBURG *MAG 2022 – Commercial Photographers Magazine*

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Clemens Jager
JAGER PR – AGENTUR FÜR CONTENT MARKETING
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Julius-Raab-Platz 1
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www.berufsfotografie.at

Best of Custom Publications– *General Audience*

AUTOSTADT GMBH
Autostadt & Leben Magazine

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www.autostadt.de

Best of Employee Publications

ARAG SE
ARAG InSight

https://drive.google.com/file/d/1urQ7CeOvjh_w3Gzly0V9ZxUy3Oe4xh/view?usp=share_link

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Best of Magazines – *Design*

RAMP.SPACE GMBH & CO. KG
ramp# 58 – Hot Wheels

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Best of Magazines – *Overall Presentation*

RAMP.SPACE GMBH & CO. KG
ramp# 58 – Hot Wheels

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Best of Special Projects

AIRPORT AUTHORITY HONG KONG

“Journey of Discovery” Multimedia Installation

ExperienceHKAirport.com

<https://youtu.be/BuS1VGbr8d0>

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Best of Social Media

POSCO

Green Tomorrow With POSCO

https://www.instagram.com/hello_posco/

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Best of Video

TUNG WAH GROUP OF HOSPITALS *TWGHs Corporate Branding Video 2022*

<https://www.youtube.com/watch?v=vSrpVs-L3KA>

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Best of Websites

DONNER & REUSCHEL AKTIENGESELLSCHAFT *PURPOSE - Das Magazin für Sinnhaftigkeit*

<http://www.purpose-magazin.de>

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Best of Promotion/Marketing

HONG KONG TOURISM BOARD *Hong Kong Harbour Fiesta*

https://drive.google.com/file/d/1B2IM9tfCNTfBv_CcrWDsYLvdBcjdjAww/view

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<https://www.discoverhongkong.com/eng/index.html>

Best of Special Events

NGONG PING 360 LIMITED
Ngong Ping 360 x Childhood Stationery

<https://tinyurl.com/NgongPingT15>

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Best of Tourism/Travel

AIRPORT AUTHORITY HONG KONG *Website of "Journey of Discovery" at HKIA*

ExperienceHKAirport.com

<https://youtu.be/BuS1VGbr8d0>

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<https://institutional.union-investment.de>

Best of Campaigns

REDMAIL LOGISTIK & ZUSTELLSERVICE GMBH
Guten Morgen Helden

https://drive.google.com/drive/folders/15I8MOBUjuPTpffSATwEz010QagdtANLq?usp=share_link

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