



**ARC AWARDS 2012**

**GRAND WINNERS**

**RED BOOK**

*Creative and Production Credits*

*Sponsored by:*

**MerComm, Inc.**

**500 Executive Boulevard**

**Ossining-on-Hudson, NY 10562 U.S.A.**

**(914) 923-9400 or Fax: (914) 923-9484**

**[www.mercommawards.com](http://www.mercommawards.com)**

# BEST OF SHOW

## **VOLKSWAGEN AG** *"Experience D(r)iversity"*

### **NOMINATOR:**

Mr. Florian Heine  
Co-Founder & Managing Partner  
3ST KOMMUNIKATION GMBH  
Hindenburgstraße 32  
55118 Mainz, Rheinland-Pfalz  
GERMANY  
Tel: 49-6131-964430

### **CLIENT:**

Ms. Stefanie Lioe  
VOLKSWAGEN AG  
Wolfsburg Landstraße 22b  
38442 Wolfsburg  
GERMANY  
[www.volkswagenag.com](http://www.volkswagenag.com)  
Fax: 49-6131-9644333  
[info@3st.de](mailto:info@3st.de)

# **BEST OF COVER DESIGN**

*~ Die Cuts ~*

## **EMBRY HOLDINGS LIMITED**

*"Striving for Excellence"*

### **NOMINATOR:**

Ms. Karen Li

Sales Manager

REF FINANCIAL PRESS LIMITED

3/F, Nexxus Building

77 Des Voeux Road Central

HONG KONG

Tel: 852 3757 8868 - Fax: 852 3757 8860

karen.li@ref.com.hk

### **CLIENT:**

Ms. Katie Fung

CFO

EMBRY HOLDINGS LIMITED

7/F, Wyler Centre II

200 Tai Lin Pai Road, Kwai Chung

HONG KONG

Tel: 852 2418 8228 - Fax: 852 2410 0002

katiefung@embryform.com

# **BEST OF COVER DESIGN**

*~ Graphics & Text ~*

## **CANADIAN BLOOD SERVICES**

*"The Right Match"*

### **NOMINATOR/ART DIRECTOR:**

Mr. Gary Beelik

Partner

SOAPBOX DESIGN COMMUNICATIONS

187 King Street East

Toronto, ON M5A 1J5

CANADA

Tel: 416-920-2099 - Fax: 416-920-8178

### **CLIENT:**

Ms. Lisa Bussell

Manager - Performance & Strategy Comms.

CANADIAN BLOOD SERVICES

1800 Alta Vista Drive

Ottawa, ON K1G 4J5

CANADA

Tel: 613-739-2122

[lisa.bussell@blood.ca](mailto:lisa.bussell@blood.ca)

### **DESIGNER:**

Mr. Jim Ryce

SOAPBOX DESIGN COMMUNICATIONS

187 King Street East

Toronto, ON M5A 1J5

CANADA

Tel: 416-920-2099 - Fax: 416-920-8178

# BEST OF COVER DESIGN

~ *People & Portraits* ~

## ASSOCIATED PRESS

*2012 Annual Report*

### **NOMINATOR:**

Ms. Tina Antonion  
Director - Branding & Creative Services  
ASSOCIATED PRESS  
450 West 33<sup>rd</sup> Street  
New York, NY 10001  
USA  
Tel: 212-621-1819  
tantonion@ap.org

### **DESIGNER:**

Ms. Miwako Suzuki  
ASSOCIATED PRESS  
450 West 33<sup>rd</sup> Street  
New York, NY 10001  
USA

### **WRITER:**

Ms. Ellen Hale  
ASSOCIATED PRESS  
450 West 33<sup>rd</sup> Street  
New York, NY 10001  
USA

# BEST OF COVER DESIGN

*~ Places & Products ~*

## UNITED TECHNOLOGIES

*2011 Annual Report*

### **NOMINATOR/DESIGNER:**

Mr. John Connolly  
Principal & Creative Director

IDEAS ON PURPOSE  
307 7<sup>th</sup> Avenue, Suite 701  
New York, NY 10001  
USA

Tel: 212-366-6355 - Fax: 212-366-6353

[john@ideasonpurpose.com](mailto:john@ideasonpurpose.com)

### **CLIENT:**

Ms. Julie Kubera  
Manager - Marketing Communications

UNITED TECHNOLOGIES  
1 Financial Plaza  
Hartford, CT 06101  
USA

Tel: 860-728-7038

[julie.kubera@utc.com](mailto:julie.kubera@utc.com)

### **DESIGNER:**

Ms. Anna Tan  
IDEAS ON PURPOSE  
307 7<sup>th</sup> Avenue, Suite 701  
New York, NY 10001  
USA

Tel: 212-366-6355 - Fax: 212-366-6353

[anna@ideasonpurpose.com](mailto:anna@ideasonpurpose.com)

# **BEST OF COVER DESIGN**

*~ Special & Various ~*

## **PALFINGER AG**

*"The Most Flexible Annual Report Ever"*

### **NOMINATOR:**

Ms. Sabine Tritscher  
RAHOFFER WERBEAGENTUR  
Faberstraße 6  
Salzburg 5020  
AUSTRIA  
Tel: 43-662-87-64-90-0  
Fax: 43-662-87-64-90-20  
s.tritscher@rahofer.com

### **CLIENT:**

Mr. Hannes Roither  
PALFINGER AG  
F.W.-Scherer-Straße 24  
Salzburg 5020  
AUSTRIA  
Tel: 43-662-46-84-0  
Fax: 43-662-45-00-84  
h.roither@palfinger.com

**BEST OF CHAIRMAN'S LETTER**  
**~ USA ~**

**BOOZ ALLEN HAMILTON**  
*"Missions that Matter"*

**NOMINATOR/ART DIRECTOR/DESIGNER:**

Mr. Rob Mileham  
Principal  
BCN COMMUNICATIONS LTD.  
900 North Franklin Street, Suite 402  
Chicago, IL 60610  
USA  
Tel: 312-787-2783 - Fax: 312-787-6097  
rob@bcncomm.com

**DESIGNER:**

Mr. Bob Feie  
P.O. Box 60430  
Chicago, IL 60606  
USA  
Tel: 773-710-3006

**CLIENT:**

Ms. Cindie Baker  
Sr. Manager - Corp. Branding & Thought Leadership Marketing  
BOOZ ALLEN HAMILTON  
Denver, CO 80111  
USA  
Tel: 303-444-4419  
baker\_cindie@bah.com



**WRITER:**

Mr. Robert Squire  
INVENTIO COMMUNICATIONS, INC  
13402 Baltic Circle  
Lemont, IL 60439  
USA  
Tel: 630-685-2915 - Fax: 630-685-2916  
rsquire@inventiocomm.com

**BEST OF CHAIRMAN'S LETTER**  
*~ International ~*

**DAIWA HOUSE INDUSTRY CO., LTD.**  
*"Heart Me Up!"*

**NOMINATORS:**

Mr. Keisuke Izumoto & Mr. Kazutaka Morimoto  
General Managers

DAIWA HOUSE INDUSTRY CO., LTD.

3-3-5 Umeda, Kita-ku

Osaka 530-8241

JAPAN

Tel: 81-6-6342-1310 - Fax: 81-6-6342-1582

[izumoto@daiwahouse.jp](mailto:izumoto@daiwahouse.jp)/[k.morimoto@daiwahouse.jp](mailto:k.morimoto@daiwahouse.jp)

# BEST OF INTERIOR DESIGN

*~ Asia & Pacific ~*

## **NHN CORP.**

*"Today and Tomorrow"*

### **NOMINATOR:**

Mr. Hyun Cho

CEO/Art Director

S/O PROJECT

684-53 Hannam-dong Yongsan-gu

Seoul 140-891

KOREA

Tel: 82-2-540-5094 - Fax: 82-2-540-5095

hyuncho@soproject.com

### **CLIENT:**

Mr. Sang Min Lee

Manager

NHN CORP.

NHN Green Factory

Sungnam-si 463-867

KOREA

Tel: 82-1588-3830 - Fax: 82-31-784-1000

ir@nhn.com

# BEST OF INTERIOR DESIGN

~ *Europe* ~

## MARQUARD & BAHLS AG

*"The Fifth Element"*

### **NOMINATOR:**

Ms. Heidi Pipo

Head of Corporate Communications

MARQUARD & BAHLS AG

Admiralitaetstrasse 55

20459 Hamburg

GERMANY

Tel: 49-40-370-04-225 - Fax: 49-40-370-04-212

heidi.pipo@mbholding.de

# **BEST OF INTERIOR DESIGN**

*~ Hong Kong ~*

*~ Non-Traditional ~*

## **TRINITY LIMITED**

*"Tailor-Made for Excellence"*

### **NOMINATOR:**

Mr. Gary Chan  
Executive - Sales & Marketing  
TOPPAN VITE LIMITED  
Suite 2001, ICC  
1 Austin Road West, Kowloon  
HONG KONG  
Tel: 852-2973-4876 - Fax: 852-2973-4897  
garychan@toppanleefung.com

### **CLIENT:**

Mr. David Au  
Group Chief Marketing Officer  
TRINITY LIMITED  
29/F, OCTA Tower  
8 Lam Chak Street, Kowloon Bay  
HONG KONG  
Tel: 852-2797-7157 - Fax: 852-2711-7976  
davidau@lfrtrinity.com

# BEST OF INTERIOR DESIGN

~ *Hong Kong* ~

~ *Traditional* ~

## NOBLE GROUP

*"New Frontiers"*

### **NOMINATOR:**

Mr. Torbjorn Fjelddahl  
Managing Director  
EIGHT PARTNERSHIP LTD.  
21/F, East Exchange Tower  
38 Leighton Road, Causeway Bay  
HONG KONG  
Tel: 852-2836-8968 - Fax: 852-2893-0320  
bjorn@eightpartnership.com

### **CLIENT:**

Mr. Stephen Brown  
Director - Corporate Affairs  
NOBLE GROUP  
18/F, Mass Mutual Tower  
38 Gloucester Road, Wanchai  
HONG KONG  
Tel: 852-2250-2060 - Fax: 852-2866-3208  
stephenbrown@thisisnoble.com

### **ART/CREATIVE DIRECTOR:**

Mr. Chris Fjelddahl  
EIGHT PARTNERSHIP LTD.  
21/F, East Exchange Tower  
38 Leighton Road, Causeway Bay  
HONG KONG  
Tel: 852-2836-8988 - Fax: 852-2893-0320  
chris8@eightpartnership.com

### **SPECIAL RECOGNITION:**

Mr. Jonathan Magee  
EIGHT PARTNERSHIP LTD.  
21/F, East Exchange Tower  
38 Leighton Road, Causeway Bay  
HONG KONG  
Tel: 852-2836-8968 - Fax: 852-2893-0320  
jonathan@eightpartnership.com

### **PROJECT MANAGER:**

Ms. Amanda Lo  
EIGHT PARTNERSHIP LTD.  
21/F, East Exchange Tower  
38 Leighton Road, Causeway Bay  
HONG KONG  
Tel: 852-2836-8993 - Fax: 852-2893-0320  
amanda@eightpartnership.com

### **SITE BUILDER:**

Ms. Jenny Deiana  
EIGHT PARTNERSHIP LTD.  
21/F, East Exchange Tower  
38 Leighton Road, Causeway Bay  
HONG KONG  
Tel: 852-2836-8992 - Fax: 852-2893-0320  
jenny@eightpartnership.com

**DESIGNER:**

Mr. Phoenix Wong  
EIGHT PARTNERSHIP LTD.  
21/F, East Exchange Tower  
38 Leighton Road, Causeway Bay  
HONG KONG  
Tel: 852-2836-8990 - Fax: 852-2893-0320  
phoenix@eightpartnership.com

**WRITER:**

Mr. Dave Wong  
EIGHT PARTNERSHIP LTD.  
21/F, East Exchange Tower  
38 Leighton Road, Causeway Bay  
HONG KONG  
Tel: 852-2836-8957 - Fax: 852-2893-0320  
dave@eightpartnership.com

# **BEST OF INTERIOR DESIGN**

*~ Western Hemisphere ~*

## **THE PROGRESSIVE CORPORATION**

*2011 Annual Report*

### **NOMINATOR:**

Mr. Mark Schwartz

President & Creative Director

NESNADNY + SCHWARTZ

10803 Magnolia Drive

Cleveland, OH 44106

USA

Tel: 216-791-7721 - Fax: 216-791-9560

[info@nsideas.com](mailto:info@nsideas.com)



# **BEST OF WRITTEN TEXT**

*~ USA ~*

## **SOUTHERN COMPANY**

*"Value Rules"*

### **NOMINATOR:**

Mr. Tripp Cagle  
Communications Supervisor  
SOUTHERN COMPANY  
30 Ivan Allen Jr. Boulevard NW  
Atlanta, GA 30308  
USA  
Tel: 404-506-0488 - Fax: 404-506-0561  
rhcagle@southernco.com

# BEST OF WRITTEN TEXT

~ *International* ~

## KUMHO PETROCHEMICAL (KKPC)

*"We Know Leadership"*

### **NOMINATOR:**

Mr. Chang-Hyun Shin

Creative Director

INTONATION

1803-ho, 5-cha, Gasandigital 1-ro

Geumcheon-gu, Seoul 153-803

SOUTH KOREA

Tel: 82-2-3144-0133 - Fax: 82-2-3144-0134

chang@intonation.kr

### **CLIENT:**

Ms. Heon-Joo Lee

Deputy General Manager

KUMHO PETROCHEMICAL (KKPC)

Kumho Asiana Main Tower

76 Saemunan-ro, Jongno-gu,

Seoul 110-851

SOUTH KOREA

Tel: 82-2-6303-3651 - Fax: 82-2-6303-3659

hjlee1@kkpc.com

# **BEST OF PHOTOGRAPHY**

*~ Asia & Pacific ~*

## **TRINITY LIMITED**

*"Tailor-Made for Excellence"*

### **NOMINATOR:**

Mr. David Au

Group Chief Marketing Officer

TRINITY LIMITED

29/F, OCTA Tower

8 Lam Chak Street, Kowloon Bay

HONG KONG

Tel: 852-2797-7157 - Fax: 852-2711-7976

[davidau@lfrtrinity.com](mailto:davidau@lfrtrinity.com)

# BEST OF PHOTOGRAPHY

~ *Europe* ~

## ALPINE HOLDING GMBH

*"365 days - 144 pages - 1 view"*

### NOMINATOR:

Mr. Andreas Eder

Marketing Director

ALPINE HOLDING GMBH

Alte Bundesstraße 10

Wals bei Salzburg 5071

AUSTRIA

Tel: 43-662-8582-280 - Fax: 43-662-8582-9280

andreas.eder@alpine.at

**BEST OF PHOTOGRAPHY**  
*~ Western Hemisphere ~*

**ABBOTT**  
*2011 Annual Report*

**NOMINATOR:**

Mr. Joseph Daab  
Sr. Manager - Executive Communications  
ABBOTT  
100 Abbott Park Road, D383, AP6D  
Abbott Park, IL 60064  
USA  
Tel: 847-937-3357 - Fax: 847-937-9555  
[joseph.daab@abbott.com](mailto:joseph.daab@abbott.com)

# BEST OF ILLUSTRATIONS

## MARQUARD & BAHLS AG *"The Fifth Element"*

### **NOMINATOR:**

Ms. Heidi Pipo  
Head of Corporate Communications  
MARQUARD & BAHLS AG  
Admiralitaetstrasse 55  
20459 Hamburg  
GERMANY  
Tel: 49-40-370-04-255 - Fax: 49-40-370-04-212  
heidi.pipo@mbholding.de

# BEST OF FINANCIAL DATA

## **TAV AIRPORTS HOLDING** *"TAV's Wonderland of Services"*

### **NOMINATOR:**

Ms. Nursel Ilgen  
Head of Investor Relations  
TAV AIRPORTS HOLDING  
Istanbul Atatürk Havalimanı  
TAV Yönetim Binası  
34149 Istanbul  
TURKEY  
Tel: 90-212-463-3000  
ir@tav.aero

# BEST OF PRINTING & PRODUCTION

~ *Europe* ~

## MARQUARD & BAHLS AG

*"The Fifth Element"*

### **NOMINATOR:**

Ms. Heidi Pipo

Head of Corporate Communications

MARQUARD & BAHLS AG

Admiralitaetstrasse 55

20459 Hamburg

GERMANY

Tel: 49-40-370-04-255 - Fax: 49-40-370-04-212

heidi.pipo@mbholding.de



# **BEST OF PRINTING & PRODUCTION**

*~ Hong Kong & PRC ~*

## **TRINITY LIMITED**

*"Tailor-Made for Excellence"*

### **NOMINATOR:**

Mr. Gary Chan  
Executive - Sales & Marketing  
TOPPAN VITE LIMITED  
Suite 2001, ICC  
1 Austin Road West, Kowloon  
HONG KONG  
Tel: 852-2973-4876 - Fax: 852-2973-4897  
garychan@toppanleefung.com

### **CLIENT:**

Mr. David Au  
Group Chief Marketing Officer  
TRINITY LIMITED  
29/F, OCTA Tower  
8 Lam Chak Street, Kowloon Bay  
HONG KONG  
Tel: 852-2797-7157 - Fax: 852-2711-7976  
davidau@lfrtrinity.com

# **BEST OF PRINTING & PRODUCTION**

*~ USA ~*

## **THE PROGRESSIVE CORPORATION**

*2011 Annual Report*

### **NOMINATOR:**

Mr. Mark Schwartz

President & Creative Director

NESNADNY + SCHWARTZ

10803 Magnolia Drive

Cleveland, OH 44106

USA

Tel: 216-791-7721 - Fax: 216-791-9560

[info@nsideas.com](mailto:info@nsideas.com)

# **BEST OF PRINTING & PRODUCTION**

*~ International ~*

## **PEOPLE'S BANK**

*"Swasthi Siddham"*

### **NOMINATOR:**

Ms. Sashini Gajanayake

Project Manager

SMART MEDIA - THE ANNUAL REPORT COMPANY

100, Horton Place

00700 Colombo

SRI LANKA

Tel: 94-11-268-9580 - Fax: 94-11-267-8271

sashini@smart.lk

# BEST OF ANNUAL REPORTS WITH FORM 10-K

## QUAKER CHEMICAL CORPORATION *"The Extra Mile"*

### **NOMINATOR:**

Ms. Marion Rector  
President

RECTOR COMMUNICATIONS  
2300 Chestnut Street  
Philadelphia, PA 19103  
USA

Tel: 215-963-9661 - Fax: 215-963-9672  
marion@rector.com

### **CLIENT:**

Ms. Irene Kisleiko  
Asst. Corp. Secretary & Manager - IR  
QUAKER CHEMICAL CORPORATION  
901 East Hector Street  
Conshohocken, PA 19428  
USA

Tel: 610-832-4119 - Fax: 610-832-8682  
irene\_kisleiko@quakerchem.com

# **BEST OF GREEN/ENVIRONMENTALLY SOUND ANNUAL REPORTS**

## **EXPOLANKA HOLDINGS PLC**

*"Our spirit of 'Dare to Do' spells success."*

### **NOMINATOR:**

Ms. Sashini Gajanayake

Project Manager

SMART MEDIA - THE ANNUAL REPORT COMPANY

100, Horton Place

00700 Colombo

SRI LANKA

Tel: 94-11-268-9580 - Fax: 94-11-267-8271

sashini@smart.lk

**BEST OF NON-ENGLISH ANNUAL REPORTS**  
*~ German Language ~*

**OLDENBURGISCHE LANDESBANK AG**  
*Annual Report 2011*

**NOMINATOR:**

Ms. Brigitte Läpper-Röhricht  
Creative Director  
FIRST RABBIT GMBH  
Zollstockguertel 59  
50969 Cologne NRW  
GERMANY  
Tel: 49-221-946-103-0  
Fax: 49-221-946-103-19  
mail@first-rabbit.de

**CLIENT:**

Mr. Timo Cyriacks  
Press Agent - Financial Communication  
OLDENBURGISCHE LANDESBANK AG  
Stau 15-17  
26122 Oldenburg, Niedersachsen  
GERMANY  
Tel: 49-441-221-1781  
timo.cyriacks@olb.de

# BEST OF NON-ENGLISH ANNUAL REPORTS

~ *International* ~

## **GARANTI PENSION**

*2011 Annual Report*

### **NOMINATOR:**

Mr. Baki Kara

President

FINAR KURUMSAL

Zambaklı Street, No: 13

34330 Istanbul, Levent

TURKEY

Tel: 90-212-269-3720

Fax: 90-212-269-3750

[atif.muezzinler@finarkurumsal.com](mailto:atif.muezzinler@finarkurumsal.com)

### **CLIENT:**

Mr. Mert Çabuker

Corporate Communications Supervisor

GARANTI PENSION

Mete Street, No: 30

34437 Istanbul, Beyoğlu

TURKEY

Tel: 90-212-334-7000

Fax: 90-212-334-6300

[mertca@garantiemeklilik.com.tr](mailto:mertca@garantiemeklilik.com.tr)

# BEST OF NON-PROFIT ORGANIZATIONS

## DEUTSCHE WELTHUNGERHILFE E.V. *Global Hunger Index 2011*

### **NOMINATOR:**

Ms. Stefanie Moers  
PR Consultant

MUEHLHAUSMOERS CORPORATE  
COMMUNICATIONS GMBH

Invalidenstrasse 112  
10115 Berlin  
GERMANY

Tel: 49-30-257-6072-13

Fax: 49-30-257-6072-60

s.moers@muehlhausemoers.de

### **CLIENT:**

Ms. Constanze von Oppeln  
DEUTSCHE WELTHUNGERHILFE E.V.

Friedrich-Ebert-Str. 1  
53173 Bonn NRW  
GERMANY

Tel: 49-22-822-8843-1

Fax: 49-22-822-8818-8

constanze.vonoppeln@welthungerhilfe.de



# BEST OF NON-TRADITIONAL ANNUAL REPORTS

~ *Europe* ~

## **VOLKSWAGEN AG** *"Experience D(r)iversity"*

### **NOMINATOR:**

Mr. Florian Heine  
Co-Founder & Managing Partner  
3ST KOMMUNIKATION GMBH  
Hindenburgstraße 32  
55118 Mainz, Rheinland-Pfalz  
GERMANY  
Tel: 49-6131-964430

### **CLIENT:**

Ms. Stefanie Lioe  
VOLKSWAGEN AG  
Wolfsburg Landstraße 22b  
38442 Wolfsburg  
GERMANY  
[www.volkswagenag.com](http://www.volkswagenag.com)  
Fax: 49-6131-9644333  
[info@3st.de](mailto:info@3st.de)

**BEST OF NON-TRADITIONAL ANNUAL REPORTS**  
**~ Hong Kong ~**

**NEXT MEDIA LIMITED**  
*Annual Report 2010/11*

**NOMINATOR:**

Ms. Mazi Wong  
Sr. HR & Administration Office  
CRE8 (GREATER CHINA) LIMITED  
Room 4202-3, 42/F, The Center  
99 Queen's Road Central  
HONG KONG  
Tel: 852-3693-2668 - Fax: 852-3693-2669  
maziwong@cre8corp.com

**CLIENT:**

Ms. Cat Wong  
Company Secretary  
NEXT MEDIA LIMITED  
8 Chun Ying Street  
TKO Industrial Estate W, TKO  
HONG KONG  
Tel: 852-2990-8179 - Fax: 852-2623-9386  
shwong@nextmedia.com

**BEST OF NON-TRADITIONAL ANNUAL REPORTS**  
**~ USA ~**

**SARA LEE CORPORATION**  
*"The Way Forward"*

**NOMINATOR:**

Mr. Ron Coates  
Co-Owner  
COATES & COATES LTD.  
218 South Main Street  
Naperville, IL 60540  
USA  
Tel: 630-579-4800 - Fax: 630-579-4801  
ron@coatesandcoates.com

**CLIENT:**

Ms. Melissa Napier  
Sr. Vice President - IR  
SARA LEE CORPORATION  
3500 Lacey Road  
Downers Grove, IL 60515  
USA  
Tel: 630-598-8739  
melissa.napier@saralee.com

# BEST OF NON-TRADITIONAL ANNUAL REPORTS

~ *International* ~

## TAV AIRPORTS HOLDING

*"TAV's Wonderland of Services"*

### **NOMINATOR:**

Ms. Nursel Ilgen  
Head of Investor Relations  
TAV AIRPORTS HOLDING  
Istanbul Atatürk Havalimanı  
TAV Yönetim Binası  
34149 Istanbul  
TURKEY  
Tel: 90-212-463-3000  
ir@tav.aero

# BEST OF OFF-CALENDAR ANNUAL REPORTS

**NYU LANGONE MEDICAL CENTER**  
*"365 Days of Excellence"*  
*2010 Annual Report*

**NOMINATOR:**

Ms. Lourdes Torres

Marketing Manager

NYU LANGONE MEDICAL CENTER

1 Park Avenue, 18<sup>th</sup> Floor

New York, NY 10016

USA

Tel: 212-404-3552 - Fax: 212-404-3580

[lourdes.torres@nyumc.org](mailto:lourdes.torres@nyumc.org)

# BEST OF ON-LINE ANNUAL REPORTS

~ USA ~

## UNITED TECHNOLOGIES

*<http://2011ar.utc.com>*

### NOMINATOR/DESIGNER:

Mr. John Connolly  
Principal & Creative Director  
IDEAS ON PURPOSE  
307 7<sup>th</sup> Avenue, Suite 701  
New York, NY 10001  
USA  
Tel: 212-366-6355 - Fax: 212-366-6353  
[john@ideasonpurpose.com](mailto:john@ideasonpurpose.com)

### CLIENT:

Ms. Julie Kubera  
Manager - Marketing Communications  
UNITED TECHNOLOGIES  
1 Financial Plaza  
Hartford, CT 06101  
USA  
Tel: 860-728-7038  
[julie.kubera@utc.com](mailto:julie.kubera@utc.com)

### DESIGNER:

Ms. Anna Tan  
IDEAS ON PURPOSE  
307 7<sup>th</sup> Avenue, Suite 701  
New York, NY 10001  
USA  
Tel: 212-366-6355 - Fax: 212-366-6353  
[anna@ideasonpurpose.com](mailto:anna@ideasonpurpose.com)

# **BEST OF ON-LINE ANNUAL REPORTS**

*~ International ~*

## **PRUDENTIAL PLC**

*www.prudentialreports.com/2011ar*

### **NOMINATOR:**

Mr. Paul Coppen  
Maintenance Coordinator

**THE GROUP**

8 Curtain Road

London EC2A 3ND

UNITED KINGDOM

Tel: 44-20-7012-1310

Fax: 44-20-7012-1311

paul.coppen@the-group.net

# BEST OF SPECIALIZED ANNUAL REPORTS

## NYU LANGONE MEDICAL CENTER

*"What do Thumbprints, Matchmaking, Thread, Dominoes,  
Flowers & Tricycles have in common?"*

### **NOMINATOR:**

Ms. Lourdes Torres

Marketing Manager

NYU LANGONE MEDICAL CENTER

1 Park Avenue, 18<sup>th</sup> Floor

New York, NY 10016

USA

Tel: 212-404-3552 - Fax: 212-404-3580

[lourdes.torres@nyumc.org](mailto:lourdes.torres@nyumc.org)



# BEST OF SUMMARY REPORTS

## THE BLACKSTONE GROUP

*"The Global Economy needs."*

### **NOMINATOR:**

Mr. Rick Slusher

Sr. Design Director

ADDISON

20 Exchange Place, 9<sup>th</sup> Floor

New York, NY 10005

USA

Tel: 212-229-5000 - Fax: 212-929-3010

rslusher@addison.com

### **CLIENT:**

Ms. Heather Lucania

Manager - Corporate Communications

THE BLACKSTONE GROUP

345 Park Avenue

New York, NY 10154

USA

Tel: 212-583-5452

lucania@blackstone.com

# BEST OF TRADITIONAL ANNUAL REPORTS

~ Hong Kong ~

## CHINA XLX FERTILISER LTD.

*"New Steps. New Thinking. New Possibilities."*

### NOMINATOR:

Mr. Billy Tung  
Manager - Sales & Marketing  
TOPPAN VITE LIMITED  
Suite 2001, ICC  
1 Austin Road West, Kowloon  
HONG KONG  
Tel: 852-2973-4882 - Fax: 852-2973-4897  
billytung@toppanleefung.com

### CLIENT:

Mr. Stephan Yao  
Investor Relations Director  
CHINA XLX FERTILISER LTD.  
Unit 31, Level 3, Three Pacific Place  
1 Queen's Road East  
HONG KONG  
Tel: 852-2855-6920  
stephan.yao@chinaxlx.com.hk

# BEST OF AUSTRIA

**ALPINE HOLDING GMBH**  
*"365 days - 144 pages - 1 view"*

**NOMINATOR:**

Mr. Andreas Eder

Marketing Director

ALPINE HOLDING GMBH

Alte Bundesstraße 10

Wals bei Salzburg 5071

AUSTRIA

Tel: 43-662-8582-280 - Fax: 43-662-8582-9280

andreas.eder@alpine.at

# BEST OF CANADA

## CANADIAN BLOOD SERVICES

*"The Right Match"*

### **NOMINATOR/ART DIRECTOR:**

Mr. Gary Beelik

Partner

SOAPBOX DESIGN COMMUNICATIONS

187 King Street East

Toronto, ON M5A 1J5

CANADA

Tel: 416-920-2099 - Fax: 416-920-8178

### **CLIENT:**

Ms. Lisa Bussell

Manager - Performance & Strategy Comms.

CANADIAN BLOOD SERVICES

1800 Alta Vista Drive

Ottawa, ON K1G 4J5

CANADA

Tel: 613-739-2122

[lisa.bussell@blood.ca](mailto:lisa.bussell@blood.ca)

### **DESIGNER:**

Mr. Jim Ryce

SOAPBOX DESIGN COMMUNICATIONS

187 King Street East

Toronto, ON M5A 1J5

CANADA

Tel: 416-920-2099 - Fax: 416-920-8178

# BEST OF GERMANY

## **BAYER AG** *Annual Report 2011*

### **NOMINATOR:**

Mr. Philip Light  
Editor - Internal Media  
BAYER AG  
Building W11  
51368 Leverkusen  
GERMANY

Tel: 49-214-30-53868 - Fax: 49-214-30-71985  
[philip.light@bayer.com](mailto:philip.light@bayer.com)

# **BEST OF HONG KONG/PRC**

## **CHINA RONGSHENG HEAVY INDUSTRIES GROUP HOLDINGS LIMITED**

*Annual Report 2011*

### **NOMINATOR:**

Ms. Teresa Law  
Sales Director  
REF FINANCIAL PRESS LIMITED  
3/F, Nexxus Building  
77 Des Voeux Road Central  
HONG KONG  
Tel: 852-3757-8861 - Fax: 852-3757-8860  
teresa.law@ref.com.hk

### **CLIENT:**

Mr. William Lee  
Capital Marketing Management Ctr. Director  
CHINA RONGSHENG HEAVY INDUSTRIES GROUP LIMITED  
Suites 2505-2508, 25/F, Two Exchange Sq.  
8 Connaught Place Central  
HONG KONG  
Tel: 852-3900-1820 - Fax: 852-3155-6062  
williamli@rshi.com

# BEST OF JAPAN

## DAIWA HOUSE INDUSTRY CO., LTD. *"Heart Me Up!"*

### **NOMINATORS:**

Mr. Keisuke Izumoto & Mr. Kazutaka Morimoto  
General Managers

DAIWA HOUSE INDUSTRY CO., LTD.

3-3-5 Umeda, Kita-ku

Osaka 530-8241

JAPAN

Tel: 81-6-6342-1310 - Fax: 81-6-6342-1582

[izumoto@daiwahouse.jp](mailto:izumoto@daiwahouse.jp)/[k.morimoto@daiwahouse.jp](mailto:k.morimoto@daiwahouse.jp)

# BEST OF KOREA

## LOTTE SHOPPING CO., LTD. *"Redefining Retail"*

### **NOMINATOR:**

Mr. Gi Hwan Kim  
Creative Director  
THE THIRD AGE  
391-8, Seogyo-dong, Mapo-gu  
Seoul 121-839  
SOUTH KOREA  
Tel: 82-2-543-3391 - Fax: 82-2-543-3314  
ghkim@thirdage.or.kr

### **CLIENT:**

Ms. Joon Kyung Kim  
Manager  
LOTTE SHOPPING CO., LTD.  
1 Sogong-dong, Joong-gu  
Seoul 100-721  
SOUTH KOREA  
Tel: 82-2-2118-2025 - Fax: 82-2-2118-2028  
kjk@lotteshopping.com



# BEST OF MEXICO

## COCA-COLA FEMSA *"Flexibility"*

### **NOMINATOR:**

Mr. René Galindo  
Partner  
SIGNI  
Las Praderas 139-1  
01900 Mexico DF  
MEXICO  
Tel: 52-55-56064052  
Fax: 52-55-56063536  
rene@signi.com.mx

### **CLIENT:**

Mr. Roland Karig  
Investor Relations  
COCA-COLA FEMSA  
G. Gonzalez Cmarena 600  
01210 Mexico DF  
MEXICO  
Tel: 52-55-50815100  
roland.karig@kof.com.mx

# **BEST OF SINGAPORE**

## **SUPER GROUP LIMITED**

*"Ingredients for Success"*

### **NOMINATOR:**

Mr. Francis Chua  
CEO

META FUSION PTE LTD.  
283 Outram Road  
Singapore 169068  
SINGAPORE

Tel: 65-6579-0000 - Fax: 65-6579-0029  
francis@metafusion.com.sg

### **CLIENT:**

Ms. Candy Chng  
Corporate Affairs Manager  
SUPER GROUP LIMITED  
2 Senoko South Road  
Super Industrial Bldg.  
Singapore 758096  
SINGAPORE

Tel: 65-6753-3088 - Fax: 65-6753-7833  
candy@super.com.sg

# **BEST OF SRI LANKA**

## **NATIONAL SAVINGS BANK** *"Tomorrow"*

### **NOMINATOR:**

Ms. Sashini Gajanayake  
Project Manager  
SMART MEDIA - THE ANNUAL REPORT COMPANY  
100, Horton Place  
00700 Colombo  
SRI LANKA  
Tel: 94-11-268-9580 - Fax: 94-11-267-8271  
sashini@smart.lk

# BEST OF TURKEY

## **AKBANK T.A.S.** *2011 Annual Report*

### **NOMINATOR:**

Mr. Ali Anri Kohen  
Manager - Corporate Communications  
AKBANK T.A.S.  
Akbank HQ Sabanci Center  
Corporate Communications Dept. 31<sup>st</sup> Floor  
34330 Istanbul, 4.Levent  
TURKEY  
Tel: 90-212-3855417  
ali.kohen@akbank.com

# BEST OF USA

## **BLACKROCK** *"Built for these times."*

### **NOMINATOR:**

Ms. Lynda Decker  
President

DECKER DESIGN

14 West 23<sup>rd</sup> Street  
New York, NY 10010  
USA

Tel: 212-633-8588 - Fax: 212-633-8599

lyndad@deckerdesign.com

### **CLIENT:**

Ms. Ellen Taylor  
Investor Relations

BLACKROCK

55 East 52<sup>nd</sup> Street  
New York, NY 10055  
USA

Tel: 212-810-3815

ellen.taylor@blackrock.com

# BEST OF INTERNATIONAL

## **RTL GROUP** *Annual Report 2011*

### **NOMINATOR:**

Mr. Dirk Linke  
Creative Director  
RINGZWEI  
Flora-Neumann-Strasse 6  
20357 Hamburg  
GERMANY  
Tel: 49-40-600-808-700  
Fax: 49-40-600-808-777  
mail@ringzwei.com

### **CLIENT:**

Mr. Oliver Fahlbusch  
Vice President - Corporate Comms.  
RTL GROUP  
45, Boulevard Pierre Frieden  
Luxembourg, L-1573  
LUXEMBOURG  
Tel: 352-24-86-5210 - Fax: 325-24-86-5139  
oliver.fahlbusch@rtlgroup.com

# **PLATINUM ACHIEVEMENT AWARD**

Presented to the design agency with the greatest absolute number of wins (**63**) on behalf of their clients.

## **SMART MEDIA - THE ANNUAL REPORT COMPANY**

### **NOMINATOR:**

Ms. Sashini Gajanayake  
Project Manager  
SMART MEDIA - THE ANNUAL REPORT COMPANY  
100, Horton Place  
00700 Colombo  
SRI LANKA  
Tel: 94-11-268-9580 - Fax: 94-11-267-8271  
sashini@smart.lk

# **TITANIUM ACHIEVEMENT AWARD**

Presented to the design agency with the greatest percentage of wins (**75%**) based on total submissions\*.

## **IDEAS ON PURPOSE**

### **NOMINATOR:**

Mr. John Connolly  
Principal & Creative Director  
IDEAS ON PURPOSE  
307 7<sup>th</sup> Avenue, Suite 701  
New York, NY 10001  
USA

Tel: 212-366-6355 - Fax: 212-366-6353  
[john@ideasonpurpose.com](mailto:john@ideasonpurpose.com)

\* must have submitted 25 or more entries