



2017 ASTRID Awards
Grand Winners
Book

Creative & Production Credits

Sponsored by:

MerComm, Inc.

500 Executive Boulevard, Suite 200

Ossining, NY 10562 USA

T. 914.923.9400 – F. 914.923.9484

www.mercommawards.com

2017 ASTRID Awards Judges

BEAU GARDNER ASSOCIATES, INC.

Westhampton, NY

Beau Gardner – President

BRYAN MILLS

Ontario, CANADA

Ian Todd – Associate Creative Director

DANIEL KENNEDY COMMUNICATIONS SERVICES

New York, NY

Daniel Kennedy – President

DONNELLEY FINANCIAL SOLUTIONS

Central, HONG KONG

Rachel Choi – Creative Director

Jason Tai – Senior Designer

EDICO FINANCIAL PRESS SERVICES LIMITED

Central, HONG KONG

Isabel Chan – Senior Designer, C & G
Department

Amy Donati – Managing Director

Stella Kwok – Director, C & G Department

Vicky Lee – Director, Corporate Sales &
Services Department

Joey Li – Supervisor, Corporate Sales &
Services Department

Isabel Lok – Chief Operations Officer

Heidi Mak – Senior Designer, C & G
Department

Queenie Shek – Associate Director, C & G
Department

Ricky Tse – Manager, Print Bind/Logistics
Department

Joyce Wong – Director, Corporate Sales &
Services Department

GENNEX FINANCIAL MEDIA LIMITED

Central, HONG KONG

Kelvin Chung – Creative Director

King Wong – Associate Creative Director

Max Wong – Senior Art Director

i.LINK GROUP LIMITED

Central, HONG KONG

Hidy Shum – Assistant General Manager

INBRAX

Santiago, CHILE

Enzo Escobar – Art Director

André Mora – Art Director

Marcela Sylva – Art Director

IONE FINANCIAL PRESS LIMITED

Central, HONG KONG

Man Chan – Art Director

Ricky Chan – Senior Graphic Designer

Daniel Fok – Art Director

Axel Kiang – Creative Director

Terry Lai – Art Director

MEDIA GENESIS, INC

Troy, MI

Antoine Dubeauclard – President

John Torres – Operations Director

M&M DESIGN

Ma On Shan, Shatin HONG KONG

Mike Moulders – Principal Brand Design Consultant

MM PARTNERS

Seoul, KOREA

Jeang, Jiyoung – Chief Director

Lee, Sanghyun – Art Director

Kim, Young-il – Senior Director

Jong-Kook Yi – CEO & Chief Director

PARAGRAPHS, LLC

Chicago, IL

Alice Boertje – Senior Designer
Hannah Nava – Writer
Dora Rodriguez – Senior Designer
Rachel Radtke - SVP

PRH HAMBURG KOMMUNIKATION

Hamburg, GERMANY

Stefan Heinzl – Senior Executive
Monika Neumeister – Art Director
Frank Ohlsen – Managing Partner

RINGZWEI

Hamburg, GERMANY

Dirk Linke – Creative Director
Juliane Sonöndube – Art Director

SHIAN INC.

Tokyo, JAPAN

Hideharu Furuya – Designer
Reiri Ochiai – Designer
Ikko Tsukahara – Designer

STUDIO 210, LLC

Norwalk, CT

Richard Colin – Account Director
Jenn Tiganella – Designer
Karen Krieger – CCO

SÜDEN AD AGENCY

Stuttgart, GERMANY

Sven Ruhs – Creative Director

TOPPAN VITE LIMITED

Kowloon, HONG KONG

Wilson Kwan – Senior Creative Director
Derek Ma – Art Director
Peter Yeo – Assistant General Manager

YELLOW CREATIVE

Hong Kong, HONG KONG

Wong Chun Hong – Creative Executive
Director
Rebecca So – Managing Partner

Best of Show

CLEAR MEDIA LIMITED

*“Our Creation For The Road Ahead” –
Annual Report 2015*

NOMINATOR

Kiki Wu

Sales Manager

REF FINANCIAL PRESS LIMITED

3/F, Nexxus Bldg.

77 Des Voeux Road

Central

HONG KONG

kiki.wu@ref.com.hk

www.ref.com.hk

CLIENT

Jeffrey Yup

Director of IR, Comm. Secretary

CLEAR MEDIA LIMITED

1202 The Lee Gardens

33 Hysan Avenue, Causeway Bay

HONG KONG

jeffrey.yip@clear-media.net

www.clear-media.net

Best of Annual Reports – *Cover Design*

CLEAR MEDIA LIMITED *“Our Creation For The Road Ahead” – Annual Report 2015*

NOMINATOR

Kiki Wu
Sales Manager
REF FINANCIAL PRESS LIMITED
3/F, Nexxus Bldg.
77 Des Voeux Road
Central
HONG KONG
kiki.wu@ref.com.hk
www.ref.com.hk

CLIENT

Jeffrey Yip
Director of IR, Comm. Secretary
CLEAR MEDIA LIMITED
1202 The Lee Gardens
33 Hysan Avenue, Causeway Bay
HONG KONG
jeffrey.yip@clear-media.net
www.clear-media.net

Best of Annual Reports – *Traditional*

SAMSUNG FIRE & MARINE INSURANCE *Annual Report 2015*

NOMINATOR

Koh En-Hee
Creative Director
AHN GRAPHICS
24, Yanghwa-ro 8-gil, Mapo-gu
Seoul, 04044
SOUTH KOREA
jangdg@ag.co.kr
www.ag.co.kr

CLIENT

Keii Kyung A. Choi
Lead Professional, Brand Strategy Dept.
SAMSUNG FIRE & MARINE INSURANCE
14, Seochodaero-ro 74-gil, Seocho-gu
Seoul, 06620
SOUTH KOREA
siryusng.yang@samsung.com
www.samsungfire.com

Best of Annual Reports – *Non-Traditional*

CLEAR MEDIA LIMITED *“Our Creation For The Road Ahead” – Annual Report 2015*

NOMINATOR

Kiki Wu
Sales Manager
REF FINANCIAL PRESS LIMITED
3/F, Nexxus Bldg.
77 Des Voeux Road
Central
HONG KONG
kiki.wu@ref.com.hk
www.ref.com.hk

CLIENT

Jeffrey Yip
Director of IR, Comm. Secretary
CLEAR MEDIA LIMITED
1202 The Lee Gardens
33 Hysan Avenue, Causeway Bay
HONG KONG
jeffrey.yip@clear-media.net
www.clear-media.net

Best of Annual Reports – *Online*

KÖLNER FREIWILLIGEN AGENTUR E.V. *KFA Report 2015*

NOMINATOR

Angelina Dongauser
Project Manager
MUEHLHAUSMOERS CORPORATE COMMUNICATIONS GMBH
Invalidenstrasse 112
10115 Berlin
GERMANY
a.dongauser@muehlhausmoers.com
www.muehlhausmoers.com

CLIENT

KÖLNER FREIWILLIGEN AGENTUR E.V.
Clemenstrasse 7
50676 Köln
GERMANY
info@koeln-freiwillig.de
www.koeln-freiwillig.de

Best of Annual Reports – *Specialized*

ALLIANZ DEUTSCHLAND AG *Allianz Customer Report 2015: "Result for the Customer"*

NOMINATOR

Sarah-Nina Leopold
Award Manager
C3 CREATIVE CODE AND CONTENT GMBH
Heiligegeistkirchplatz 1
10178 Berlin
GERMANY
awards@c3.co
www.c3.co

CLIENT

Alexandra Nennstiel
Marktmanagement
ALLIANZ DEUTSCHLAND AG
Königinstraße 28
80802 Munich
GERMANY
alexandra.nennstiel@allianz.de
www.allianz.de

Best of Books

SRH HOLDING (SdbR)
Excellence. In 1966. And today.

NOMINATOR

Mona Karl
Marketing & PR
HOFFMANN UND CAMPE X
Harvestehuder Weg 42
20149 Hamburg
GERMANY
x@hoca.de
www.hoca-x.de

CLIENT

Nils Birschmann
Direktor – Kommunikation
SRH HOLDING (SDBR)
Bonhoefferstr. 1
69123 Heidelberg
GERMANY
nils.birschmann@srh.de
www.srh.de

Best of Brochures

AMOREPACIFIC GROUP *AMOREPACIFIC GROUP Brochure*

NOMINATOR

Hoon Bae Kim
Creative Director
ICGROUP
3F, 17, Seongji 5-gil, Mapo-gu
Seoul, 04083
SOUTH KOREA
hoonbae.kim@gmail.com
www.icgroup.co.kr

CLIENT

Jiyoung Bang
AMOREPACIFIC GROUP
Signature Towers,
100 Cheonggyecheon-ro, Jung-gu
Seoul, 04542
SOUTH KOREA
jybang@amorepacific.com
www.amorepacific.com

Best of Calendars

PARADISE GROUP

"Every Moment is Paradise" Calendar Kit 2017

NOMINATOR

Marki C.
Creative Director
KILLING MARIO CO., LTD.
2F, 35, Nonhyeon-ro 142-gil, Gangnam-gu
Seoul, 06051
SOUTH KOREA
marki@killingmario.com
www.killingmario.com

CLIENT

Phillip Chun
PARADISE GROUP
268, Dongho-ro, Jung-gu,
Seoul, 04617
SOUTH KOREA
bwsuh@paradian.com
www.paradisegroup.co.kr

Best of Campaigns

SEVENONE ADFACTORY *Samsung S7 Live Challenge*

NOMINATOR

Tobias Borris
Creative Ideation Manager
SEVENONE ADFACTORY
Medienallee 4
85774 Unterföhring, Bavaria
GERMANY
tobias.borris@prosiebensat1.com
<https://www.sevenone-adfactory.de>

Best of Cover Design

REDAKTION DER BUNDESWEHR

Y - Das Magazin der Bundeswehr (special issue)

NOMINATOR

Sarah-Nina Leopold
Award Manager
C3 CREATIVE CODE AND CONTENT GMBH
Heiligegeistkirchplatz 1
10178 Berlin
GERMANY
awards@c3.co
www.c3.co

CLIENT

Jan Marberg
Leitender Redakteur
REDAKTION DER BUNDESWEHR
Reinhardstr. 52
10117 Berlin
GERMANY

Best of Custom Publications

V & B FLIESEN GMBH *nuances*

NOMINATOR

Jana Wöhler
Publishing Manager
TERRITORY CONTENT TO RESULTS GMBH
Bei den Mühren 1
20457 Hamburg
GERMANY
woehler.jana@territory.de
www.territory.de

CLIENT

Sarah Ostheimer
Head of Marketing Communications – Villeroy & Boch Fliesen
V & B FLIESEN GMBH
Rotensteiner Weg
66663 Merzig
GERMANY
sarah.ostheimer@vb-fliesen.com
www.villeroy-boch.com

DESIGNER

Diana Müller
Designer (Freelance)
Grichstr. 18
13347 Berlin
GERMANY
mail@dianamueller.com

ART DIRECTOR

Juergen Kaffer
TERRITORY CONTENT TO RESULTS GMBH
Bei den Mühren 1
20457 Hamburg
GERMANY
kaffer.juergen@territory.de
www.territory.de

EDITOR

Lenz Koppelstaetter
Chief Editor (Freelance)
St. Valentinweg 7
Tramin an der weinstraße
39040 Südtirol
ITALY
lenzkoppelstaettler@yahoo.de

Best of Employee Publications

BAYER BUSINESS SERVICES GMBH

Bayer now

NOMINATOR

Anke Peterson

Publishing Manager

TERRITORY CONTENT TO RESULTS GMBH

Bei den Mühren 1

20457 Hamburg

GERMANY

peterson.anke@territory.de

www.territory.de

CLIENT

BAYER BUSINESS SERVICES GMBH

GERMANY

Best of Graphic Design

THE POKÉMON COMPANY INTERNATIONAL *Pokémon 20th Anniversary GameStop 2016*

NOMINATOR

Freddie Georges
CEO
FREDDIE GEORGES PRODUCTION GROUP
15362 Graham Street
Huntington Beach, CA 92649
USA
FreddieG@fgpg.com
www.fgpg.com

CLIENT

Steven Hosey
Retail Marketing Manager
THE POKÉMON COMPANY INTERNATIONAL
601 108th Avenue NE
Bellevue, WA 98004
USA
s.hosey@pokemon.com
www.pokemon.com

Best of Magazines

DFL DEUTSCHE FUßBALL LIGA GMBH

The Magazine Bundesliga - International Issue

NOMINATOR

Stephan Schneider

Publishing Manager

TERRITORY CONTENT TO RESULTS GMBH

Bei den Mühren 1

20457 Hamburg

GERMANY

schneider.stephan@territory.de

www.territory.de

CLIENT

DFL DEUTSCHE FUßBALL LIGA GMBH

GERMANY

Best of Non-Profit Organizations

HONG KONG TOURISM BOARD /
PUBLICITAS CONTENT LTD
DISCOVER HONG KONG - A Traveller's Guide

NOMINATOR

Andy Tan
Creative Director
CCPLUS MEDIA LIMITED
Rm 01, 17/F, 108 Java Road, Commercial Centre
North Point
HONG KONG
andy@ccplusmedia.com
www.ccplusmedia.com

CLIENTS

HONG KONG TOURISM BOARD
HONG KONG
www.discoverhongkong.com

Rita Tseng
Sales Director
PUBLICITAS CONTENT LTD
1 Fusionop Walk, 1F 11-01 Solaris South Tower
Singapore 138628
SINGAPORE
rita.tseng@publicitas.com
www.publicitas content.com

ART DIRECTOR/DESIGNER/PHOTOGRAPHER

Ho Yi Ting Miranda
CCPLUS MEDIA LIMITED
Rm 01, 17/F, 108 Java Road, Commercial Centre
North Point
HONG KONG
miranda@ccplusmedia.com
www.ccplusmedia.com

Best of Promotion

LUFTHANSA CARGO AG

*myAirCargo - Oversized X-Mas One day. Ten bears.
150,000 passengers...*

NOMINATOR

Nele Paulsen
Account Manager
WUNDERMAN DEUTSCHLAND GMBH
Kleyerstr. 19
60326 Frankfurt am Main
GERMANY
nele.paulsen@wunderman.com
www.wunderman.de

CLIENT

Christina Franz
Senior Manager – Marketing Communication
LUFTHANSA CARGO AG
FRA F/CI Flughafenbereich West
Tor 25 Geb. 451, Raum 3.420
60546 Frankfurt am Main
GERMANY
christina.franz@dlh.de
www.myaircargo.com

ACCOUNT DIRECTOR

Stefan Prilipp
WUNDERMAN DEUTSCHLAND GMBH
Kleyerstr. 19
60326 Frankfurt am Main
GERMANY
www.wunderman.de

ART DIRECTOR

Anna-Marina Pirsch
WUNDERMAN DEUTSCHLAND GMBH
Kleyerstr. 19
60326 Frankfurt am Main
GERMANY
www.wunderman.de

COPYWRITER

Miriam Grottke
WUNDERMAN DEUTSCHLAND GMBH
Kleyerstr. 19
60326 Frankfurt am Main
GERMANY
www.wunderman.de

Best of Promotion *(continued)*

EXECUTIVE CREATIVE DIRECTOR

Erik Backes
WUNDERMAN DEUTSCHLAND GMBH
Kleyerstr. 19
60326 Frankfurt am Main
GERMANY
www.wunderman.de

MEDIA DESIGN

Dirk Kaczmarek
WUNDERMAN DEUTSCHLAND GMBH
Kleyerstr. 19
60326 Frankfurt am Main
GERMANY
www.wunderman.de

PRODUCER

Vallerie Baumann
WUNDERMAN DEUTSCHLAND GMBH
Kleyerstr. 19
60326 Frankfurt am Main
GERMANY
www.wunderman.de

Best of Special Projects

2K

2K at E3 2016

NOMINATOR

Freddie Georges

CEO

FREDDIE GEORGES PRODUCTION GROUP

15362 Graham Street

Huntington Beach, CA 92649

USA

freddieg@fgpg.com

www.fgpg.com

CLIENT

Sarah Anderson

Senior VP – Marketing

2K

10 Hamilton Landing

Novato, CA 94949

USA

sarah.anderson@2K.com

www.2K.com

Best of Video

BMW GROUP AG

Ocean Pools - Touring Australia's West Coast in a BMW i3

NOMINATOR

Mona Karl
Marketing & PR
HOFFMANN UND CAMPE X
Harvestehuder Weg 42
20149 Hamburg
GERMANY
x@hoca.de
www.hoca-x.de

CLIENT

Sabine Stautner
Teamleitung BMW Magazin
BMW GROUP AG
Georg-Brauchle-Ring 50
80992 Munich
GERMANY
sabine.stautner@bmw.com
www.bmw.com

Best of Websites

PUMA SE

CATch up - PUMA's employee magazine

NOMINATOR

Julia Krokowski
VOGEL CORPORATE MEDIA GMBH
Leipziger Straße 126
10117 Berlin
GERMANY
content@vogel-corporatemedias.de
www.vogel-corporatemedias.de

CLIENT

PUMA SE
Puma Way
91074 Herzogenaurach, Bavaria
GERMANY
<http://de.puma.com>