



2017
galaxy
awards

ORCHID ANNIVERSARY

ADVERTISING • BROCHURES • COPYWRITING • DESIGN • ANNUAL REPORTS • MOBILE MEDIA
PROMOTION • PUBLIC RELATIONS • SPECIAL EVENTS • VIDEOS • WEBSITES

Deadline Extended: August 17, 2017
~~ENTRY DEADLINE: JULY 11, 2017~~

WELCOME!



CALENDAR

JULY

~~11~~
Deadline for
Entries

OCTOBER

19
Winners
Notified

NOVEMBER

9
Grand Winners
Announced

JUDGES

Extended Deadline: August 17

The International Academy of Communications Arts and Sciences (IACAS) was founded by MerComm to set high standards for various communication specialties and to give professionals in the fields higher status by establishing the definition of excellence.

Members of the judging faculty will evaluate the entries based on the standards of international excellence through the measures of creativity and craft, enabling the worldwide exchange of ideas and information.

- | | | |
|---|---|--|
| 33 Visual - MEXICO | Eisbrenner Public Relations - USA | Next Media Limited - HONG KONG |
| A. Plus Financial Press Limited - HONG KONG | Elefant Design - USA | OMV Aktiengesellschaft - AUSTRIA |
| Addison - USA | Engage Media Pte. Ltd - HONG KONG | Paragraphs - USA |
| AIR Health - USA | Equity Financial Press Ltd. - HONG KONG | Parcel Design - CANADA |
| Allan Hunter Shoemake Photography Inc. - USA | Ergo Advertising - AUSTRALIA | PETRANIX Corporate and Financial Communication - SWITZERLAND |
| AND Partners - USA | ERM - USA | Phoenix Communications Ltd. - HONG KONG |
| Aspen Insurance - USA | Faculty of Communications + Design, Ryerson University - CANADA | PRATT Institute - USA |
| Atrevia - PORTUGAL | FGI Design - USA | PRH Hamburg Kommunikation GmbH - GERMANY |
| Atrevia - SPAIN | Finar Kurumsal - TURKEY | PT Garuda Indonesia (Persero) Tbk - INDONESIA |
| Avila Creative, Inc. - USA | First Rabbit GmbH - GERMANY | Publik. Agentur Für Kommunikation GmbH - GERMANY |
| Bank of China - HONG KONG | Fung Retailing Group - HONG KONG | q30 design, Inc. - CANADA |
| Baoviet Holdings - VIETNAM | Gene Pool Project - AUSTRALIA | Rat Für Ruhm und Ehre GmbH - GERMANY |
| Beau Gardner Associates Inc. - USA | GENNEX Financial Media Limited - HONG KONG | REF Financial Press Ltd. - HONG KONG |
| Berenberg - GERMANY | Global Point NY - USA | ringwei - GERMANY |
| BrandBook LLC - USA | Greater Toronto Airports Authority - CANADA | RTL Group - LUXEMBOURG |
| Bring, LLC - USA | Graffiti- TURKEY | S/O Project - KOREA |
| Bryan Mills - CANADA | h2h Consulting - USA | Sampath Bank PLC - SRI LANKA |
| Burgess Strategic Marketing Services - USA | HeterMedia - HONG KONG | Sedgwick Richardson - HONG KONG |
| Canada's National Arts Centre - CANADA | HGB Hamburger Geschäftsberichte GmbH & Co. KG - GERMANY | Sedgwick Richardson - SINGAPORE |
| Central China Real Estate Limited - HONG KONG | Hong Kong Productivity Council - HONG KONG | SEQUEL - USA |
| CHC Enterprises - USA | i.LINK Group Limited - HONG KONG | Shian Inc. - JAPAN |
| China Communications Services Corporation Limited - HONG KONG | Ideas on Purpose - USA | Signi Design - MEXICO |
| China Telecom Corporation Ltd. - HONG KONG | Inbrax - CHILE | SinoMedia Holding Limited - CHINA |
| China Unicom - HONG KONG | Inc Design - USA | Smart Media - SRI LANKA |
| Citizens Development Business Finance PLC - SRI LANKA | Insight Creative - NEW ZEALAND | S/O Project - KOREA |
| City of Troy, Michigan - USA | iONE Financial Press - HONG KONG | Stan Gellman Graphic Design Inc. - USA |
| C.J. Graphics - CANADA | ista International GmbH - GERMANY | Studio 210, LLC - USA |
| CLP Holdings Ltd. - HONG KONG | Joh. Berenberg, Gossler - GERMANY | siden ad agency - GERMANY |
| Comfortdelgro Corporation Ltd. - SINGAPORE | John Madere Photography - USA | Sydivest - DENMARK |
| Craib Design + Communications - CANADA | Jolly Good Films - NEW ZEALAND | Tayburn - TURKEY |
| Cre8 (Greater China) Limited - HONG KONG | KD1 Designagentur - GERMANY | TERRITORY Content to Results - GERMANY |
| Curran & Connors, Inc. - USA | Keogh - USA | The Charles NYC - USA |
| Daiwa House Industry Co., Ltd. - JAPAN | Kerry Properties - HONG KONG | The King's College - USA |
| Daniel Kennedy Communications Services - USA | Klick Communications - USA | The Reis Group Public Relations - USA |
| Decker Design - USA | KorteMaerzWolff Kommunikation - GERMANY | Thomson Reuters - USA |
| Devon Title - USA | Kunsthistorisches Museum Wien - AUSTRIA | Time Inc. @ The Foundry - USA |
| Digmshift Group - USA | loved GmbH - GERMANY | Toppan Vite Limited - HONG KONG |
| DNA Communications Group - AUSTRALIA | Luke Communications Group - USA | Troy Chamber of Commerce - USA |
| Donnelley Financial Solutions - HONG KONG | M&M Consultancy - HONG KONG | Twice Graphics - HONG KONG |
| EDICO Financial Press Services Ltd. - HONG KONG | Maison de l'Orientation - LUXEMBOURG | United Therapeutics - USA |
| | Media Genesis - USA | Wachovia Securities - USA |
| | Mensalia GmbH - AUSTRIA | Workplace Safety & Prevention Services - CANADA |
| | MerchantCantos - UNITED KINGDOM | WPP HMA BLAZE - AUSTRALIA |
| | MetaFusion Pte Ltd - SINGAPORE | Xanadu Communications - USA |
| | Milenio 3 - MEXICO | X_Design - MEXICO |
| | Miramar Group - HONG KONG | Yellow Creative (HK) Limited - HONG KONG |
| | MM Partners - KOREA | |

ORCHID ANNIVERSARY

Tradition holds that companies celebrate annual anniversaries up to the 25th year – the Silver Jubilee – then not again until the thirtieth year. The exception is the 28th year, which is commemorated with the orchid. Most highly prized of flowers, the orchid represents beauty and grace, power and prosperity.

They are cosmopolitan – found growing naturally around the world on six continents, as far north as the Arctic Circle to the south of Patagonia. They are the most diverse of flowering plants with 28,000 catalogued species.

Like the orchid, the creative spirit of marketing professionals blossoms anew with each endeavor. It has the ability to flourish anywhere and the tenacity to flower under any condition.

We celebrate your achievements – and hope to honor your work in this 28th anniversary competition. May ten thousand orchids bloom for your success!

Reni L. Witt
President + Founder
GALAXY Awards

LAST CALL! August 17

DEADLINE: ~~July 11, 2017~~

For the MISSION STATEMENT and complete list of all 70+ countries that compete, visit mercommawards.com

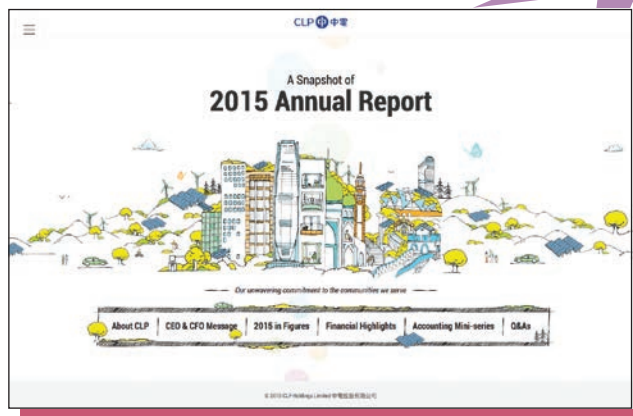
FSC Logo/
Info here

CONGRATULATIONS!

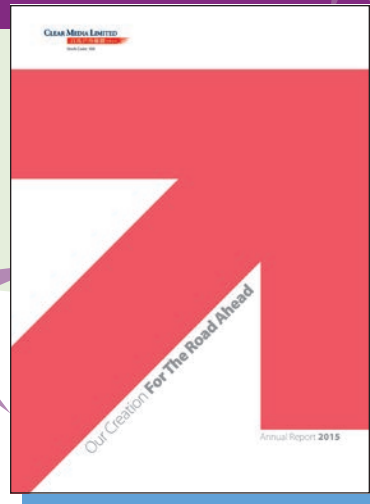
2016 grand award WINNERS



BEST OF ANNUAL REPORTS – Print
CLP Holdings Limited
2015 Annual Report
 (HONG KONG)



BEST OF WEBSITES
CLP Holdings Limited
A Snapshot of 2015 Annual Report
 (HONG KONG)

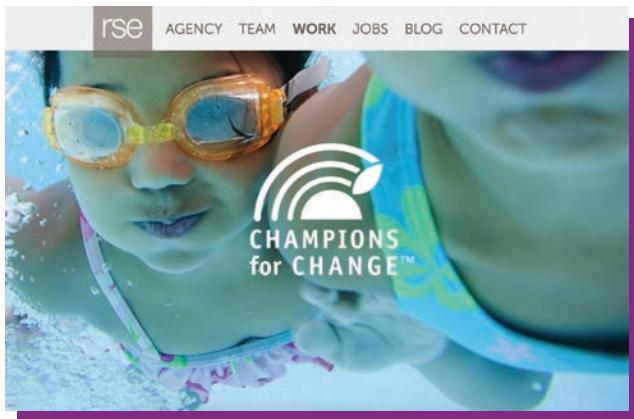


BEST OF DESIGN – Bound Publications
REF Financial Press Limited
CLEAR MEDIA LIMITED
Annual Report 2015
 (HONG KONG)



BEST OF COPYWRITING
C3 Creative Code and Content GmbH
TOURISMUSORGANISATION
ENGADIN ST. MORITZ
St. Moritz Magazine
 (SWITZERLAND)

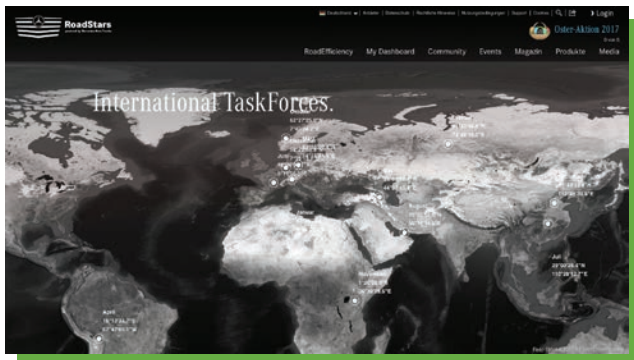
BEST OF SHOW



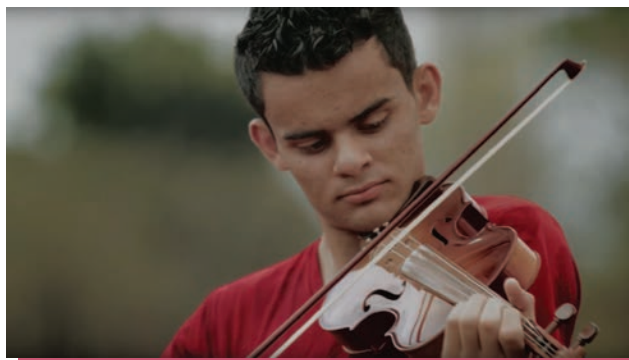
BEST OF ADVERTISING
Runyon Saltzman
CDPH - NEOPB
Champions for Change - Be Better
 (USA)



BEST OF PUBLIC RELATIONS
VOK DAMS Events & Live Marketing and
ABC Event Production GmbH & Co. KG
BMW GROUP
BMW Group - THE NEXT 100 YEARS
 (GERMANY)



BEST OF DESIGN – Various
PRH Hamburg Kommunikation GmbH
DAIMLER AG
"International TaskForces" Calendar 2016
 (GERMANY)



BEST OF VIDEO
Ketchum Pleon GmbH
ZF FRIEDRICHSHAFEN AG
A Journey to Create "One Global ZF"
 (GERMANY)



BEST OF ANNUAL REPORTS – Online
Hang Seng Bank
Corporate Sustainability Report 2015
 (HONG KONG)



BEST OF SPECIAL EVENTS
STAGG & FRIENDS GmbH
AUDI AG
MATRIX Pop Up Club
 (GERMANY)



BEST OF PROMOTION
Studio 210, LLC
MASTERCARD
2016 Open Championship/MasterCard
 (USA)



BEST OF BROCHURES
Intonation
KIA MOTORS
No Surprise, Know Surprise
 (SOUTH KOREA)



BEST OF MOBILE MEDIA
Jung von Matt AG
DEUTSCHER FUßBALL-BUND E.V.
DFB Ehrenrunde
 (GERMANY)

ENTRY INFO

WHO

Any professional involved in marketing communications is encouraged to enter. The GALAXY Awards afford all creatives an exceptional opportunity for global recognition.

WHAT

The following must be included with your entry:

- Completed Entry Form
- 3 Copies* of Entry Submitted
- Entry Fee

* Online entries need submit only the URL. Only one copy of large or bulky entries need be submitted. Very large entries should be entered in photographic form by attachment, link, CD/DVD or USB drive.

IMPORTANT: Send originals if at all possible. Judges cannot always evaluate your work properly in PDF or poor quality copies. An original printed piece certainly has a better impact on the judges!

WHEN **Extended Deadline: August 17**

The deadline for entries is ~~July 11, 2017~~. Entries must be postmarked (sent) by this date.

WHERE

Send the Entry Form, Entry Fee and Entry Materials to:

MerComm/GLX
500 Executive Blvd., Ste. 200
Ossining, NY 10562 USA

WIN!

AWARD CERTIFICATES

Should your entry win an award, your certificate will be personalized in the following format:

Nominating Company
CLIENT COMPANY
Title of Entry

If you would prefer any variation of the official format, kindly let us know, in writing, on this Entry Form.

CATEGORIES & CLASSIFICATIONS

A. ADVERTISING

- A01 Online Banner Ad
- A02 Multi-Media Campaign
- A03 Print Campaign – USA
- A04 Print Campaign – Other Countries
- A05 Print – Single Ad
- A06 PSA-Print – Single Ad
- A07 PSA-Television – Single Spot
- A08 TV Ad – Campaign
- A09 TV Ad – Single
- A10 Other/Misc.

B. BROCHURES

- B01 Anniversary
- B02 Company Profile
- B03 Corporate Magazine
- B04 Hardcover Book
- B05 Non-Profit Org.
- B06 Special Purpose
- B07 Sports
- B08 Other/Misc.

C. COPYWRITING

- C01 Anniversary Commemoration
- Annual Reports**
- C02 Asia/Pacific
- C03 Europe
- C04 The Americas
- C05 Chairman's Letter
- C06 Feature Article
- Magazines**
- C07 Aircraft/Airlines
- C08 Customer Magazine
- C09 Executive
- C10 Lifestyle
- C11 Special Audience
- C12 Trucking/Transportation

- C13 QR Code/App
- C14 Other/Misc.

D. DESIGN – Bound Publications

Annual Reports – Non-Traditional

- D01 Asia/Pacific
- D02 Europe
- D03 The Americas

Annual Reports – Traditional

- D04 Asia/Pacific
- D05 Europe
- D06 Hong Kong
- D07 Mainland China (PRC)
- D08 The Americas
- D09 Other Countries

Corporate Publications

- D10 Auto/Car Enthusiast
- D11 B2B Customer Magazine
- D12 Beauty/Hair
- D13 Company/Employee
- D14 Customer Magazine
- D15 Lifestyle
- D16 Newspaper/Tabloid

Covers – Annual Reports

- D17 Artistic/Illustrations
- D18 Graphics/Text
- D19 People/Portraits
- D20 Places/Products
- D21 Special Treatment (Die Cut, Fold-out, etc.)
- D22 Unique Presentation (Hard Cover, Boxed Sets, Multi-parts, etc.)

Magazines – General Audience

- D23 Asia/Pacific
- D24 Europe
- D25 The Americas
- D26 Travel/Tourism
- D27 Other/Misc.

E. DESIGN – VARIOUS

- E01 Anniversary Kit
- E02 Brand/Product Portfolio
- E03 Calendar
- E04 CD/DVD Cover
- E05 Corporate Brochure/Flyer/Mailer
- E06 Covers – Magazines
- E07 Employee Magazine
- E08 Logos
- E09 Newsletter
- E10 Photography
- E11 Promotional Poster
- E12 Retail Catalogue
- E13 Set Design/Architecture
- E14 Shareholder Relations
- E15 Technology Related
- E16 Trade Show Booth Display
- E17 Other/Misc.

F. ANNUAL REPORTS – Print

- F01 Agriculture/Agri-Business
- F02 Airport Management
- F03 Automobile Manufacturer
- F04 Automobile Supplier

Banks

- F05 Asia/Pacific
- F06 Europe
- F07 The Americas

- F08 Beer Manufacturing, Sales & Distribution
- F09 Biotechnology
- F10 Broadband Network
- F11 Chemicals
- F12 Conglomerate
- F13 Connection Technology
- F14 Consumer Durables
- F15 Corporate Responsibility AR
- F16 Crime Prevention
- F17 Digital Information
- F18 Diverse Business
- F19 Electronic Manufacturing
- F20 Energy
- F21 Financial Services
- F22 Flavor & Nutrition
- F23 Food/Packaged Goods

- F24 Global Crisis Report
- F25 Governmental
- F26 Green Industry
- F27 Healthcare
- F28 Hotel & Property
- F29 Industrial Manufacturing
- F30 Infrastructure
- F31 Insurance
- F32 Investment Holding Co.
- F33 IT Service Provider
- F34 Lubricants
- F35 Media Company
- F36 Multi-Industry
- F37 Network Services
- F38 Non-Profit Org.
- F39 Pharmaceuticals
- F40 Ports Management
- F41 Property Development
- F42 Pumps/Armatures
- F43 Real Estate Dev. Svcs.
- F44 Real Estate Holding Co.
- F45 Real Estate Investment
- F46 Reinsurance
- F47 REIT
- F48 Residential Properties
- F49 Retail – Cosmetics
- F50 Retail – Department Store
- F51 Retail – Other & General
- F52 Retail/Shopping Malls
- F53 Sample & Assay Technology
- F54 Shipping Service
- F55 Specialty Chemicals & Medicine
- F56 Sporting Goods
- F57 Sustainability Report
- F58 Systems Analysis & Engineering
- F59 Telecommunications
- F60 Transportation
- F61 Tourism
- F62 Utility
- F63 Other/Misc.

- G. ANNUAL REPORTS – Online**
- G01 Interactive
- G02 PDF
- G03 Sustainability Report
- G04 Other/Misc.
- H. MOBILE MEDIA**
- H01 Annual Report
- H02 Customer Magazine
- H03 e-Magazine
- H04 Facebook Page
- H05 iPad App
- H06 Mobile App
- H07 Mobile Website
- H08 Social Media
- H09 YouTube
- H10 Other/Misc.
- I. PROMOTION**
- I01 Brand Identity
- I02 Calendar

- I03 Christmas/Holiday
- I04 New Product Introduction
- I05 Special Project
- I06 Sponsorship
- I07 Sports Tie-In
- I08 Tourism
- I09 Other/Misc.

J. PUBLIC RELATIONS

- J01 Awareness Campaign
- J02 Corp. Social Responsibility
- J03 Event Marketing
- J04 Exhibition Presentation
- J05 Product Launch
- J06 Special Events – Employees
- J07 Special Purpose Project
- J08 Sustainability Project
- J09 Other/Misc.

K. SPECIAL EVENTS

- K01 Anniversary Show/Production
- K02 Automotive Related
- K03 Award Ceremony
- K04 Building/Construction
- K05 Community Involvement
- K06 Concert
- K07 Corporate
- K08 Dealer's Convention
- K09 Grand Opening
- K10 Music/Soundtrack
- K11 Pop-Up Event
- K12 Product Awareness
- K13 Product Launch
- K14 Publicity
- K15 Sales Training
- K16 Sports
- K17 Other/Misc.

L. VIDEOS – DVDs, URLs & USBs

- L01 Animation
- L02 Automobile/Enthusiast
- L03 Corporate Identity
- L04 Corporate Social Responsibility
- L05 DIY Home Improvements
- L06 Employee Presentation
- L07 Solar Energy
- L08 Stakeholder Communications
- L09 Video Campaign
- L10 Other/Misc.

M. WEBSITES

- M01 Business-to-Business
- M02 Corporate Web Sites
- M03 Employee Communications
- M04 Investor Relations
- M05 Non-Profit Org.
- M06 Multi-platform Digital Content
- M07 Online Magazine
- M08 Power/Electricity
- M09 Telecommunications
- M10 Travel/Tourism
- M11 Other/Misc.

ENTRY FORM

2017 galaxy awards

NOMINATOR INFORMATION

NAME (MR. / MS.): _____

TITLE / JOB DESCRIPTION: _____

AGENCY / COMPANY: _____

ADDRESS: _____

CITY: _____
PROV./STATE _____ POSTAL CODE _____

COUNTRY: _____

PHONE: _____ FAX: _____

EMAIL: _____

WEBSITE: _____

CLIENT INFORMATION

NAME (MR. / MS.): _____

TITLE / JOB DESCRIPTION: _____

CLIENT COMPANY: _____

ADDRESS: _____

CITY: _____
PROV./STATE _____ POSTAL CODE _____

COUNTRY: _____

PHONE: _____ FAX: _____

EMAIL: _____

WEBSITE: _____

ENTRY INFORMATION

TITLE OF ENTRY: _____

CATEGORY CODE (EX. "G-01") _____

CLASSIFICATION (PLEASE WRITE OUT) _____

"OTHER / MISC." (DESCRIPTION) _____

FORMAT: App DVD / USB Mixed Media
 Print Only Web

URL: _____

BRIEFLY DESCRIBE GOALS AND RESULTS: (May be typed on separate sheet)

PAYMENT INFORMATION - Fill out this section once for all entries.

Total Number of Entries: _____

@ \$275 per Entry = \$ _____

5-9 Entries, 5% Discount - \$ _____

10+ Entries, 10% Discount - \$ _____

Total Fees Paid (U.S. Dollars) \$ _____

Check enclosed (Drawn on U.S. Banks Only) payable to:
MerComm / GLX

Bank-to-Bank Transfer (Contact our office for details)

American Express

□□□□-□□□□□□-□□□□□□

Exp. □□-□□

MasterCard/Visa

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Exp. □□-□□

CARD HOLDER'S NAME: _____

SIGNATURE: _____

IMPORTANT: Attach one completed Entry Form to each entry.
Send THREE (3) copies for each printed entry!

SHIPPING INSTRUCTIONS: Send entry materials along with entry forms and fees. To hasten your package through customs, please affix or mark in bold lettering outside the package - "Contest Material, No Commercial Value."

MAIL ENTRIES TO:

MerComm/GLX
500 Executive Boulevard, Ste. 200
Ossining-on-Hudson, NY 10562 USA

For More Information:

P 1-914-923-9400

F 1-914-923-9484

E info@mercommawards.com

Log No. #

For Office Use Only

LAST CALL! August 17

~~JULY 11, 2017~~

DEADLINE