

The background is a dark purple space-themed graphic. It features a large, curved, dark blue band that sweeps across the lower half of the image. Scattered throughout are various celestial elements: several bright, multi-pointed yellow stars, numerous small white circles of varying sizes, and a few larger dark blue circles. The text '2018 galaxy AWARDS' is positioned in the upper left quadrant. '2018' is in white, 'galaxy' is in a large, bold, yellow font, and 'AWARDS' is in white, all in a sans-serif typeface.

2018  
galaxy  
AWARDS

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

Deadline Extended: August 8, 2018  
~~ENTRY DEADLINE: JULY 12, 2018~~

# WELCOME!

# 2018 galaxy AWARDS

## GO FOR IT

Success takes guts, the fortitude to face challenges, to imagine boldly and to forge ahead. Winners are daring and determined. They take risks. They go for it.

The GALAXY Awards is the premiere showcase for your creativity and hard work that makes you part of the best in the marketing industry. Nothing says success more powerfully than a constellation of award-winning projects. Go for it. Let your work shine!

We look forward to the honor of welcoming you as a winner. Wishing you radiant success!



Reni L. Witt  
President and Founder

LAST CALL! August 8

DEADLINE: ~~July 12, 2018~~

For the MISSION STATEMENT and complete list of all 70+ countries that compete, visit [mercommawards.com](http://mercommawards.com)

# CALENDAR

JULY

~~12~~

Deadline for Entries

OCTOBER

18

Winners Notified

NOVEMBER

8

Grand Winners Announced

Extended Deadline: August 8

## JUDGES

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.

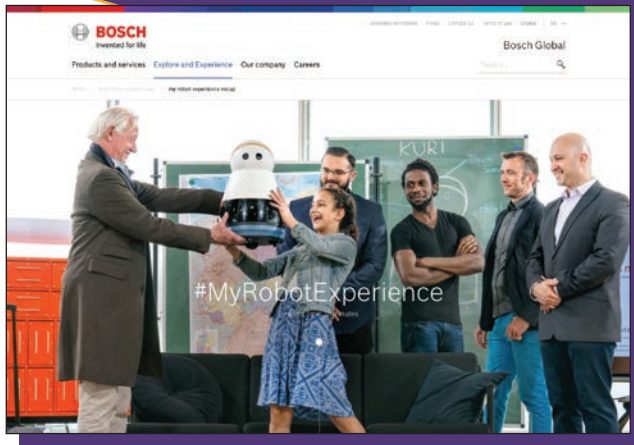
Members of the judging faculty will evaluate the entries based on the standards of international excellence through the measures of creativity and craft, enabling the worldwide exchange of ideas and information.

33 Visual - MEXICO	Excel Communication and Perception Management - TURKEY	Peter Freeby, Freelance Designer - USA
A. Plus Financial Press Limited - HONG KONG	Fast Retailing Co., Limited - JAPAN	PETRANIX Corporate and Financial Communication - SWITZERLAND
Addison - USA	FGI Design - USA	Phoenix Communications Ltd. - HONG KONG
AIR - USA	Finar Kurumsal - TURKEY	PRATT Institute - USA
Allan Hunter Shoemake Photography Inc. - USA	First Rabbit GmbH - GERMANY	PRH Hamburg Kommunikation GmbH - GERMANY
AND Partners - USA	G+J Corporate Editors GMBH - GERMANY	PT Garuda Indonesia (Persero) Tbk - INDONESIA
An-Najah National University - PALESTINE	GENNEX Financial Media Limited - HONG KONG	Publik. Agentur Für Kommunikation GmbH - GERMANY
Atrevia - PORTUGAL	Graffiti - TURKEY	q30 design, Inc. - CANADA
Atrevia - SPAIN	h2h Consulting - USA	REF Financial Press Ltd. - HONG KONG
Avila Creative, Inc. - USA	HeterMedia - HONG KONG	ringzwei - GERMANY
Bank of China - HONG KONG	HGB Hamburger Geschäftsberichte GmbH & Co. KG - GERMANY	RTL Group - LUXEMBOURG
Baoviet Holdings - VIETNAM	Hong Kong Productivity Council - HONG KONG	Ryerson University - CANADA
Beau Gardner Associates Inc. - USA	i.LINK Group Limited - HONG KONG	S/O Project - KOREA
Berenberg - GERMANY	Ideas on Purpose - USA	Sedgwick Richardson - HONG KONG
BrandBook LLC - USA	Inbrax - CHILE	Sedgwick Richardson - SINGAPORE
BrandsOnSpeed GmbH - GERMANY	Informa PLC - UNITED KINGDOM	Shian Inc. - JAPAN
Bryan Mills - CANADA	Insight Creative - NEW ZEALAND	Signi Design - MEXICO
Burgess Strategic Marketing Services - USA	iONE Financial Press - HONG KONG	Silicon Plus Communications PTE Limited - SINGAPORE
Central China Real Estate Limited - HONG KONG	ista International GmbH - GERMANY	SinoMedia Holding Limited - CHINA
CHC Enterprises - USA	John Madere Photography - USA	Smart Media - SRI LANKA
China Communications Services Corporation Limited - HONG KONG	Jolly Good Films - NEW ZEALAND	SS Digital Media - USA
China Telecom Corporation Ltd. - HONG KONG	KD1 Designagentur - GERMANY	Stagg & Friends GmbH - GERMANY
China Unicom - HONG KONG	Kerry Properties - HONG KONG	Stan Gellman Graphic Design Inc. - USA
Citizens Development Business Finance PLC - SRI LANKA	KorteMaerzWolff Kommunikation - GERMANY	Studio 210, LLC - USA
City of Troy, Michigan - USA	loved GmbH - GERMANY	süden ad agency - GERMANY
Craib Design + Communications - CANADA	Luke Communications Group - USA	Sydinvest - DENMARK
Cre8 (Greater China) Limited - HONG KONG	M&M Consultancy - HONG KONG	Tayburn - TURKEY
Curran & Connors, Inc. - USA	Maison de l'Oriental - LUXEMBOURG	The Charles NYC - USA
Daiwa House Industry Co., Ltd. - JAPAN	Marston Communications - CANADA	The Reis Group Public Relations - USA
Daniel Kennedy Communications Services - USA	Media Genesis - USA	Thomson Reuters - USA
Devon Title - USA	Mensalia GmbH - AUSTRIA	Toppan Vintage Limited - HONG KONG
Donnelley Financial Solutions - HONG KONG	mensemedia - GERMANY	Troy Chamber of Commerce - USA
EDICO Financial Press Services Ltd. - HONG KONG	MerchantCantos - UNITED KINGDOM	Twice Graphics - HONG KONG
Eisbrenner Public Relations - USA	MetaFusion Pte Ltd - SINGAPORE	United Therapeutics - USA
Elefant Design - USA	Milenio 3 - MEXICO	VOK Dams Events & Live Marketing - GERMANY
Engage Media Pte. Ltd - HONG KONG	Miramar Group - HONG KONG	Wachovia Securities - USA
Equity Financial Press Ltd. - HONG KONG	MM Partners - KOREA	Workplace Safety & Prevention Services - CANADA
ERM - USA	Mubadala Investment Company - UAE	X_Design - MEXICO
	Newport3 Communications - GERMANY	Xanadu Communications - USA
	Next Digital Limited - HONG KONG	Yellow Creative (HK) Limited - HONG KONG
	Nine Labs - USA	
	Nova Fusion - MALAYSIA	
	OMV Aktiengesellschaft - AUSTRIA	
	Paragraphs - USA	
	Parcel Design - CANADA	



# CONGRATULATIONS!

## 2017 grand award WINNERS



**BEST OF PUBLIC RELATIONS**  
 SapientRazorfish  
 ROBERT BOSCH GMBH  
 Bosch #myrobotexperience  
 (GERMANY)



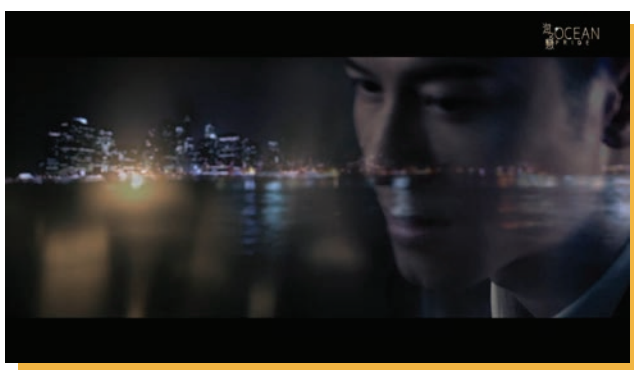
**BEST OF PROMOTION**  
 Korea Tourism Organization  
 Travel Map of Korea  
 (SOUTH KOREA)



**BEST OF ANNUAL REPORTS – Print**  
 GenNex Financial Media Limited  
 CHINA UNICOM (HONG KONG) LIMITED  
 Annual Report 2016  
 (HONG KONG)



**BEST OF DESIGN – Annual Reports**  
 REF Financial Press Limited  
 NEW WORLD DEVELOPMENT  
 COMPANY LIMITED  
 Annual Report 2016  
 - The Artisanal Movement  
 (HONG KONG)



**BEST OF ADVERTISING**  
 JWT-JV / Always Hong Kong  
 CHEUNG KONG PROPERTY HOLDINGS LIMITED  
 Ocean Pride  
 (HONG KONG)



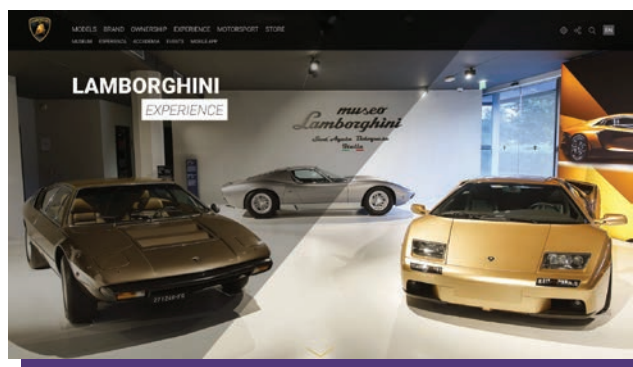
**BEST OF ANNUAL REPORTS – Online**  
 3st kommunikation GmbH  
 TUI AG  
 "Delivering" Online Report 2015/2016  
 (GERMANY)



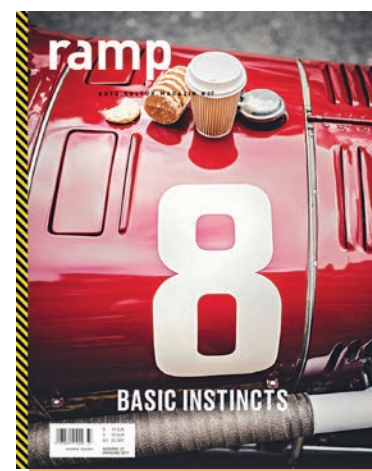
**BEST OF DESIGN – Photography**  
 Hong Kong Tourism Board  
 Art is Everywhere.  
 (HONG KONG)



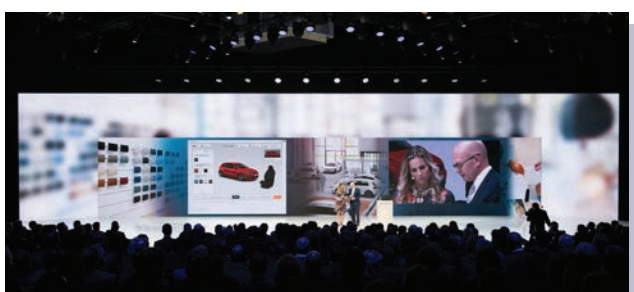
**BEST OF VIDEO**  
 loved gmbh  
 AUDI SPORT GMBH  
 Audi Sport Brandbook - Movie 24h  
 (GERMANY)



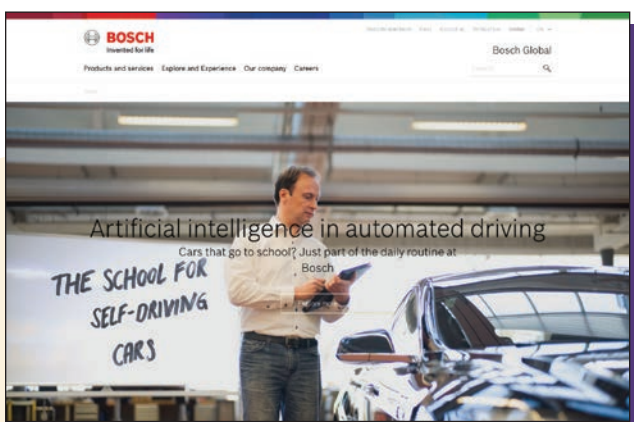
**BEST OF MOBILE MEDIA**  
 TERRITORY Content to Results GmbH  
 AUTOMOBILI LAMBORGHINI SPA  
 LAMBORGHINI MAGAZINE 20 AUGMENTED REALITY EXPERIENCE  
 (ITALY)



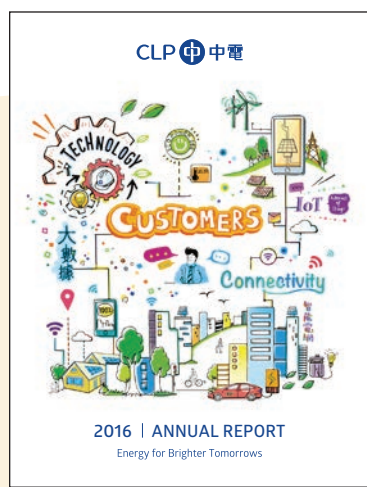
**BEST OF DESIGN – Bound Publications**  
 ramp.space GmbH & Co. KG  
 ramp #37 - "Basic Instincts"  
 (GERMANY)



**BEST OF SPECIAL EVENTS**  
 STAGG & FRIENDS GMBH  
 VOLKSWAGEN AG  
 Volkswagen Dealer Convention 2017  
 (GERMANY)

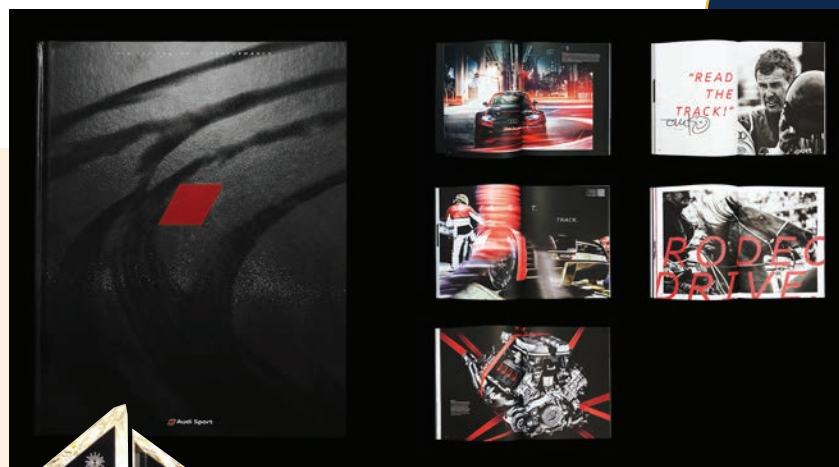


**BEST OF WEBSITES**  
 Robert Bosch GmbH  
 bosch.com  
 (GERMANY)



**BEST OF COPYWRITING**  
 CLP Holdings Limited  
 CLP 2016 Annual Report  
 (HONG KONG)

## BEST OF SHOW



**BEST OF BROCHURES**  
 loved gmbh  
 AUDI SPORT GMBH  
 Audi Sport Brandbook  
 (GERMANY)





# ENTRY INFO

# CATEGORIES & CLASSIFICATIONS

## 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 Print Entries 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 8**

The deadline for entries is ~~July 12, 2018~~. 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.

## A. ADVERTISING

- A01 Email Campaign
- A02 Online Banner Ad
- A03 Print Campaign
- A04 Print – Single Ad
- A05 PSA-Television – Single Spot
- A06 TV Ad – Campaign
- A07 TV Ad – Single
- A08 Other/Misc.

## B. BROCHURES

- B01 Company Profile
- B02 Corporate Magazine
- B03 Customer
- B04 Employees
- B05 Hardcover Book
- B06 Insurance
- B07 Marketing Collateral
- B08 Promotional
- B09 Special Purpose
- B10 Other/Misc.

## C. COPYWRITING

- C01 Anniversary Commemoration
- Annual Reports**
- C02 Asia/Pacific
- C03 Europe
- C04 The Americas
- C05 Chairman's Letter
- C06 Cross-media Communication
- C07 Feature Article
- Magazines**
- C08 Aircraft/Airlines
- C09 Customer Magazine
- C10 Executive
- C11 Lifestyle
- C12 Special Audience
- C13 Trucking/Transportation
- C14 QR Code/App
- C15 Other/Misc.

## D. DESIGN – Annual Reports

- Non-Traditional**
- D01 Asia/Pacific
- D02 Europe
- D03 The Americas
- Traditional**
- D04 Asia/Pacific
- D05 Europe
- D06 Hong Kong
- D07 Mainland China (PRC)
- D08 The Americas

## E. DESIGN – Bound Publications

- Corporate/Custom Publication**
- E01 Auto/Car Enthusiast
- E02 B2B Customer Magazine
- E03 Beauty/Hair
- E04 Company/Employee
- E05 Customer Magazine
- E06 Lifestyle
- E07 Other/Misc.
- Magazines – General Audience**
- E08 Asia/Pacific
- E09 Europe
- E10 The Americas
- E11 Travel/Tourism
- E12 Other/Misc.

## F. DESIGN – Covers

- Annual Reports**
- F01 Artistic/Illustrations
- F02 Graphics/Text
- F03 People/Portraits
- F04 Places/Products
- F05 Special Treatment (Die Cut, Fold-out, etc.)
- F06 Unique Presentation (Hard Cover, Boxed Sets, Multi-parts, etc.)
- Magazines**
- F07 Corporate/Custom Publication
- F08 General Audience
- F09 Other/Misc.

## G. DESIGN – Various

- G01 Anniversary
- G02 Award/Trophy
- G03 Brand/Product Portfolio
- G04 Calendar
- G05 Corporate Brochure/Flyer/Mailer
- G06 Employee Magazine
- G07 Iconography
- G08 Newsletter
- G09 Photography
- G10 Promotional Leaflet
- G11 Promotional Poster
- G12 QR Code
- G13 Retail Catalogue
- G14 Set Design/Architecture
- G15 Special Printing Effects
- G16 Technology Related
- G17 Trade Show Booth
- G18 Other/Misc.

## H. ANNUAL REPORTS – Print

- H01 Agriculture/Agri-Business
- H02 Automobile Manufacturer
- H03 Banks
- H04 Beer Manufacturing, Sales & Distribution
- H05 Biotechnology
- H06 Chemicals
- H07 Conglomerate
- H08 Connection Method
- H09 Consumer Durables
- H10 Corporate Responsibility AR
- H11 Digital Information
- H12 Diversified Business
- H13 Electronic Manufacturing
- H14 Energy
- H15 Financial Services
- H16 Food/Packaged Goods
- H17 Governmental
- H18 Healthcare
- H19 Hotel & Property
- H20 Industrial Manufacturing
- H21 Infrastructure
- H22 Insurance
- H23 Investment Holding Co.
- H24 IT Service Provider
- H25 Lubricants
- H26 Media Company
- H27 Mining: Ferrous & Non-Ferrous
- H28 Multi-Industry
- H29 Network Services
- H30 Non-Profit Org.
- H31 Pharmaceuticals
- H32 Property Development
- H33 Pumps/Armatures
- H34 Real Estate Dev. Svcs.
- H35 Real Estate Holding Co.
- H36 Real Estate Investment
- H37 REIT
- H38 Residential Properties
- H39 Retail – Cosmetics
- H40 Retail – Department Store
- H41 Retail – Other & General
- H42 Retail/Shopping Malls
- H43 Shipping Service
- H44 Specialty Chemicals & Medicine
- H45 Sporting Goods
- H46 Sustainability Report
- H47 Systems Analysis & Engineering
- H48 Telecommunications
- H49 Tourism
- H50 Utility
- H51 Victim Support
- H52 Other/Misc.

## I. ANNUAL REPORTS – Online

- Interactive**
- I01 Asia/Pacific
- I02 Europe
- I03 The Americas
- I04 Automobile Supplier
- I05 Chemicals & Medicine
- I06 Energy
- I07 Financial Services
- I08 PDF
- I09 Sustainability Report
- I10 Tourism
- I11 Other/Misc.
- J. MOBILE MEDIA**
- J01 Annual Report
- J02 Automobiles
- J03 Customer Magazine
- J04 e-Magazine
- J05 Facebook Page
- J06 iPad App
- J07 Mobile App
- J08 Mobile Website
- J09 Regulation Readiness
- J10 Social Media
- J11 YouTube
- J12 Other/Misc.

## K. PROMOTION

- K01 Brand Identity
- K02 Christmas/Holiday
- K03 Company Achievements
- K04 Local Attractions
- K05 New Product Introduction
- K06 Special Project
- K07 Sponsorship
- K08 Tourism
- K09 Other/Misc.

## L. PUBLIC RELATIONS

- L01 Awareness Campaign
- L02 Corp. Social Responsibility
- L03 Event Marketing
- L04 Exhibition Presentation
- L05 Healthy Living
- L06 Product Launch
- L07 Special Events – Employees
- L08 Special Purpose Project
- L09 Sustainability Project
- L10 Other/Misc.

## M. SPECIAL EVENTS

- M01 Anniversary Show/Production
- M02 Automotive Related
- M03 Award Ceremony
- M04 Beauty Show & Exhibition

- M05 Building/Construction
- M06 Chinese New Year
- M07 Community Involvement
- M08 Concert
- M09 Corporate
- M10 Dealer's Convention
- M11 Music/Soundtrack
- M12 Parade Floats/Mascots
- M13 Pop-Up Event
- M14 Product Awareness
- M15 Product Launch
- M16 Publicity
- M17 Sales Training
- M18 Story Acting
- M19 Trade Show
- M20 Other/Misc.

## N. VIDEOS – DVDs, URLs & USBs

- N01 Animation
- N02 Automobile/Enthusiast
- N03 Corporate Identity
- N04 Corporate Social Responsibility
- N05 Employee Presentation
- N06 Fashion
- N07 History
- N08 Internal Company News
- N09 Promotion
- N10 Reportage
- N11 Stakeholder Communications
- N12 Video Campaign
- N13 Other/Misc.

## O. WEBSITES

- O01 Airlines
- O02 Awareness Campaign
- O03 Business-to-Business
- O04 Careers
- O05 Corporate Web Sites
- O06 Education
- O07 Employee Communications
- O08 Holiday/New Year
- O09 Investor Relations
- O10 Multi-platform Digital Content
- O11 Non-Profit Org.
- O12 Online Magazine
- O13 Power/Electricity
- O14 Redesign/Relaunch
- O15 Technology Services
- O16 Telecommunications
- O17 Travel/Tourism
- O18 Other/Misc.

# ENTRY FORM



# 2018 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. "H-08") \_\_\_\_\_

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  
 □□□□-□□□□-□□□□-□□□□  
 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. Nominator assumes courier/postal costs. 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 8**  
~~**JULY 12, 2018**~~  
**DEADLINE**