



2017
INOVA
AWARDS
Excellence in Corporate Websites

CALL FOR ENTRIES

DEADLINE: SEPTEMBER 29, 2017

APPS

CORPORATE WEBSITES

NON-PROFIT ORGANIZATIONS

ON-LINE ANNUAL REPORTS

REDESIGN/RELAUNCH

SOCIAL MEDIA

VIDEO GRAPHICS

PLUS OTHER
MAJOR CATEGORIES!

Sponsored by:
MerComm, Inc. –

*The World's Only
Independent Awards Programs*

Dear Colleague,

Since 2001, the iNOVA Awards has honored the power and the creative force of corporate websites. Winning an iNOVA helps generate publicity and win new business.

You are guaranteed: Judging which is fair and objective. We accept no advertising, membership fees, or outside sponsors. The judging panels are made up of top internet professionals from around the world. They are committed to recognizing the best corporate websites and raising the standards of excellence.

Strategies for success: By entering the iNOVA Awards, you have the opportunity to receive the judges' evaluations. The detailed scores and comments are the primary reason so many web pros nominate their best work for the iNOVA Awards. You'll find this independent feedback a great source for internal review and continual improvement.

Build your business: Take this professional opportunity to promote your company's or client's website to the world. We welcome you and hope to count you as a *winner* in the 17th annual iNOVA Awards competition!

Cheers,



Reni L. Witt
President

MISSION STATEMENT

Please see the iNOVA website at www.mercommawards.com. Click on "Why Compete" to view the Mission Statement and the 70+ countries competing in the competitions.

2016 GRAND AWARD WINNERS



BEST OF SOCIAL MEDIA

Hong Kong Tourism Board

HK New Year Countdown Celebrations Campaign

<https://www.youtube.com/watch?v=2i9sup8wf-4>

(HONG KONG)



BEST OF WEBSITE REDESIGN

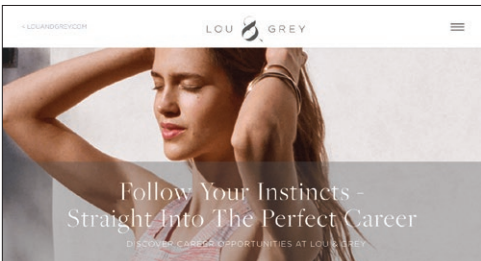
Stan Gellman Graphic Design

VILLA DI MARIA MONTESSORI SCHOOL

Site Redesign and Launch

<http://www.villadimaria.org/>

(USA)



BEST OF CORPORATE WEBSITES

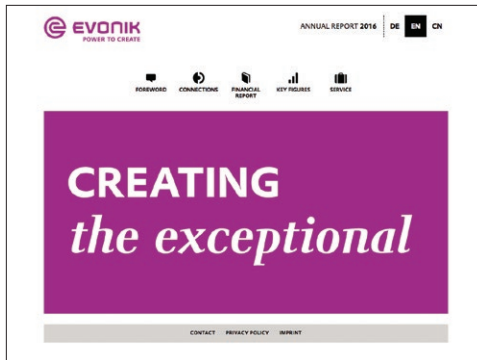
J. Walter Thompson INSIDE

ANN INC.

Lou & Grey Careers

<http://www.anncareers.com/louandgrey/>

(USA)



BEST OF ONLINE ANNUAL REPORTS

BISSINGER[+] GmbH & KNSK Werbeagentur GmbH

EVONIK INDUSTRIES AG

Perspective Change

<http://annual-report.evonik.com/>

(GERMANY)



BEST OF MOBILE APPS

PRH Hamburg Kommunikation GmbH

LUFTHANSA CARGO AG

Lufthansa Cargo Company App

<http://www.lufthansa-cargo.com/company-app>

(GERMANY)



BEST OF VIDEO CONTENT

Mubadala Development Company

- Group Communications

MUBADALA ENTERPRISE TECHNOLOGY & SERVICES

ETS Engagement & Awareness Campaign

<https://vimeo.com/187792003>

(UNITED ARAB EMIRATES)

IMAGE UNAVAILABLE

BEST OF SHOW

BEST OF NON-PROFIT ORGANIZATIONS

Ideas On Purpose

ECOSPACES EDUCATION

"Knowledge Hub"

<http://ecospacesed.org/>

(USA)



"We are very pleased to be awarded the Grand Prize!"

3ST KOMMUNIKATION GMBH

Mainz, GERMANY

"Super news about our Silver win!

Thanks very much."

ACCENTURE

Chicago, IL, USA

"Many thanks for the notification – we are delighted that SHAFTESBURY and LAING O'ROURKE are Grand Award winners, and in particular that SHAFTESBURY won the BEST IN SHOW award!"

BLACK SUN PLC

London, ENGLAND

"Thanks for the Grand Award."

CHINA MOBILE LIMITED

Central, HONG KONG

"That's wonderful news about our Bronze win!! Thanks so much!"

EDELMAN

New York, NY, USA

"Thank you so much for the Bronze prize!"

FIRMSTUDIO LTD.

Central, HONG KONG

"Thanks a lot for the grand news of our Grand Award!"

HOFFMANN UND CAMPE VERLAG GMBH

Hamburg, GERMANY

"We are delighted to be honored with the iNOVA Awards."

INVESTIS LTD.

London, GREAT BRITAIN

"Great news! Thank you for the Gold and Grand Award!"

JWT INSIDE

New York, NY, USA

"Wow! What a year! We are more than happy. Thank you and the great MerComm team so much for the Grand Prize! It's always so pleasant to work with you."

LOVED GMBH

Hamburg, GERMANY

"Thank you for the great news of our BEST OF SHOW win! We are very excited about the trophy."

MPM MEDIA PROCESS

MANAGEMENT GMBH

Mainz, GERMANY

"We are extremely proud to receive these awards as they demonstrate the success of our internal IT department, and our commitment to technology and innovation."

NOBLE GROUP LIMITED

HONG KONG

"We are proud to have won an iNOVA Award for our redesigned corporate website. Thank you for the honor."

PENTON

New York, NY, USA

"We'll be sending out a press release announcing our client's wins."

RUDER FINN

New York, NY, USA

"Thank you for the good news of our Bronze Award."

SIM GLOBAL EDUCATION

SINGAPORE

"Thank you for the good news of our Bronze Award."

SIM GLOBAL EDUCATION

SINGAPORE

"Great news about the Honors iNOVA Award!"

TRIBAL DDB

Istanbul, TURKEY

"We are very appreciative at the good news of our win."

UNIVERSAL CORPORATE

COMMUNICATIONS, INC.

Seoul, KOREA

"Thanks so much for the good news about our double wins – we're delighted!"

WARDOUR

London, UNITED KINGDOM



ENTRY INFORMATION

WHO

All communication and technical professionals working on websites are eligible. The competition is open to Agencies, Associations, Corporations, Government Agencies and Non-Profit Organizations. Small firms are as likely to win as big companies and major agencies. The iNOVA Awards guarantee a level playing field.

WHAT

Complete the Entry Form, either on-line or in this brochure. Be sure to carefully print or type the URL for your entry. Payment may be made by check or credit-card. You may mail, fax, or use the secure on-line Entry Form (www.mercommawards.com). For Bank Transfers, please contact our offices for routing information. To submit the same website in multiple categories, or to submit different websites, please use separate entry forms for each.

WHEN

Entries must be received by midnight (EST) **September 29, 2017**. You will receive notification that your entry(ies) was/were received.

ELIGIBILITY

All websites which were live at any time from **September 30, 2016 to September 29, 2017** are eligible. If the website, or any portion of it, is not currently active, please create a temporary site on which to place all the elements you wish to have judged. Note the newly created URL on your Entry Form.

CRITERIA

All entries will be judged on concept, content, creativity, ease of navigation, design, functionality, interactivity, and overall success in achieving the company's/client's goals.

AND THE WINNER IS ...

The top 30% of entries will earn the Gold, Silver or Bronze Award in its Category/Classification. Nominees have the opportunity to see the judges' score sheets and comments. Winners will be notified beginning November 17, 2017. The Grand Award Winners and BEST OF SHOW will be announced on December 7, 2017. Winners will be notified by e-mail.

WINNERS WILL RECEIVE ...

Stunning metallic foil-stamped certificates will be sent to the Gold, Silver and Bronze winners. Grand Award winners will receive a unique framed aluminum brushed plaque. The BEST OF SHOW will be honored with a marble and crystal trophy. Unlike other web competitions, you do not have to pay for your prize. Should you win, your certificate, plaque or trophy is yours!

CALENDAR

September

29

Deadline for Entries

November

17

Winners Notified

December

7

Grand Winners Announced

FOR MORE INFO:

P 1-914-923-9400
F 1-914-923-9484
E info@mercommawards.com

VISIT OUR WEBSITE!
MerCommAwards.com

AWARD CERTIFICATES

Should your entry place as an award winner, your certificate will be personalized as shown.

If you would prefer any variation, let us know in writing on the entry form.

Nominating Company
CLIENT COMPANY
Title of Entry

THE JUDGES

33 Visual – MEXICO

A. Plus Financial Press Limited
– HONG KONG

Addison – USA

AIR Health – USA

Allan Hunter Shoemaker
Photography Inc. – USA

AND Partners – USA

Aspen Insurance – USA

Atrevia – PORTUGAL

Atrevia – SPAIN

Avila Creative, Inc. – USA

Bank of China – HONG KONG

Baoviet Holdings – VIETNAM

Beau Gardner Associates Inc.
– USA

Berenberg – GERMANY

BrandBook LLC – USA

Bring, LLC – USA

Bryan Mills – CANADA

Burgess Strategic
Marketing Services – USA

Canada's National Arts Centre
– CANADA

Central China Real Estate Limited
– HONG KONG

CHC Enterprises – USA

China Communications Services
Corporation Limited
– HONG KONG

China Telecom Corporation Ltd.
– HONG KONG

China Unicom – HONG KONG

Citizens Development Business
Finance PLC – SRI LANKA

City of Troy, Michigan – USA

C.J. Graphics – CANADA

CLP Holdings Ltd. – HONG KONG

Comfortdelgro Corporation Ltd.
– SINGAPORE

Craib Design + Communications
– CANADA

Cre8 (Greater China) Limited
– HONG KONG

Curran & Connors, Inc. – USA

Daiwa House Industry Co., Ltd.
– JAPAN

Daniel Kennedy Communications
Services – USA

Decker Design – USA

Devon Title – USA

Digmshift Group – USA

DNA Communications Group
– AUSTRALIA

Donnelley Financial Solutions
– HONG KONG

EDICO Financial Press
Services Ltd. – HONG KONG

Eisbrenner Public Relations – USA

Elefant Design – USA

Engage Media Pte. Ltd
– HONG KONG

Equity Financial Press Ltd.
– HONG KONG

Ergo Advertising – AUSTRALIA

ERM – USA

Faculty of Communications +
Design, Ryerson University
– CANADA

FGI Design – USA

Finar Kurumsal – TURKEY

First Rabbit GmbH – GERMANY

Fung Retailing Group
– HONG KONG

Gene Pool Project – AUSTRALIA

GENNEX Financial Media Limited
– HONG KONG

Global Point NY – USA

Greater Toronto Airports Authority
– CANADA

Graffiti – TURKEY

h2h Consulting – USA

HeterMedia – HONG KONG

HGB Hamburger
Geschäftsberichte
GmbH & Co. KG – GERMANY

Hong Kong Productivity Council
– HONG KONG

i.LINK Group Limited
– HONG KONG

Ideas on Purpose – USA

Inbrax – CHILE

Inc Design – USA

Insight Creative – NEW ZEALAND

iONE Financial Press
– HONG KONG

ista International GmbH
– GERMANY

Joh. Berenberg, Gossler
– GERMANY

John Madere Photography – USA

Jolly Good Films – NEW ZEALAND

KD1 Designagentur – GERMANY

Keogh – USA

Kerry Properties – HONG KONG

Klick Communications – USA

KorteMaerzWolff Kommunikation
– GERMANY

Kunsthistorisches Museum Wien
– AUSTRIA

loved GmbH – GERMANY

Luke Communications Group
– USA

M&M Consultancy – HONG KONG

Maison de l'Orientation
– LUXEMBOURG

Media Genesis – USA

Mensalia GmbH – AUSTRIA

MerchantCantos
– UNITED KINGDOM

MetaFusion Pte Ltd – SINGAPORE

Milenio 3 – MEXICO

Miramar Group – HONG KONG

MM Partners – KOREA

Next Media Limited
– HONG KONG

OMV Aktiengesellschaft
– AUSTRIA

Paragraphs – USA

Parcel Design – CANADA

PETRANIX Corporate and
Financial Communication
– SWITZERLAND

Phoenix Communications Ltd.
– HONG KONG

PRATT Institute – USA

PRH Hamburg
Kommunikation GmbH
– GERMANY

PT Garuda Indonesia (Persero) Tbk
– INDONESIA

Publik. Agentur Für
Kommunikation GmbH
– GERMANY

q30 design, Inc. – CANADA

Rat Für Ruhm und Ehre GmbH
– GERMANY

REF Financial Press Ltd.
– HONG KONG

ringzwei – GERMANY

RTL Group – LUXEMBOURG

S/O Project – KOREA

Sampath Bank PLC – SRI LANKA

Sedgwick Richardson
– HONG KONG

Sedgwick Richardson
– SINGAPORE

SEQUEL – USA

Shian Inc. – JAPAN

Signi Design – MEXICO

SinoMedia Holding Limited
– CHINA

Smart Media – SRI LANKA

S/O Project – KOREA

Stan Gellman
Graphic Design Inc. – USA

Studio 210, LLC – USA

süden ad agency – GERMANY

Sydivest – DENMARK

Tayburn – TURKEY

TERRITORY Content to Results
– GERMANY

The Charles NYC – USA

The King's College – USA

The Reis Group Public Relations
– USA

Thomson Reuters – USA

Time Inc. @ The Foundry – USA

Toppan Vite Limited
– HONG KONG

Troy Chamber of Commerce – USA

Twice Graphics – HONG KONG

United Therapeutics – USA

Wachovia Securities – USA

Workplace Safety & Prevention
Services – CANADA

WPP HMA BLAZE – AUSTRALIA

Xanadu Communications – USA

X_Design – MEXICO

Yellow Creative (HK) Limited
– HONG KONG

CATEGORIES & CLASSIFICATIONS

A Advertising

B Animation

C Brand Management

D Blog

E Cause Marketing

F Contest / Game

G Copy / Scriptwriting

H Corporate Social Responsibility

I Corporate Websites

I01 Automotive

I02 Banking & Financial Services

I03 Biotech

I04 Consulting

I05 Culture/Arts

I06 Diversified Industrial Co.

I07 Education

I08 Employment/Recruiting

I09 Events

I10 Financial Svcs.

I11 Food and Beverage

I12 History and Heritage Preservation

I13 Hospital

I14 Insurance

I15 Investment & Dev. Co.

I16 Machinery & Equipment

I17 Manufacturing

I18 Oil & Gas

I19 Pharmaceuticals

I20 Professional Services

I21 Real Estate

I22 Retail

I23 School/University

I24 Technology Services & Outsourcing

I25 Telecommunications

I26 Travel/Tourism

I27 Other/Miscellaneous

J Crisis Management

K Digital Magazines

L Government Organizations

M Investor / Shareholder Relations

M01 Asia/Pacific

M02 Europe/Russia

M03 The Americas

M04 Other/Miscellaneous

N Marketing

N01 Campaign

N02 Experience Marketing

N03 Facebook

N04 Newsletter

N05 Product Awareness

N06 Virtual Conference

N07 Other/Miscellaneous

O Microsite

P Mobile Apps

P01 Airlines/Airports

P02 Automotive

P03 Company App

P04 Guides/Ratings/Reviews

P05 Investor Relations

P06 Non-English App

P07 Telecommunications

P08 Other/Miscellaneous

Q New Site

R Non-Profit Organizations

S Online Annual Reports

S01 Automotive

S02 Banking & Financial Services

S03 Biotechnology/Research

S04 Chemicals

S05 Conglomerate

S06 Consumer Packaged Goods

S07 CSR - Corporate Social Responsibility Report

S08 Energy

S09 Government Dept.

S10 Forest Products

S11 Health & Life Sciences

S12 Health & Well-being Products

S13 Investment & Dev. Co.

S14 IT Services & Solutions

S15 Manufacturing

S16 Mining

S17 Non-Profit Organization

S18 Real Estate

S19 Retail

S20 Sustainability Report

S21 Technologies/Engineering

S22 Telecommunications Services

S23 Tourism

S24 Other/Miscellaneous

T Other / Miscellaneous

U Photography

V Redesign/Relaunch

V01 Convention & Exhibition Facility

V02 Education

V03 Health & Medical Svcs.

V04 Investor Relations

V05 Non-Profit Organization

V06 Oil & Gas

V07 Stakeholder Communications

V08 Telecommunications

V09 Other/Miscellaneous

W Self Promotion

X Social Media

Y Sports

Z Video

Z01 3D Visualization

Z02 Activism/Cause Marketing

Z03 Corporate Image

Z04 Educational/Instructional

Z05 Interview

Z06 Investment Strategies

Z07 Public Service

Z08 Social Responsibility

Z09 Other/Miscellaneous

ENTRY FORM

For Office Use Only
Log No. #

Call For Entries: **Deadline September 29, 2017**



NOMINATOR INFORMATION

NAME (MR. / MS.): _____

TITLE / JOB DESCRIPTION: _____

ORGANIZATION: _____

ADDRESS: _____

CITY: _____
PROV./STATE _____ POSTAL CODE _____

COUNTRY: _____

PHONE: _____ FAX: _____

EMAIL: _____

WEBSITE: _____

ENTRY INFORMATION

TITLE OF ENTRY: _____

CATEGORY CODE (EX. "J" OR "P07") _____

CLASSIFICATION (PLEASE WRITE OUT) _____

"OTHER / MISC." (DESCRIPTION) _____

URL: _____

PASSWORD OR SPECIAL INSTRUCTIONS: _____

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

MAIL ENTRIES TO:

MerComm/INV

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

P 1-914-923-9400
F 1-914-923-9484
E info@mercommawards.com

CLIENT INFORMATION

NAME (MR. / MS.): _____

TITLE / JOB DESCRIPTION: _____

CLIENT COMPANY: _____

ADDRESS: _____

CITY: _____
PROV./STATE _____ POSTAL CODE _____

COUNTRY: _____

PHONE: _____ FAX: _____

EMAIL: _____

WEBSITE: _____

PAYMENT INFORMATION

Total Number of Entries: _____ @ \$195 per Entry = \$ _____

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

10-14 Entries, 10% Discount - \$ _____

15+ Entries, 15% Discount - \$ _____

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

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

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

American Express

□□□□-□□□□□□-□□□□□□

Exp. □□-□□

MasterCard/Visa

□□□□-□□□□□□-□□□□□□-□□□□□□

Exp. □□-□□

CARD HOLDER'S NAME: _____

CARD HOLDER'S SIGNATURE: _____

ENTRY INSTRUCTIONS: Entries may be mailed, faxed, or made on-line. Entry fees cover the costs of handling, judging rounds, evaluation forms, certificates, winners book, and inclusion in our website complete with links back to your contact information.