

# 2008/09 MERCURY AWARDS



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

# BEST OF WRITING

## SOUTHERN COMPANY *2007 Annual Report*

### **WRITER:**

Terri Cohilas

Investor Communications Coordinator

SOUTHERN COMPANY

30 Ivan Allen Jr. Boulevard

Suite 1506

Atlanta, GA 30308

Tel: 404-506-0510

Fax: 404-506-0670

*tcohilas@southernco.com*

### **ART DIRECTOR:**

Kelly Dickson

LEAP COMMUNICATIONS

1301 Shiloh Road

Suite 1140

Kennesaw, GA 30144

Tel: 678-354-4240 ext. 23

Fax: 678-354-4241

*kelly@leapcommunications.com*

**PHOTOGRAPHER:**

James Schnepf  
JIM SCHNEPF PHOTOGRAPHY  
N34 W5543 Hamilton Road  
Cedarburg, WI 53012  
Tel: 262-375-2600  
Fax: 262-375-7226  
*jim@schnepfphoto.com*

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**BEST OF DESIGN**  
*~ Annual Reports ~*

**SINCERE WATCH**  
*2007 Annual Report*

**NOMINATING COMPANY:**

Corrin Chan  
General Manager  
iONE FINANCIAL PRESS LIMITED  
7/F., Wheelock House, 20 Pedder Street  
Central  
HONG KONG  
Tel: 852-2879-8777  
Fax: 852-2802-0055  
*ione@ione.com.hk*

**CLIENT COMPANY:**

Bond San  
Financial Controller  
SINCERE WATCH (HONG KONG) LIMITED  
Suites 5402-04, Central Plaza, 18 Harbour Road  
HONG KONG

**BEST OF DESIGN**  
*~ Magazines ~*

***RAMP Magazin***

**NOMINATING COMPANY:**

Michael Koeckritz  
Chief Editor  
RED INDIANS PUBLISHING GMBH  
Obere Waessere 3  
72764 Reutlingen  
GERMANY  
Tel: 49-712-1433-0422  
Fax: 49-712-1433-0410

**CLIENT COMPANY:**

Martin Rebstock  
CEO  
KOECKRITZDOERRICH GMBH  
Obere Waessere 3  
72764 Reutlingen  
GERMANY  
Tel: 49-712-1433-0411  
Fax: 49-712-1433-0410

# **BEST OF DESIGN**

*~ Various ~*

## **AUDI AG**

*Audi target group mailing for opticians  
and eye specialists*

### **NOMINATING COMPANY:**

Friedhelm Kranz  
Managing Director  
GINGCO.NET  
Gartenstrasse 13  
38114 Braunschweig  
GERMANY  
Tel: 49-531-581-000  
Fax: 49-531-581-0025  
*welcome@gingco.net*

### **CLIENT COMPANY:**

Markus Ostermaier  
Sales Promotion  
AUDI AG  
Postfach 10 04 57  
85045 Ingolstadt  
GERMANY  
Tel: 49-841-893-4048  
Fax: 49-841-893-6931  
*markus.ostermaier@audi.de*

# BEST OF ANNUAL REPORTS

~ *Eastern Hemisphere* ~

## NEW WORLD CHINA LAND *Annual Report 2008*

### **NOMINATING COMPANY:**

Lisa Wong

Senior Corporate Services Associate

IONE (REGIONAL) FINANCIAL PRESS LIMITED

Suite 1506-10, 15/F, Chater House, 8 Connaught Road

Central

HONG KONG

Tel: 852-2801-8122

Fax: 852-2801-8129

*lisa.wong@ioneregional.com*

### **CLIENT COMPANY:**

Aldous Chiu

Associate Director

NEW WORLD CHINA LAND LIMITED

9/F, New World Tower I, 18 Queen's Road

Central

HONG KONG

Tel: 852-2844-3185

Fax: 852-2131-0216

*aldouschiu@nwd.com.hk*

# BEST OF ANNUAL REPORTS

~ *Europe* ~

## TRANSCOM *Annual Report 2007*

### **NOMINATING COMPANY:**

Chris Stenning  
Creative Director  
85FOUR  
85 Clerkenwell Road  
London EC1R 5AR  
UNITED KINGDOM  
Tel: 44-207-400-4700  
Fax: 44-207-242-3548  
*sophie.gray@85four.com*

### **CLIENT COMPANY:**

Noah Schwartz  
Public Relations  
TRANSCOM  
c/Berlin 38-48, 5<sup>th</sup> Floor  
Barcelona E-08029  
SPAIN  
Tel: 34-935-082-799  
Tel: 34-936-004-150  
*nschwartz@sharedvalue.net*

**BEST OF ANNUAL REPORTS**  
*~ North America ~*

**WHIRLPOOL**  
*2007 Annual Report*

**NOMINATING COMPANY:**

Angela Hersil  
Manager - Corporate Brand  
WHIRLPOOL CORPORATION  
2000 North M-63 MD 3108  
Benton Harbor, MI 49022  
Tel: 269-923-8626  
Fax: 269-923-5486  
*angela.hersil@whirlpool.com*



# **BEST OF BROCHURES**

## **AMERICAN SPECIALTY HEALTH** *Reflections: 2007 Year in Review*

### **NOMINATING COMPANY:**

Debby Clark  
Vice President - Marketing  
AMERICAN SPECIALTY HEALTH  
777 Front Street  
San Diego, CA 92101  
Tel: 619-578-2000  
Fax: 619-237-3832  
*debbyc@ashn.com*

# BEST OF CUSTOM PUBLICATIONS

*~ Saddle - Stitched ~*

## PECHANGA RESORT & CASINO

*Play! March/April 2008*

### NOMINATING COMPANY:

Debby Vaughn  
Director of Campus Operations  
MCMURRY INC.  
1010 E. Missouri Avenue  
Phoenix, AZ 85014  
Tel: 602-395-5850  
Fax: 602-3955853  
*debbie.vaughn@mcmurry.com*

### CLIENT COMPANY:

Melissa San Paolo  
Advertising Manager  
PECHANGA RESORT & CASINO  
45000 Pechanga Way  
Temecula, CA 92589  
Tel: 1-88-732-42642

# BEST OF CUSTOM PUBLICATIONS

*~ Perfect Bound ~*

## BLANCPAIN *Lettres du Brassus*

### NOMINATING COMPANY:

Michael Geiss  
THEMA COMMUNICATIONS AG  
Hanauer Landstraße 190  
60314 Frankfurt  
GERMANY  
Tel: 49-692-426-966  
Fax: 49-692-426-9670  
*martina.geiss@thema-communications.de*

### CLIENT COMPANY:

Rachèle Mongazon  
BLANCPAIN S.A.  
Le Rocher 12  
Le Brassus CH 1348  
SWITZERLAND  
Tel: 41-217-963-363  
*pr@blancpain.com*

# BEST OF DVDs/VIDEOS

## *RUHR.2010*

### **NOMINATING COMPANY:**

Alfred Messmer  
ZEITSPRUNG ENTERTAINMENT GMBH  
Alter Militaerring 8A  
50933 Koln  
GERMANY  
Tel: 49-211-949-8026  
Fax: 49-219-498-0216  
*commercial@zitsprung.de*

### **CLIENT COMPANY:**

Fritz Pleitgen  
RUHR.2010 GMBH  
Brunnenstr. 8  
45128 Essen  
GERMANY  
Tel: 49-201-888-2010  
Fax: 49-201-888-2019  
*geschaefuehrung@ruhr2010.de*

# BEST OF MAGAZINES

## AUTOMOBILI LAMBORGHINI *Lamborghini Magazin*

### NOMINATING COMPANY:

Berthold Doerrich  
CEO  
KOECKRITTD OERRICH GMBH  
Obere Waessere 3  
72764 Reutlingen  
GERMANY  
Tel: 49-712-1433-0449  
Fax: 49-712-1433-0410  
*berthold.doerrich@gokd.net*

### CLIENT COMPANY:

Manfred Fitzgerald  
AUTOMOBILI LAMBORGHINI  
Via Modena 12  
40019 Salta  
ITALY

# BEST OF PUBLICITY

**ESPN**  
*Black Magic*

**NOMINATING COMPANY:**

Crystal Howard  
Director - Communications  
ESPN  
19 E. 34<sup>th</sup> Street  
6<sup>th</sup> Floor  
New York, NY 10016

# **BEST OF SPECIAL EVENTS**

## **CRAYOLA**

### ***Crayola's 50th Birthday of the 64 Box Celebration / "Kids Choice Colors" Announcement***

#### **NOMINATING COMPANY:**

Brian Murphy  
Asst. Vice President  
COYNE PUBLIC RELATIONS  
14 Walsh Drive  
Parsippany, NJ 07054  
Tel: 973-316-1665  
Fax: 973-316-6568  
*bmurphy@coynepr.com*

#### **CLIENT COMPANY:**

Stacy Gabrielle  
Manager - Public Relations  
CRAYOLA  
1100 Church Lane  
Easton, PA 18044  
Tel: 610-253-6272

# BEST OF CAMPAIGNS

## HUMANA

### *Humana Brings Bike Sharing to the Masses*

#### **NOMINATING COMPANY:**

Katie Foley

Account Executive

COYNE PUBLIC RELATIONS

14 Walsh Drive

Parsippany, NJ 07054

Tel: 973-316-1665

Fax: 973-316-6568

*kfoley@coynepr.com*

#### **CLIENT COMPANY:**

Jim Turner

Manager - Corporate Media Relations

HUMANA INC.

Louisville, KY 40202

Tel: 1-800-448-6868



**BEST OF CAMPAIGNS**  
*~ Non - Profit Organizations ~*

**U.S. ARMY**  
*Army Athletes Achieve Gold Medal Mission*

**NOMINATING COMPANY:**

Barbara Horton  
Office Manager/Executive Assistant  
WEBER SHANDWICK  
1717 Main Street  
Dallas, TX 75201  
Tel: 469-375-0263  
Fax: 469-375-0201  
*bhorton@webershandwick.com*

**CLIENT COMPANY:**

Major Mary Constantino  
Chief Program Analysis & Initiatives Branch Strategic Comms, Marketing Outreach  
U.S. ARMY  
U.S. Army Accessions Command  
Fort Knox, KY 40121  
Tel: 502-626-0970  
Fax: 502-626-0643  
*mary.constantino@usaac.army.mil*

# **BEST OF WEBSITES**

## **NEW JERSEY DEPARTMENT OF HEALTH & SENIOR SERVICES** *NJRebel.com*

### **NOMINATING COMPANY:**

Shachar Sharon  
Account Coordinator  
WINNING STRATEGIES  
550 Broad Street  
Suite 910  
Newark, NJ 07102  
Tel: 973-799-0200  
Fax: 973-799-0210  
*shachar.sharon@winningstrat.com*

### **CLIENT COMPANY:**

Lillian Pfaff  
NEW JERSEY DEPARTMENT OF HEALTH & SENIOR SERVICES  
Office of Communications, H.A Building  
8<sup>th</sup> Floor  
Trenton, NJ 08625  
Tel: 609-777-4666  
*lillian.pfaff@doh.statenj.us*

# JUDGES CHOICE AWARD

## *Be A Tiger for Kids Campaign*

### **NOMINATING COMPANY:**

Paige Curtis  
Creative Director  
CURTIS GROUP  
685 Hillcrest Drive  
Bloomfield Hills, MI 48304  
Tel: 248-644-7016  
Fax: 248-644-7409  
*paigecurtis@comcast.net*

### **CLIENT COMPANY:**

Hope Redmond  
Vice President of Development  
CORNERSTONE SCHOOLS  
6861 East Nevada  
Detroit, MI 48234  
Tel: 313-892-1860  
Fax: 313-368-8597  
*hope.redmond@cornerstoneschools.org*

# ORION AWARD

## LES AMPUTÉS DE GUERRE *Arianne et Jérémy*

### NOMINATING COMPANY:

H.C. Chadderton

CEO

LES AMPUTÉS DE GUERRE

2827 Riverside Drive

Ottawa, ON K1V 0C4

CANADA

Tel: 613-731-3821

Fax: 613-731-4682

*jodi.bent@waramps.ca*

# PLATINUM ACHIEVEMENT AWARD

## iONE (REGIONAL) FINANCIAL PRESS LIMITED

*Greatest Percentage of Wins (61%) on Behalf of  
their Clients*

### COMPANY CONTACT INFORMATION:

Lisa Wong

Senior Corporate Services Associate

iONE (REGIONAL) FINANCIAL PRESS LIMITED  
Suite 1506-10, 15/F, Chater House, 8 Connaught Road  
Central

HONG KONG

Tel: 852-2801-8122

Fax: 852-2801-8129

*[lisa.wong@ioneregional.com](mailto:lisa.wong@ioneregional.com)*

# BEST OF SHOW

## HUMANA

### *Humana Brings Bike Sharing to the Masses*

#### **NOMINATING COMPANY:**

Katie Foley

Account Executive

COYNE PUBLIC RELATIONS

14 Walsh Drive

Parsippany, NJ 07054

Tel: 973-316-1665

Fax: 973-316-6568

*kfoley@coynepr.com*

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Tel: 1-800-448-6868