



2010/11 MERCURY AWARDS

Grand Winners

BLUE BOOK

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MERCURY AWARDS 2010/2011

JUDGES

33 VISUAL

Mexico City, MEXICO

Federico Cavia – Projects Associate
Rafael Monroy – Partner/Project Dir.
Martin L. Vargas – Partner/Director

AHA DESIGN/AHA GROUP

Vienna, AUSTRIA

Benno Flotzinger – Agency Owner

AIR HEALTH

Silver Spring, MD

Martha Mater – Manager, Creative Services
John Stapp – Graphic Designer

C.J. GRAPHICS

Toronto, ON, CANADA

Jay Mandarino – President
Pauline McGarrigle – Executive Assistant

COYNE PUBLIC RELATIONS

Parsippany, NJ

Meredith DeSanti – Account Supervisor
Jill Kleiner – Account Supervisor
Kevin Lamb – Vice President

CURTIS GROUP

Bloomfield Hills, MI

Paige Curtis – Owner/Creative Director
Cathy Hunter – Art Director
Pat Maloney – Marketing Director

DANIEL KENNEDY

COMMUNICATIONS SERVICES

New York, NY

Daniel Kennedy – President

FIRST RABBIT GmbH

Köln, NRW, GERMANY

Julia Hunloh – Senior Art Direction
Brigitte Lässer- Röhrich – Creative
Direction

Jens Tappe – Senior Art Direction

I.LINK GROUP LTD.

HONG KONG

Hidy Shum – Sales Director
Walter Yu – Art Director

IN-DESIGN HK LIMITED

HONG KONG

Johnny Law Kwok Wah – Executive
Director
Ivan Ng Kwok Wah – Art Director
Jose Wong Bik Ling – Sr. Account Manager

IONE FINANCIAL PRESS LIMITED

HONG KONG

(team 1)

Corrin Chan – CEO/Head of Sales
Claudia Choi – Sales Manager
Dennis Ho - Sales Director
Jay Lee – Sales Support Manager
David Li – Sales Director Design
Tiffany Ngan – Mktg. Communications &
PR Manager

(team 2)

Cyrus Chan – Assistant Sales Manager
Kelvin Chung – Art Director
Axel Kiang – Head of Design
Epo Lai – Sales Director
Terry Tam – Art Director

JIM BARBER STUDIO

Sandy Hook, CT

Jim Barber – Principal

MIND (21) FACTORY

Stuttgart, GERMANY

Georg Flachbart – Creative Director

KÖCKRITZDÖRRICH GmbH

Reutlingen, GERMANY

Berthold Dorrlich – CEO

RINGZWEI

Hamburg, GERMANY

Dirk Linke – Creative Director

SHOEMAKE PHOTOGRAPHY

Boonton Township, NJ

Allan Shoemake – President

SMART MEDIA

Colombo, SRI LANKA

Asiri Abeyratne – Director Account
Management

Lalith Blok – Head of Delivery

Ananda Jagoda – Creative Director

SRP

Phoenix, AZ

Jeryl Jones – Designer

Dawn Cricton – Sr. Graphic Designer

**STAN GELLMAN GRAPHIC DESIGN
INC.**

St. Louis, MO

Britni Eggers – Graphic Designer

Barry Tilson – President

Brian Wakeland – Graphic Designer

STUDIO 210

Norwalk, CT

James Mouro – Productiuous Director

Karen Krieger – CEO

Michelle Yandrich – Designer

THE DESIGN ASSOCIATES LTD.

Chaiwan, HONG KONG

Victor Cheong – President

Vicky Lee – Account Director

Jennifer Tam – Account Executive

THEMA COMMUNICATIONS AG

Frankfurt, GERMANY

Michael Geiss – CEO

Almut Riebe – Senior Art Director

Martin Weber – Senior Art Director

TIME, INC. CONTENT SOLUTIONS

New York, NY

Laura Morgenstern – Sr. Art Manager

TOPPAN VITE LIMITED

Kowloon, HONG KONG

Wilson Kwan – Art Director

Ian Yap – Creative Director

Peter Yeo – Marketing Director

YELLOW CREATIVE (HK) LIMITED

HONG KONG

Wong Chun Hong – Creative Director

Rebecca So Yuk Yee – Director

XANADU COMMUNICATIONS

New York, NY

Paul Froehlich – President

BEST OF SHOW

HONG KONG HOUSING AUTHORITY *Light & Shade: life passé in old estates*

COMPANY CONTACT INFORMATION:

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BEST OF WRITING

CREDIT SUISSE *Credit Suisse Bulletin - Movement*

COMPANY CONTACT INFORMATION:

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BEST OF DESIGN

~Annual Reports~

THE HONG KONG JOCKEY CLUB

Annual Report 2009/10

COMPANY CONTACT INFORMATION:

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BEST OF DESIGN

~Magazines~

RED INDIANS PUBLISHING GMBH & CO. KG *ramp #12 - "Forever Young"*

COMPANY CONTACT INFORMATION:

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BEST OF DESIGN
~Various~

HENKEL AG & CO. KGAA
We love hair

NOMINATING COMPANY:

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BEST OF ADVERTISING

DR. ING. H.C. F. PORSCHE AG *Hairdryer*

NOMINATING COMPANY:

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Schulauer Moorweg 25
22880, Wedel
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BEST OF ANNUAL REPORTS

~Asia~

361 DEGREES INTERNATIONAL LIMITED *Annual Report 2009/10*

NOMINATING COMPANY:

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Sales Director
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CLIENT COMPANY:

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Room 3901, 39/F COSCO Tower
183 Queen's Road, Central
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www.361sport.com

BEST OF ANNUAL REPORTS
~Europe~

DEUTSCHE WELTHUNGERHILFE E.V.
Global Hunger Index 2010

NOMINATING COMPANY:

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CLIENT COMPANY:

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BEST OF CUSTOM PUBLICATIONS

HONG KONG HOUSING AUTHORITY *Light & Shade: life passé in old estates*

COMPANY CONTACT INFORMATION:

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BEST OF MAGAZINES

AUTOMOBILI LAMBORGHINI APA *Lamborghini Magazine*

NOMINATING COMPANY:

Berthold Doerrich

CEO

KOECKRITZDOERRICH GMBH

Obere Waessere 3

72764 Reutlingen

GERMANY

Tel: 49 7121 433 04 40 - Fax: 49 7121 433 04 710

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CLIENT COMPANY:

Manfred Fitzgerald

Marketing Director

AUTOMOBILI LAMBORGHINI

Via Modena 12

40019, Sant'Agda

ITALY

Tel: 39 546818611 - Fax: 39 546817644

www.lamborghini.com

BEST OF WEBSITES

HONG KONG HERITAGE PROJECT *www.hongkongheritage.org*

COMPANY CONTACT INFORMATION:

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BEST OF PROMOTION

MASTERCARD WORLDWIDE *MasterCard/Rugby World Cup 2011 Sales Tool Kit*

NOMINATING COMPANY:

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CLIENT COMPANY:

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BEST OF PUBLICITY

~Celebrity Campaign~

HARD ROCK INTERNATIONAL *Hard Rock International Celebrates Ringo Starr's 70th Birthday*

NOMINATING COMPANY:

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BEST OF PUBLICITY
~Crisis Communications~

AMERICAN AIRLINES
American Airlines & the OneWorld Alliance
Win the Battle for Japan Airlines

COMPANY CONTACT INFORMATION:

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BEST OF SPECIAL EVENTS

HETERMEDIA SERVICES LIMITED *"New" HeterMedia Hong Kong Office Open House*

COMPANY CONTACT INFORMATION:

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BEST OF SPECIAL PROJECTS

BEAUMONT HOSPITALS *Ernst Center Opening*

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BEST OF CAMPAIGNS
~Non-Profit~

HHS OFFICE ON WOMEN'S HEALTH
"Best Bones Forever"

NOMINATING COMPANY:

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HAGER SHARP INC.
1030 15TH Street NW
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CLIENT COMPANY:

HHS OFFICE ON WOMEN'S HEALTH
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BEST OF CAMPAIGNS
~Corporate~

KERRY PROPERTIES LIMITED
Bringing Smart Living to SOHO

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