



## **2012/13 MERCURY AWARDS**

### **GRAND WINNERS**

### **BOOK**

#### *Creative and Production Credits*

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# **MERCURY AWARDS 2012/2013**

## *Distinguished Judges*

### **33 VISUAL**

*Mexico City, MEXICO*

Rafael Monroy – Project Director

Yazmin Perez-Aviles – Art Director

Martin Vargas – Director

### **ALEX SCHKRUTZ CONSULTING**

*Jersey City, NJ*

Alex Schkrutz – Consultant

### **AVILA CREATIVE**

*Chicago, IL*

John Avila – Principal

### **CHINA TELECOM CORPORATION LIMITED**

*Wanchai, HONG KONG*

Doris Chan – Assistant Manager/  
Investor Relations Department

Enrica Lee – Assistant Company Secretary

Ivan Wong – Manager/Investor Relations  
Department

### **DANIEL KENNEDY COMMUNICATIONS SERVICES**

*New York, NY*

Daniel Kennedy – Managing Director

### **EQUITY FINANCIAL PRESS LTD.**

*Central, HONG KONG*

Catherine Chan – Director

John Kwok – Creative Director

### **GLOBAL POINT NY**

*New York, NY*

Samantha Edwards – Creative Director

Ryan Lemere – Creative Specialist

En Tsao – Designer

### **HOFFMAN UND CAMPE CORPORATE PUBLISHING**

*Hamburg, GERMANY*

Eva-Maria Boebel – Project Manager

Mona Karl – Head of Public Relations

Bernd Ziesemer – Managing Director

### **LINK GROUP LTD.**

*Central, HONG KONG*

Hidy Shum – Sales Director

### **INBRAX CHILE**

*Santiago, CHILE*

Cristián Chávez – Creative Director

Pancho González – Chief Creative Officer

Eduardo Pérez – Creative Director

### **IN-DESIGN HK LIMITED**

*Chaiwan, HONG KONG*

Johnny Law Kwok Wah – Executive  
Director

Ivan Ng – Art Director

Jose Wong – Sr. Account Manager

### **IONE FINANCIAL PRESS LIMITED**

*Central, HONG KONG*

Cyrus Chan – Assistant Sales Manager

Man Chan – Art Director

Daniel Fok – Senior Designer

Dennis Ho – Sales Director

Axel Kiang – Creative Director

Eric Ko – Sales Manager

Epo Lai – Sales Director

Jay Lei – Sales Support Manager

Davy Li – Sales Director

### **JIM BARBER STUDIO**

*Sandy Hook, CT*

Jim Barber – Principal

**KIRCHERBURKHARDT GmbH**

*Stuttgart, GERMANY*

Christina Ackermann – Head of  
Infografik

Antje Brueckner – Award Leader  
Henriette Diekhoff – Sr. Art Director  
Sebastian Eick – Creative Director  
Nelli Havemann – Creative Director  
Katrín Hoffmann – Creative Director  
Sarah Roese – Graphic Department  
Nils Steinert – Senior Art Director

**LOVED GmbH**

*Hamburg, GERMANY*

Peter Matz – Publication Manager  
Rouven Steinke – Creative Director  
Julia-Christin Holtz – Art Director

**MIND (21) FACTORY**

*Stuttgart, GERMANY*

Georg Flachbart – Creative Director

**PHOENIX COMMUNICATIONS  
LIMITED**

*Wanchai, HONG KONG*

Kinson Ku – Account Director

**PVF INVESTOR RELATIONS**

*Lambsheim, GERMANY*

Hubertus Von Münchhausen – Manager  
Investor Relations

**RAT FÜR RUHM UND EHRE GMBH**

*Duesseldorf, GERMANY*

Myrto Athanassidu – Managing Director  
Rebecca Haag - Editor  
Sepideh Honarbacht – Managing Director  
Brigitte Lohmanns – Publication Specialist

**REF FINANCIAL PRESS LTD.**

*Central, HONG KONG*

Alex Choi – Associate Creative Director  
Vivianne Leung – Sales Coordinator  
Alan So – Creative Director

**RINGZWEI**

*Hamburg, GERMANY*

Dirk Linke – Creative Director

**RR DONNELLEY**

*Central, Hong Kong*

Yan Wai Kei – Creative Director

**SHIAN, INC.**

*Tokyo, JAPAN*

Yukiyo Asuka – Coordinator  
Jeffrey Canady – Editor/Writer  
Hideharu Furaya – Designer  
Ai Hoshino – Coordinator  
Ikko Tsukahara – President  
Akihiro Yoshimura – Executive Consultant

**SMART MEDIA – THE ANNUAL  
REPORT COMPANY**

*Colombo, SRI LANKA*

Ananda Jagoda – Chief Creative Officer  
Dr. Vijith Kannangara – Chairman  
Naleen Wijesinghe – Associate Creative  
Director

**S/O PROJECT**

*Seoul, KOREA*

Hee Bong Kim – Art Director  
Ryan Soo Kim – Team Manager  
Jibye Lee – Art Director

**STUDIO 210**

*Norwalk, CT*

Richard Colin – Production Co-ordinator  
Karen Krieger – CEO  
John Tiganella – Designer

**THE DESIGN ASSOCIATES LTD.**

*Chaiwan, HONG KONG*

Fritz Lam – Account Director  
Nikki So – Senior Graphic Designer  
Demo Tam – Art Director

# BEST OF SHOW

## CPP

### *Addiction to Mobile Phones*

#### **NOMINATOR:**

Sara Güemes & MJ Rabadán

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# BEST OF WRITING

## UNITED THERAPEUTICS *UTHR 2011 Annual Report - The Musical*

### **NOMINATOR:**

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# BEST OF DESIGN

## AUTOMOBILI LAMBORGHINI S.P.A. *Lamborghini Calendar*

### **NOMINATOR:**

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*www.lamborghini.com*

# BEST OF ADVERTISING

## SYDINVEST *Sydinvest Campaign 2012*

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# BEST OF ANNUAL REPORTS

~ *Cover Design* ~

## DOOSAN HEAVY INDUSTRIES & CONSTRUCTION

*Exploring New Dimensions*

### **NOMINATOR:**

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**BEST OF ANNUAL REPORTS**  
*~ Interior Design ~*

**NEW WORLD CHINA LAND LIMITED**  
*Annual Report 2012*

**NOMINATOR:**

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EDICO FINANCIAL PRESS SERVICES LIMITED  
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**BEST OF ANNUAL REPORTS**  
*~ Overall Presentation ~*

**TOMORROW FOCUS AG**  
*Think Ahead*

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# BEST OF APPS

## RWE VERTRIEB AG *RWE/NEXT iPad App*

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# BEST OF BROCHURES

## KOREA EXCHANGE *Higher & Closer*

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# BEST OF CUSTOM PUBLICATIONS

## EVONIK INDUSTRIES AG

### *Evonik Magazine*

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# BEST OF DVDs/VIDEO

## HOFFMANN UND CAMPE CORPORATE PUBLISHING *image film*

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# BEST OF EMPLOYEE PUBLICATIONS

## CREDIT SUISSE AG

*one*

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# BEST OF MAGAZINES

~ *Design* ~

## AUDI AG *AUDI Magazine 04/2011*

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**BEST OF MAGAZINES**  
*~ Overall Presentation ~*

**LLORENTE & CUENCA**  
***UNO***

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# **BEST OF PROMOTION/MARKETING**

## **NEW WORLD DEVELOPMENT COMPANY LIMITED** *The Green Book*

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# BEST OF PUBLICITY

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### *Addiction to Mobile Phones*

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# **BEST OF SPECIAL EVENTS**

## **THE GORDON AND BETTY MOORE FOUNDATION** *Patient Care Program National Launch*

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# BEST OF SPECIAL PROJECTS

## ROBERT BOSCH GMBH *The Life of Robert Bosch* *(Manga Book)*

### NOMINATOR:

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*www.bosch.com*

# BEST OF WEBSITES

## HONG KONG TOURISM BOARD *"Discover Hong Kong"* *Website 2012*

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# BEST OF CAMPAIGNS

~ *Corporate* ~

## MILKPEP

### *The Breakfast Project*

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# **BEST OF CAMPAIGNS**

*~ Public Affairs ~*

## **MESSE FRANKFURT GMBH** *Messe Frankfurt Against Copying*

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