



2013/14 MERCURY Awards  
Grand Winners  
Book

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# 2013/14 MERCURY Awards Judges

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## **33VISUAL**

*Houston, TX*

Martin Vargas – Director

## **BURGESS STRATEGIC MARKETING SERVICES**

*Troy, MI*

Sandra J. Burgess – Owner

## **C.J. GRAPHICS INC.**

*Toronto, Ontario CANADA*

Lisa Feeney – Account Executive

Vince Karpacz – Account Executive

Lynda Mullen – Account Executive

## **EDICO FINANCIAL PRESS SERVICES LIMITED**

*Central, HONG KONG*

Amy Chan Donati – Managing Director

Stella Kwok – Creative & Graphic Director

Ricky Tse – Print Bind/Logistic Manager

## **GENNEX FINANCIAL MEDIA LIMITED**

*Central, HONG KONG*

Corrin Chan – CEO, Executive Director &  
Head of Business Development

Claudia Choi – Associate Business  
Development Director

Kelvin Chung – Creative Director

Jay Lee – Associate Technical Director

King Wong – Associate Creative Director

Max Wong – Art Director

## **HOFFMANN UND CAMPE CORPORATE PUBLISHING**

*Hamburg, GERMANY*

Eva Maria Boebel – Sr. Project Manager

Mona Karl – Head of PR

Antonina Rudkowski – Sr. Project Manager

## **INBRAX CHILE**

*Santiago, CHILE*

Rubén Antillanca – Art Director

Andrés González – Art Director

Rodrigo Gallardo – Art Director

Pancho González – Chief Creative Officer

## **INFORPRESS**

*Madrid, SPAIN*

Asunción Soriano – Vice President

## **KEOGH COMMUNICATIONS GROUP**

*Troy, MI*

Dan Baron – Sr. Vice President & Acct.  
Director

## **LOVED GMBH**

*Hamburg, GERMANY*

Julia Holtz – Art Director

Peter Matz – Publication Manager

Jan St. Rahl – Co-Editor-in-Chief

## **MIND(21)FACTORY**

*Stuttgart, GERMANY*

Georg Flachbart – Creative Director

**REF FINANCIAL PRESS LIMITED**

*Central, HONG KONG*

Alex Choi – Associate Creative Director

Loretta Lam – Sales Coordinator

Alan So – Creative Director

**RINGZWEI**

*Hamburg, GERMANY*

Dirk Linke – Creative Director

**RR DONNELLEY ROMAN  
FINANCIAL LIMITED**

*Central, HONG KONG*

Jacky Cheng – Senior Designer

Rachel Choi – Senior Designer

Yan Wai Kei - Creative Director

**SHIAN INC.**

*Tokyo, JAPAN*

**SMART MEDIA - THE ANNUAL REPORT  
COMPANY**

*Colombo, SRI LANKA*

Ananda Jagoda – Chief Creative Officer

Vijith Kannangara – Chairman

Naleen Wijesinghe – Associate Creative  
Director

**STAN GELLMAN GRAPHIC DESIGN**

*St. Louis, MO*

Amber Branson – Designer

Teresa Thompson – President

Bryan Wakeland – Designer

**TAYBURN**

*Istanbul, TURKEY*

Ronaldo Manosa – CEO

Emre Sarikus – Assistant Manager

Nilgun Yilmazcan – Director

**THE WRITE CONCEPT, INC.**

*Troy, MI*

Linda Angér – President

**TOMORROW FOCUS AG**

*Munich, GERMANY*

Armin Blohmann – Head of Corporate  
Communications & Investor Relations

Magdalena Rogl – Manager, Social Media  
& Online Communications

Sabine Wodarz – Deputy Head of Corporate  
Communications & Investor Relations

**TOPPAN VITE LIMITED**

*Kowloon, HONG KONG*

Wilson Kwan – Creative Director

Derek Ma – Assistant Art Director

Iris Wong – Art Director

**YELLOW CREATIVE (HK) LIMITED**

*North Point, HONG KONG*

Rebecca So – Executive Director

Ellen Zee – Executive Director

# Best of Show

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## BENTLEY MOTORS LIMITED *Bentley Brand Book*

### NOMINATOR

Ms. Antje Brueckner  
IIBK/KIRCHERBURKHARDT GMBH  
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10178 Berlin  
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www.kircher-burkhardt.com

# Best of Writing

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## SENNHEISER ELECTRONIC GMBH & CO. KG *Sennheiser Annual Report 2012*

### NOMINATOR

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# Best of Design

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## DEUTSCHE TELEKOM AG *Depeche Mode Tour Book*

### NOMINATOR

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# Best of Advertising

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MOROCCAN INVESTMENT DEVELOPMENT  
AGENCY (AMDI)

*“Morocco, More Business”*

NOMINATOR

Mr. Didier Lagae

MARCO DE COMUNICACIÓN

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[www.marcodecomunicacion.com](http://www.marcodecomunicacion.com)

# Best of Annual Reports - *Cover Design*

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## GREENTOWN CHINA HOLDINGS LIMITED *2012 Annual Report*

### NOMINATOR

Ms. Joey Lai  
Marketing Communications Officer  
IONE FINANCIAL PRESS LIMITED  
7/F & 1204-06, 12/F Wheelock House  
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### CLIENT

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simonfung@chinagreentown.com  
www.greentownchina.hk



# Best of Annual Reports - *Interior Design*

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## RTL GROUP *Annual Report 2012*

### NOMINATOR

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20357 Hamburg  
GERMANY  
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# Best of Annual Reports– *Overall Presentation*

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GRUNER + JAHR AG & CO.  
*G+J It's about Relevance: Decisiveness*

## NOMINATOR

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# Best of Apps

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## KOREA TOURISM ORGANIZATION *Korea*

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uckitoo@knto.or.kr  
[www.visitkorea.or.kr](http://www.visitkorea.or.kr)

# Best of Brochures

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## HYUNDAI MOTOR COMPANY *Hyundai Blue Waves*

### NOMINATOR

Mr. Seho Jang  
KILLING MARIO CO., LTD.  
2F, 76-5, Nonhyeon-dong  
Seoul, Gangnam-Gu , 135-010  
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jung@hyundai.com  
www.hyundai.com

# Best of Custom Publications– *Business-to-Business*

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## UNION INVESTMENT REAL ESTATE GMBH *places & spaces*

### NOMINATOR

Ms. Birte Kleinebenne  
FACTS & FIGURES GMBH  
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# Best of Custom Publications– *General Audience*

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RED INDIANS PUBLISHING  
*UBS – Goodwood Special GT40*

NOMINATOR

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GERMANY  
[marketing@redindians.de](mailto:marketing@redindians.de)  
[www.ramp-magazin.de](http://www.ramp-magazin.de)

# Best of DVD/Video

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AUDI AG

*Audi Magazine 04/12 – life moves*

## NOMINATOR

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LOVED GMBH  
Brandswiete 46  
20355 Hamburg  
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85045 Ingolstadt  
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# Best of Employee Publications

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BILFINGER SE  
*Bilfinger World*

## NOMINATOR

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# Best of Feature Article Writing

---

AUDI AG

*Audi Magazine 03/13 – made in Germany*

## NOMINATOR

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# Best of Magazines – *Design*

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RED INDIANS PUBLISHING  
*rampclassics #2 – FLASH BAM POW*

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[www.ramp-magazin.de](http://www.ramp-magazin.de)

# Best of Magazines – *Overall Presentation*

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LOVED GMBH

*LOVED & FOUND – sports issue*

NOMINATOR

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# Best of Websites

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AGENTUR SÜDTIROL MARKETING  
*LebensART*

NOMINATOR

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# Best of Publicity

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## BENTLEY MOTORS LIMITED *Bentley Brand Book*

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www.kircher-burkhardt.com

# Best of Special Events

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## BEKO ELECTRODÓMESTICOS *1st Solidary Cooking Marathon*

### NOMINATOR

Mr. Didier Lagae  
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Caleruega 81, 4º  
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# Best of Campaigns –

## *Non-Profit/Public Affairs*

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ACCENTURE  
*Skills to Succeed*

NOMINATOR

Mr. Gerardo Moreno  
Account Executive  
TBWA/CHIAT/DAY  
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# Best of Campaigns – *Corporate*

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NBC ENTERTAINMENT & UNIVERSAL TELEVISION  
*NBC & Universal TV For Your Emmy Consideration 2013*

NOMINATOR

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Press Coordinator  
NBC ENTERTAINMENT & UNIVERSAL TELEVISION  
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