



MERCURY
EXCELLENCE AWARDS
2017 | 2018

2017/18 MERCURY Awards
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Book

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Lisbon, Portugal

Ana Margarida Ximenes – Vice President and
Country Manager

ATREVIA SPAIN

Madrid, SPAIN

Elena de la Mata – Publications Director
Asuncion Soriano – President
Gema Roman – Director of Consumption Area
Alejandro Rodriguez – E-Com Director

BANK OF CHINA

Hong Kong

Angel Yip – Deputy General Manager

BRANDSONSPEED GMBH

Stuttgart, Germany

Berthold Doerrich - CEO
Kerrin Nausch – Creative Director

BURGESS STRATEGIC MARKETING SERVICES

Troy, MI

Sandra J. Burgess- Burgess Strategic Marketing
Services

CHINA UNICOM

Hong Kong

Michelle Lam – Assistant Company Secretarial
Manager
Joeling Law – Manager of Investor Relations

DANIEL KENNEDY COMMUNICATIONS SERVICES

New York, NY

Daniel Kennedy - President

DEVON TITLE

Troy, MI

Dan Baron – Director of Marketing

DONNELLY FINANCIAL SOLUTIONS

Hong Kong

Kobee Chow - Designer
MA Ling – Designer
Jason Tai – Senior Designer

EDICO FINANCIAL PRESS SERVICES LIMITED

Hong Kong

Amy Donati – Chief Executive Officer
Stella Kwok – Director – C&G Department
Vicky Lee – Director-Corporate Sales & Service
Department
Ricky Tse – Manager – Print Brand/Logistics
Department

EXCEL COMMUNICATION AND PERCEPTION MANAGEMENT

Istanbul, Turkey

Burcak Taskin – CEO
Emre Yurdakul – Group Director

HETERMEDIA SERVICES LIMITED

Hong Kong

Charles Ho – Design Manager
Orling Or – Business Development Director
Vanessa Yung - Business Development Director

i.LINK GROUP LIMITED

Hong Kong

Hidy Shum – Assistant General Manager

INBRAX CHILE

Santiago, Chile

Enzo “Japo” Escobar – Art Director
Andres Mora – Art Director
Fernanda Ruiz-Tagle – Art Director

INFORMA PLC

London, United Kingdom

Graham Jerome-Ball – Global Brand Director

KD1 DESIGNAGENTUR

Cologne, Germany

Prof. Rudiger Quass von Deyen – Partner and
Design Director

KERRY PROPERTIES LIMITED

Hong Kong

Michelle Lam – Director Corporate & Marketing
Communications

KORTEMAERZWOLFF KOMMUNIKATION

Hamburg, Germany

Matthias Wolff

MM PARTNERS

Seoul, South Korea

Young-Il Kim – Chief Director
SangHyun Lee – Chief Director & Designer
JongKook Yi- CEO & Chief Director

NEWPORT3 COMMUNICATIONS

Hamburg, Germany

Stefan Westphal – Managing Partner
Gerd Wolf – Creative Director

OMV

Vienna, Austria

Pia Kiss-Horvath – Internal Communications

**PUBLIK AGENTUR FÜR KOMMUNIKATION
GMBH**

Ludwigshafen Am Rhein, Germany

Laura Riche – Creative Director
Judith Trippmacher - Creative Director

RINGZWEI

Hamburg, Germany

Dirk Linke – Creative Director
Juliane Van Treeck – Art Director

SHIAN INC

Tokyo, Japan

Jeff Canaday – Writer/Editor
R. Kobayashi – Writer/Editor
R. Ochiai – Senior Designer
M. Shimoda – Senior Designer
I. Tsukahara – Senior Designer

SS DIGITAL MEDIA

Troy, MI

Laura Oliveto – VP Business Development

SYDINVEST

Aabenraa, Denmark

Tine Lund – Senior Vice President

TAYBURN

Istanbul, Turkey

Ronald Manosa – Chairman
Volkan Satici – Designer
Ediz Usman – Vice Chairman

TOPPAN VINTAGE LIMITED

Central, Hong Kong

Wilson Kwan – Senior Creative Director
Derek Ma – Art Director

UNITED THERAPUETICS

Silver Spring, MD

Bill Rock – Creative Director

X-DESIGN S.C.

CDMX, Mexico

Pilar Muñoz – CEO/Art Director

XANADU COMMUNICATIONS

New York, NY

Paul Froehlich - President

YELLOW CREATIVE (HK) LIMITED

Hong Kong

Rebecca So – Managing Partner
Ellen Zee – Managing Partner

Best of Show

STATE STREET CORPORATION

Staring Down The Street: State Street's Fearless Girl

NOMINATORS

OGILVY'S PUBLIC RELATIONS TEAM, WATER & WALL GROUP, RIVER COMMUNICATIONS

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Best of Writing

AUDI AG

THE AUDI MAGAZINE F/W'17 - The Highways

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Best of Design

DAIMLER AG

2017 Mercedes-Benz Trucks Calendar

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Best of Advertising

THE WAR AMPS

Darevin and the BC Lions

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Best of Annual Reports - *Cover Design*

NEW WORLD DEVELOPMENT COMPANY LIMITED *2017 Annual Report*

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Best of Annual Reports - *Interior Design*

CLEAR MEDIA LIMITED *Annual Report 2016*

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Best of Annual Reports– *Overall Presentation*

CHINA UNICOM (HONG KONG) LIMITED *Annual Report 2016*

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Best of APPs

LUFTHANSA CARGO AG *Lufthansa Cargo Company App*

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

TRUMPF GMBH & CO. KG

TRUe. The Magazine for Sheet Metal Experts 2/3/4 17

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Best of Custom Publications– *General Audience*

BMW AG - MINI
rampstyle – JCW Edition

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BMW AG – MINI
<https://www.bmwgroup.com/en/brands-and-services/mini.html>

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Best of Magazines – *Design*

RAMP.SPACE GMBH & CO. KG
ramp #37 - Basic Instincts

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Best of Magazines – *Overall Presentation*

RAMP.SPACE GMBH & CO. KG
rampstyle 14 - So, it's all good. Finally.

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LC WAIKIKI
LCW SENSE

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Best of Video

DAIMLER AG

Mercedes-Benz "Silver Bullets" in Manhattan

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Best of Websites

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The year of total video

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Best of Publicity

STATE STREET CORPORATION

Staring Down The Street: State Street's Fearless Girl

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Best of Special Events

MERCEDES-BENZ TÜRK *50th Year Press Conference*

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Best of Campaigns

CERVEZA IMPERIAL

A Beer with a Goal: Save the Planet

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