

Advertisements
Annual Reports • Brochures
Calendars • Campaigns
Cover Design
Custom Publications
Direct Mail • DVDs



Employee Publications
Invitations • Logos
Magazines • Photography
Posters • Self-Promotion
Special Projects
Website Design

THE ONLY AWARDS PROGRAM
DEDICATED TO CORPORATE DESIGN

2010 DESIGN EXCELLENCE AWARDS

"It's a reward just to compete. Winning is a bonus."

ENTRY DEADLINE: ~~JAN. 31ST, 2010~~

 **Extended Deadline: February 22, 2010**



Welcome to the ASTRIDS!

ASTRID – the name heralds the stellar qualities of creativity, recognizing the beauty of the heavens reflected on earth by the beauty of design.

Winning an ASTRID Award is a testimonial to the skills of your design team. Having a talented graphics department recognized assures your clients their projects will be of the highest quality. And it sparks the creative efforts of your whole firm!

The stunning ASTRID trophies, plaques and certificates are proudly displayed in top design agencies and corporate departments worldwide ... and rightfully so. They look magnificent and are a stellar reflection of your achievement.

Our mission is formidable: We aim to promote design as a fundamental element of communications, a business imperative, and a powerful tool for commercial success.

In an industry as competitive as the design world, being named among the “best” by a jury of your peers elevates you among the stars.

Get the recognition you deserve. Enter your best work into the design industry’s premiere competition.

Cheers and jubulation,

Reni L. Witt
President

P.S. The ASTRID Awards program is the only festival that permits nominators to see the judges’ evaluations. Entrants find the scores of utmost importance in their continual learning and creative process. Take this professional opportunity by entering your work no later than ~~January 31, 2010!~~ **There’s still time! February 22, 2010**

Mission Statement

MerComm Inc. was founded in 1987 with the principal purpose of advancing the arts and sciences of communications in an international arena. MerComm strives to establish and promote high standards of individual and collective achievement. By way of recognizing the multi-disciplines involved in professional communications, MerComm Inc. sponsors five award programs:

ASTRID Awards for Design • GALAXY Awards for Marketing
ARC Awards for Annual Reports
iNOVA Awards for Websites • MERCURY Awards for Public Relations

MerComm’s award programs are now in their twenty-fourth year with entries from around the world: Afghanistan, Argentina, Australia, Austria, Bahrain, Belgium, Bermuda, Brazil, Canada, Chile, Croatia, Denmark, France, French West Indies, Germany, Greece, Holland, Hong Kong, India, Ireland, Israel, Italy, Japan, Korea, Lichtenstein, Luxembourg, Macau, Malaysia, Malta, Mexico, New Zealand, Norway, People’s Republic of China, Peru, the Philippines, Poland, Portugal, Puerto Rico, Russia, Saudi Arabia, Scotland, Singapore, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom, Venezuela, Vietnam, Yugoslavia, Zimbabwe, and the United States. Our mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation, or client.

KUDOS!

“We are very excited to hear about the great news of our Grand Award win!”
BANK OF CHINA HONG KONG
HONG KONG

“Thanks so much for the great news of our Silver and Bronze wins!”
COAL CREATIVE CONSULTANTS
SINGAPORE

“Wonderful! Thanks for the good news of our Bronze win. Great way to start the week!”
CSA GROUP
Toronto, Ontario, CANADA

“Thank you for your announcement. We are very happy that we achieved the Silver Award!!”
G+J CORPORATE MEDIA
Hamburg, GERMANY

“We are excited about winning the Silver Award. Thank you for the good valuation of our work.”
DESIGN 0920
Seoul, KOREA

“Thanks a lot for the Bronze Award!”
HETERMEDIA SERVICES LTD
Central, HONG KONG

“The great news of winning the BEST OF SHOW completely surprised us. We are thrilled!!”
i.LINK GROUP LIMITED
Central, HONG KONG

“We are very happy to hear such great news from the ASTRID Awards.”
KOREA TOURISM ORGANIZATION
Seoul, KOREA

“We are delighted and honoured to win the Gold Award. Thank you!”
K. WAH GROUP
North Point, HONG KONG

“Thank you for your e-mail informing us of our winning status.”
MACAU GOVERNMENT TOURIST OFFICE
MACAU

ENTRY INFORMATION

"Thank you so much for the recognition. We are elated to win in so many categories!"

NOVA FUSION
Kuala Lumpur, MALAYSIA

"Thanks for the good news of our win. It will drive our team to do even better in the future."

NWS HOLDINGS LIMITED
Central, HONG KONG

"Thank you so much for the results of three wins. That's fantastic news for our company and clients."

PHOTOSOUND
Birchanger, UNITED KINGDOM

"Many thanks for the Gold Award!"

SIGNATURE LTD
Wanchai, HONG KONG

"Our client was so excited to hear about their winning an ASTRID Award!"

STAN GELLMAN GRAPHIC DESIGN
St. Louis, Missouri, USA

"Thanks for the great news of our BEST OF COVER DESIGN win! That is so encouraging!"

THE DESIGN ASSOCIATES LTD.
HONG KONG

"Many thanks for the good news of our double Silver win. The awards will boost our team's creative energy."

THE HONG KONG JOCKEY CLUB
HONG KONG

"Please accept our sincere thanks for recognizing our work. It is indeed an honour. As always, we look forward to next year's competition."

THE WAR AMPS
Ottawa, Ontario, CANADA

"Thank you so much for the very good news of the Grand Award win. So now, we are going to open a bottle of champagne...Santé!"

THEMA COMMUNICATIONS
Frankfurt, GERMANY

"We really value and respect the ASTRID Awards. Thanks for the opportunity to showcase our work on such a prestigious scale."

THIRD PERSON CREATIVE
Wexford, Pennsylvania, USA

WHO SHOULD ENTER

The ASTRID Awards afford all creators and producers of design communications an exceptional opportunity for international recognition:

Designers • Art Directors • Creative Directors
Information Architects • Photographers • Illustrators
Site Builders • Ad Agencies • Public Relations
Direct Marketers • Multimedia Developers • Corporations
Associations • Publishers • Media
and all other organizations who contribute to design communications.

There are classifications suitable for any professional involved in the concept, design, or production of advertisements, annual reports, brochures, catalogues, direct mail, dvd's, graphic design, magazines, newsletters, photography, promotion materials, special projects, and websites.

WHAT TO SUBMIT

The following must be included with your entry:

- Completed Entry Form
- 3 Copies* of Entry Submitted
- Entry Fee

Note: Video, DVD and CD entries must state the running time and format of the piece. Please provide English translations.

*Only one copy of large or bulky entries need be submitted. When appropriate, entries may be mounted on the size and color board the nominator feels best displays the entry. ("Duplicates" may be sent unmounted.) Very large entries should be entered in photographic form or on CD.

ELIGIBILITY

Any material produced or dated from January 1, 2009, to January 31, 2010 is eligible to be entered.

NOMINATOR

The person submitting the entry will be our permanent contact throughout the course of the competition, and will receive acknowledgment that the entry was received, all information and announcements, as well as any prizes received.

CHOOSING CATEGORIES

Twenty-six major categories are offered in the ASTRID Awards. Nominators may enter their work in any combination of categories and classifications. You must send a fee for each classification entered.

JUDGING PROCEDURE

Entries are judged by international panels of design professionals on the basis of concept creativity, clarity and production quality.

Each entry is evaluated three separate times during the preliminary rounds. The three sets of scores are then averaged into a single score for the individual entry. The top 30% of entries will win awards. A certain minimum score must be achieved to qualify for an award. Only one Gold, Silver, Bronze, and Honors Award will be given in each classification. If no entry scores high enough, no award will be given.

The Gold Award Winners become candidates for the Best of Category Awards. In addition, one Best of Show Award will be presented to the one entry that best exemplifies the spirit of the ASTRID Awards.

ENTRY FEE

The fee for each entry is \$295 per classification. Fees include handling and preparation costs, judging expenses, receipt of your score sheets, and posting on the website. Send the fee (U.S. Dollars), entry form, and entry submission to MerComm, Inc. 500 Executive Boulevard, Ossining-on-Hudson, NY 10562. Payment may be made by credit card, bank transfer, or U.S. Check. Make checks payable to MerComm/AST. (Checks must be drawn on a U.S. based bank. We cannot accept foreign checks.) Payment is also accepted via telephone: 914-923-9400. You may also FAX your entry form: 914-923-9484. Please contact our offices for information concerning bank transfers.

MULTIPLE ENTRIES DISCOUNT

We must receive separate completed entry forms for each individual entry. You may send one check for multiple entries. There is a 5% discount for submitting 5-9 entries; a 10% discount for 10-19 entries; and a 20% discount for 20 or more entries.

REFUNDS

Once the entry has been sent out for judging, there can be no refund for any reason.

RETURN OF MATERIALS

All entries submitted to the competition become the property of the ASTRID Awards and may be used for promotional purposes. Entries will not be returned unless specifically requested on the Entry Form. We will contact you regarding shipping costs. Please do not send irreplaceable materials. We cannot be held liable for the replacement costs of the entry(ies). The greatest care will be taken to safely return your materials to you in good condition.

DEADLINE

Feb. 22, 2010

All entries postmarked by ~~January 31, 2010~~ will be considered by the ASTRID Awards Distinguished Panel of Judges and Advisors. You will be notified upon the receipt of your entries.

AWARDS NOTIFICATION

Winners will be notified the week of April 14, 2010. Grand Winners will be announced May 20, 2010.

AWARD CERTIFICATES

Should your entry place as an award winner, your certificate will be personalized in the following format:

Nominating Company
Client Company
"Title of Entry"

If you would prefer any variation of this format, you must let us know in writing on the entry form.

Visit Our Website!

Complete entry information can also be seen at:
www.mercommawards.com

Congratulations Grand Winners 2009



BEST OF SHOW

i.Link Group Limited
iLink Company Brochure
(HONG KONG)

ADVERTISEMENTS

Macau Government Tourist Office
Experience Macau
(MACAU)

ANNUAL REPORTS

Cheil Worldwide Inc.
Samsung
Samsung Profile 2008
"passion for a better world"
(KOREA)

BROCHURES

i.Link Group Limited
iLink Company Brochure
(HONG KONG)

CALENDARS

Bank of China (Hong Kong) Limited
Desk Top Calendar 2009
(HONG KONG)

CAMPAIGNS

Booz Allen Hamilton
Army Wounded Warrior Program
"for as long as it takes"
(USA)

COVER DESIGN

The Design Associates Ltd.
The Hong Kong University of Science & Technology
HKUST Annual Report 2007-08
(HONG KONG)

CUSTOM PUBLICATIONS

thema communications ag
Blancpain S.A.
Blancpain Savoir Faire
(GERMANY)

DIRECT MAIL

Hong Design Co., Ltd.
Lotte Aveuel
Lotte Aveuel Direct Mail
(KOREA)

DVDs

IQ Solutions
National Institute on Drug Abuse (NIDA)
"An Open Discussion About Drug Abuse"
(USA)

EMPLOYEE PUBLICATIONS

G+J Corporate Media GmbH
Deutsche Telekom AG
you and me
(GERMANY)

INVITATIONS

Edelman Creative
Burger King
Seth MacFarlane Invite
(USA)

LOGO DESIGN

Weber Shandwick
The Dallas Zoological Society
Zoo to Do 2008
(USA)

MAGAZINES

Red Indians Publishing GmbH & Co. KG
köckritzdörrich GmbH
ramp - "To the Ladies"
(GERMANY)

PHOTOGRAPHY

Bank of China (Hong Kong) Limited
"Delivering Growth, Quality and Excellence"
Annual Report 2007
(HONG KONG)

POSTERS

CommonHealth
Rx Club
OTC Creative Show Poster
(USA)

SELF-PROMOTION

CLP Holdings Limited
CLP Salon Recital in Hong Kong - Souvenir
(HONG KONG)

SPECIAL PROJECTS

Bank of China (Hong Kong) Limited
Christmas and Chinese New Year Decoration
for Bank of China Tower
(HONG KONG)

WEBSITES

Marsteller
Transitions
Website Redesign
(USA)

IMPORTANT DATES

Extended! February 22, 2010

Deadline for entries: January 31, 2010

Jurying: February/March 2010

Winners notified: April 14, 2010

Best of Category
Winners Announced: May 20, 2010

CATEGORIES & CLASSIFICATIONS

A. Advertisements – Print

01. Campaign
02. Magazine Ad
03. Outdoor Billboard
04. Pharmaceutical/Medical/Health
05. Transit/Airport/Subway
06. Vehicle
07. Other/Misc.

B. Advertisements – Television

01. Campaign Series
02. Corporate Branding
03. Non-Profit Org.
04. Public Service Announcement
05. Other/Misc.

C. Annual Reports – Corporate Traditional Format

01. Under 100 Pages
02. Between 101-200 Pages
03. Over 200 Pages
04. Dual Language Reports (any pages)

D. Annual Reports – Corporate Non-Traditional Format

01. Under 84 Pages
02. Between 86-120 Pages
03. Between 121-169 Pages
04. Over 170 Pages

E. Annual Reports – Not-for-Profit Organizations

01. Traditional Format – USA - Vertical (8 1/2" x 11")
02. Traditional Format – Other Countries
03. Special Size or Distinctive Format – Horizontal, Die Cuts, Wraps, 2-Parts, Oversize, etc.

F. Brochures

01. Catalogue
02. Clean Energy/Low Carbon Technology
03. Company Profile
04. Corporate
05. Customer Information
06. Handout
07. Public Awareness
08. Special Purpose
09. Sustainability Report
10. Other/Misc.

G. Calendars

01. Community Relations
02. Corporate
03. Non-Profit Organization
04. Product/Service Promotion
05. Tourism
06. Other/Misc.

H. Campaigns

01. Charity
02. Climate/Environmental Awareness
03. Corporate Identity
04. Corporate Social Responsibility
05. Multi-Media
06. Targeted Marketing
07. Other/Misc.

I. Covers

01. Annual Reports – Artistic (Graphics/Illustrations)
02. Annual Reports – Photography (People, Places, Products)
03. Book
04. Conference Brochure
05. College/University
06. Customer Magazine
07. Magazines – Artistic (Graphics/Illustrations)
08. Magazines – Photography (People, Places, Products)
09. Other/Misc.

J. Custom Publications – Produced for Companies & Corporations

01. Automobiles
02. Business-to-Business - Perfect Bound
03. Business-to-Business - Saddle-Stitched
04. Consumer Products
05. Executive Magazine
06. Financial Services
07. Hospital
08. Luxury
09. Retail
10. Technology
11. Telecommunications
12. Transportation
13. Travel/Entertainment
14. Other/Misc.

K. Custom Publications

– Produced for Non-Profit Organizations

01. Association
02. Children
03. Foundation
04. Philanthropic
05. School
06. Other/Misc.

L. Direct Mail

01. Business-to-Business
02. Campaign
03. Target Audience Marketing
04. Travel/Tourism
05. Other/Misc.

M. Employee Publications

01. Magazine
02. Newsletter
03. Staff Publications
04. Other/Misc.

N. Graphic Design

01. Illustrations - Advertisement/Poster
02. Illustrations - Magazine
03. Invitation
04. Logo
05. Packaging
06. Press Kit
07. Stationary System
08. Style/Branding Guide
09. Trade Show Booth
10. Trade Show Poster
11. Other/Misc.

O. Invitations

01. Conference
02. Holiday Party
03. Open House/Tour
04. Recruiting/Career Opportunities
05. Web Event
06. Wedding
07. Other/Misc.

P. Magazines

01. Automobiles/Transportation
02. Business-to-Business
03. Corporate Publishing
04. Customer - Perfect Bound
05. Customer - Saddle-Stitched
06. Employee/Internal
07. Entertainment
08. Executives
09. Investing
10. Membership
11. Non-Profit Organization
12. Other/Misc.

Q. Miscellaneous/Other

01. (Please describe on Entry Form.)

R. Newsletters

01. Government
02. Non-Profit Org.
03. Specialized Audience
04. Other/Misc.

S. Photography

01. Annual Report
02. Landscapes/Places
03. People/Portrait
04. Product/Things
05. Other/Misc.

T. Posters

01. Award Show
02. Competition/Contest
03. Ecology/Energy
04. Employee Information
05. Exhibition
06. Food Products
07. Promotion
08. Other/Misc.

U. Promotion

01. Business-to-Business
02. Charity
03. Prospectus
04. Other/Misc.

V. Recruitment

01. Brochure
02. CD-Rom
03. Corporations
04. Flyer
05. Invitation
06. Poster
07. Website
08. Other/Misc.

W. Self-Promotion

01. Award Recognition
02. Christmas Card
03. Company/Corporation
04. Media Information
05. New Year's Card
06. Redesign/Relaunch
07. Sales & Capabilities
08. Souvenir
09. Website
10. Other/Misc.

X. Special Projects

01. Anniversary/History
02. Book
03. Charity
04. Christmas Decorating
05. Customer Information
06. Employee Communications
07. Environmental/Green
08. Exhibit Booth
09. Hispanic Community
10. Integrated Campaign
11. Music/Recital/Concert
12. Shareholder Communications
13. Worthy Cause
14. Other/Misc.

Y. Video/DVD

01. Brand Experience
02. Corporate
03. Drug Abuse/Addiction
04. Exhibit Booth Video
05. Inhouse Production
06. Internal Communications
07. Non-Profit Org.
08. Other/Misc.

Z. Websites

01. Campaign Site
02. Company Brand
03. Corporate
04. Educational
05. Employee Referral
06. Insurance
07. Non-Profit Organizations
08. Online Annual Report
09. Recipes
10. Redesign/Relaunch
11. Webzine
12. Other/Misc.

Last call! 2/22/10

THE JUDGES

33 Visual - MEXICO
Abbott Laboratories
Addison
Affno - SRI LANKA
AHA Design - AUSTRIA
AIR Health
AND Partners
Arnold Saks Associates, Inc.
Banco Popular North America
Bank of China - HONG KONG
Baxter International
BBDO Detroit
BCN Communications
Beau Gardner Associates Inc.
Bertz Design Group
Booz Allen Hamilton
Burgess Strategic Marketing Services
Burson - Marsteller
Carlow University
Carnegie Mellon University
Charles Schwab
CHC Enterprises
Chicago Transit Authority
Ciel Design Partners
CLP Holdings Ltd - HONG KONG

CME Group
Continuum Health Communications
Coyne Public Relations
Creative Fire - CANADA
Critt Graham + Associates
Curran & Connors, Inc.
Curtis Group
Daniel Kennedy Communications Services
Decker Design
Donahue Communications Inc.
Edelman
Eisenman Associates
Equity Group - HONG KONG
Ex-Act Corporation - JAPAN
Family Health International
Federal Reserve Bank of Chicago
Flughafen Wien AG - AUSTRIA
Gabbe Group
Greater Toronto Airports Authority - CANADA
Greg Kinch Photography
Hirschhorn Central Communications
Honey Communications - KOREA
Horizon Film & Video
i.LINK Group Limited - HONG KONG

Image Boutique Productions Ltd - HONG KONG
Inca Film & Communications - KOREA
INC Design
Inergy Group
Insight Creative - NEW ZEALAND
Jim Barber Studio
John Giammatteo Photographs
John Madere Photography
Kitty Hawk Studios
KRS Consulting
KuKa AG - GERMANY
Lambs Farm
Lockheed Martin Corporation
M&M Consultancy - HONG KONG
MacDonald Design - CANADA
Maloney & Fox
Mark Joseph Photography, Inc.
Marsteller
MasterCard
Mensalia GmbH - AUSTRIA
Meta-4 Design Inc.
METAL
Mike Klodnicki & Associates
MWW Group

Northeastern University
O'Connor & Partners
Origin Design
Ove Design + Communications Ltd. - CANADA
Paraglyphs
Perligt Group
Pitt Magazine
Q&E Advertising - SRI LANKA
Ravelle Brickman Public Relations
Red Lizard Creative
Robert Wood Johnson Foundation
Rutgers University
Savage Branding & Corporate Design
Sedgwick Richardson - HONG KONG
Sedgwick Richardson - SINGAPORE
Shoemake Photography Inc.
Signi Design - MEXICO
Skaggs Advertising & Design
Smart Media - SRI LANKA
Smith & Associates - CANADA
SNP Vite Limited - HONG KONG
Soapbox Design Communications - CANADA
Southern Company

SRP
Stage 3 Productions, Inc.
Stan Gellman Graphic Design Inc.
Strategic Alliance International
Studio 210
Taylor & Ives
Ted Horowitz Photography
The Business Photographer
The Design Associates Ltd. - HONG KONG
The Hong Kong Institute of Education - HONG KONG
Thiel Design
Tierney Communications
Time, Inc. Content Solutions
Twice Graphics - HONG KONG
University of Pittsburgh
VSA Partners
VWA/see see eye
Weber Shandwick Worldwide
William Blair & Company
Yellow Creative (HK) Limited - HONG KONG

ENTRY FORM

#Log No.
Official Use Only
Do not write in this area

ENTRY INFORMATION

Title _____
(Please write out as it should appear on winning certificate.)

Category-Classification Code: - (See other page for codes.)
Example H-01

Category-Classification: _____
(Please write out)

Other/Misc. _____
(Describe entry)

Length of Entry: _____ min. _____ sec.

Format: PowerPoint CD - ROM DVD - VIDEO DVD - ROM

url http:// _____

Briefly define objective and creative solutions:
(You may type on separate sheet of paper. Please, one-page description only.)

NOMINATOR'S INFORMATION

Nominated by: _____
First/Given Name Last/Surname

Nominator's Title: _____

Nom. Organization: _____
(Please write out as it should appear on winning certificate.)

Address: _____

City: _____ Prov./State: _____ Zip: _____

Country: _____

Telephone: _____
Country Code City/Area Code Number

Fax: _____
Country Code City/Area Code Number

E-mail: _____

Website: _____

CLIENT INFORMATION

Client's Name: _____
First/Given Name Last/Surname

Client's Title: _____

Client Company: _____
(Please write out as it should appear on winning certificate.)

Address: _____

City: _____ Prov./State: _____ Zip: _____

Country: _____

Telephone: _____
Country Code City/Area Code Number

Fax: _____
Country Code City/Area Code Number

E-mail: _____

Website: _____

PAYMENT INFORMATION

PLEASE FILL OUT THIS COLUMN ONCE FOR ALL ENTRIES SUBMITTED

Total Number of Entries:

Entry Fee @295.00 per entry; Subtotal \$ _____

5-9 Entries, 5% Discount \$ _____

10-19 Entries, 10% Discount \$ _____

20+ Entries, 20% Discount \$ _____

Please return my entry(ies). We will notify you of costs prior to shipping.

Total Fees Paid \$ _____
(U.S. Dollars - Drawn on U.S. Banks only.)

Check Enclosed Bank-to-Bank Transfer
(Contact us for details)

American Express

Exp. -

MasterCard/Visa

Exp. -

Cardholder's Name _____

Cardholder's Address _____

City: _____ Prov./State: _____ Zip: _____

Cardholder's Signature _____

MAILING/SHIPPING INFORMATION

IMPORTANT: For judging purposes, please send three copies of material per entry. For multiple entries, you may photocopy this form. You may send one check for multiple entries. Payment must be made in U.S. Dollars. Kindly make sure each entry is labeled with your name, organization, phone number, and category/classification name and number. Upon receipt this entry becomes the property of MerComm Inc.

Make checks payable and mail to:

MerComm/AST
500 Executive Boulevard
Ossining-on-Hudson, NY 10562 USA

For More Information:

1-914-923-9400
FAX: 1-914-923-9484
info@mercommawards.com
www.mercommawards.com

Final Deadline:
February 22, 2010

DEADLINE: ~~January 31, 2010~~

SHIPPING INSTRUCTIONS: Mailing/shipping costs, insurance, and handling fees for all entries are at the entrant's expense. Send entry materials along with entry forms and fees. For foreign entries, we suggest you send your material either by airmail or courier service which will deliver them directly to our offices. To hasten your package through customs, please affix or mark in bold lettering outside the package - "Contest Material. No Commercial Value."