



INTERNATIONAL

ASTRID 2005 AWARDS

The 15th Annual Competition

*Honoring Excellence for
Design Communications*

WINNERS' BOOK

Sponsored by: MerComm, Inc.

500 Executive Boulevard

Ossining-on-Hudson, NY 10562 USA

T: 914-923-9400/F: 914-923-9484/www.mercommawards.com

The 15th Annual
International
ASTRID 2005 AWARDS

The sponsors of the prestigious **ARC Awards**, **QUESTAR Awards**, **GALAXY Awards**, **MERCURY Awards** and **iNOVA Awards** are proud to announce the winners of the **ASTRID 2005 Awards**, honoring outstanding achievement in design.

The program is established to celebrate and reward the best in international design communications.

The **ASTRID Award** symbolizes the stellar qualities of creativity, craft, innovation and originality in design. Winners become members of the **ASTRID Awards** elite -- the most successful and influential creators of design communications in the world.

Now celebrating its fifteenth year, the international **ASTRID Awards** program received over 400 entries from around the world including Australia, Brasil, Canada, China, Denmark, French West Indies, Germany, Hong Kong, Israel, Japan, Mexico, Northern Ireland, Singapore, Switzerland, the United Kingdom, and the United States.

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

The Grand Winners were announced for the first time Thursday, May 5, 2005 from New York City.

ASTRID 2005 AWARDS

❖ FACULTY OF DISTINGUISHED JUDGES ❖

The International **ASTRID 2005 Awards** are presented by the **International Academy of Communications Arts & Sciences**. The winners of the 15th annual competition were selected by panels of judges, totaling over 45 professionals, headed by senior members of the organizations listed below:

CREATIVE REPUBLIC

HONG KONG

Colin Chung – *Design Consultant*

Judy Hui – *Design Consultant*

KENNETH COLE

New York, NY

Alexandria Dixie – *Senior Copywriter*

Michael Czczotka - *Copywriter*

Todd Sugiyama – *Art Director*

DDB PUBLIC RELATIONS

Ontario CANADA

Nadia Angeloni - *Consultant*

Marta Buczek - *Consultant*

Martine Levy - *Director*

Sarah Ruddle - *Consultant*

MACDONALD DESIGN

Toronto, ON - CANADA

Jo DeGasperis - *Senior Designer*

Warren MacDonald - *Creative Director*

EMBER MEDIA

New York, NY

Clayton Banks - *President*

David Ross – *Integration Coordinator*

MCMURRY

Phoenix, AZ

Stephanie Conner – *Senior Editor*

Debbie Eaton-Vaughn – *Coordinator*

Rosalie Kirkman – *Art Director*

Kay Morrow - *Art Director*

GOLINHARRIS

Arlington, VA

Susan Goyette – *Vice President*

NOLIN BRANDING & DESIGN INC.

Montreal, Quebec - CANADA

Isabel Beaudry – *Art Director*

Elisabeth Côté – *Art Director*

Carole Hebert - *Coordinator*

Pierre Nolin – *President & CEO*

IMAGE BOUTIQUE PRODUCTION LTD.

HONG KONG

Paul Wong – *Film Director*

Continued next page. . .

*ASTRID 2005 Awards
Preliminary Judges Continued*

P&G, DESIGN

*Hong Kong
Mike Moulders – Regional Design Manager*

SHOWREEL INTERNATIONAL

*Hollywood, CA
Eric Jackson – Director
Richard Jackson – Director/Cameraman*

**STAN GELLMAN
GRAPHIC DESIGN, INC.**

*St. Louis, MO
Megan Miller - Designer
Barry Tilson - President
Bryan Wakeland – Designer*

STUDIO 210, LLC

*Norwalk, CT
Marlyn Bruce - Creative Director
Karen Krieger - Chief Creative Officer
Emily Russo – Designer*

SUMMIT CREATIVE

*Mississauga, Ontario CANADA
Louise Adams – Account Director
David Brown – Executive Creative Director
Peter De Fina – Creative Director
Justyna Leitgeber – Project Manager
Tanya Loskoutova – Designer*

THE DESIGN ASSOCIATES LTD.

*HONG KONG
Victor Cheong – Managing Director
& Design Director
Johnny Law – Project Director
Vicky Lee – Senior Project Manager*

THE GROUP

*London, UNITED KINGDOM
Mark Hill – Managing Director
Tamas Lugosi – Director
Phil Marchant - Director*

TIERNEY COMMUNICATIONS

*Philadelphia, PA
A.F. Biancosino – Vice President, Director
of Print Services*

VIADESIGN

*San Diego, CA
Stephan Donche – Creative Director
Theresa Vandenberg – Art Director
Kara Suzuki – Senior Designer*



International

ASTRID 2005 AWARDS

15th Annual Competition

❧ Category Winners ❧

Gold, Silver, Bronze, Honors

World's Best in Design Communications

2005 GRAND AWARD WINNERS

BEST OF SHOW & BEST OF BROCHURES

INCA Communications

for

CJ CGV

CGV Brochure

(KOREA)



BEST OF ADVERTISEMENTS

Adel Saatchi & Saatchi

for

MELISSA KIKIZAS – PRIMO GUSTO TOMATINI

Join the Primo Gusto Community

(GREECE)



BEST OF ANNUAL REPORTS

Yellow Creative (HK) Limited

for

BOSSINI INTERNATIONAL HOLDINGS LIMITED

Annual Report 2003-2004

(HONG KONG)



cont'd . . .

BEST OF CAMPAIGNS

Splash Media
for
COPY CRAFT PRINTERS
Copy Craft Printers



BEST OF COVER DESIGN

Raiffeisen Zentralbank (RZB)
RZB Group Annual Report 2003
(AUSTRIA)



BEST OF CUSTOM PUBLICATIONS

Hoffmann und Campe Verlag GmbH
for
BMW AG
BMW Magazine Special "BMW 1 Series"
(GERMANY)



BEST OF DIRECT MAIL

Salt River Project
Protect Your Home



BEST OF GRAPHIC DESIGN

Edelman

for

SEARS

“Ty Pennington Style” Invitation



BEST OF MAGAZINES

InterGram

for

SK ENGINEERING & CONSTRUCTION

<RE;VIEW> Customer Magazine

(KOREA)



BEST OF PROMOTION

The Design Associates Ltd.

for

ENVIRONMENTAL PROTECTION DEPARTMENT

Environment Hong Kong 2004

(HONG KONG)



BEST OF SPECIAL PROJECTS

Hoffmann und Campe Verlag GmbH
for
BULTHAUP GMBH & CO KG
perspectives
(GERMANY)



BEST OF VIDEOS

Cramer-Krasselt/hawthorne direct/Group Mojo
for
BOMBARDIER RECREATIONAL PRODUCTS US, INC.
Evinrude E-TEC



BEST OF WEBSITES

SRP
srpnet.com redesign



International

ASTRID 2005 AWARDS

~ Grand Award Winners ~

CREATIVE & PRODUCTION CREDITS

World's Best in Design Communications

**** BEST OF ADVERTISEMENTS ****

Adel Saaatchi & Saatchi
for
MELISSA KIKIZAS – PRIMO GUSTO TOMATINI
Join the Primo Gusto Community
(GREECE)

NOMINATING COMPANY:

Peggy Melissari
Radio and TV Producer
ADEL SAATCHI & SAATCHI
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GREECE
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Account Supervisors: Tasos Pagakis/Kostis Marnezos
Art Directors: Yiannis Liapakis/Yiannis Lapatas
Copywriter: Dimitris Spiliotis
Video/Creative Director: Giorgos Tzaneiris

CLIENT COMPANY:

Melissa Kikizas
MELISSA KIKIZAS – PRIMO GUSTO TOMATINI
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GREECE
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**** BEST OF ANNUAL REPORTS ****

YELLOW CREATIVE (HK) LIMITED
for
BOSSINI INTERNATIONAL HOLDINGS LIMITED
Annual Report 2003-2004
(HONG KONG)

NOMINATING COMPANY:

Mr. Wong Chun Hong
Creative Director

YELLOW CREATIVE (HK) LIMITED

8/F, Kinwick Centre, 32 Hollywood Rd.
Central, HONG KONG

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E-mail: vicky@yellowcreative.com

CLIENT COMPANY:

Ms. Pansy Chau

Director of Buying & Design

BOSSINI INTERNATIONAL HOLDINGS LIMITED

6 Floor, Hong Kong Spinners Industrial
Phase 1 & 2, Tai Nan West Street
Kowloon, HONG KONG

Tel: (852) 2371-1668/Fax: (852) 2370-7794



*** BEST OF SHOW ***
&
*** BEST OF BROCHURES ***

INCA Communications
for
CJ CGV
CGV Brochure
(KOREA)

NOMINATING COMPANY:

Jong-Kook Yi

Director

INCA COMMUNICATIONS

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KOREA

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*** BEST OF CAMPAIGNS ***

SPLASH MEDIA
for
COPY CRAFT PRINTERS

Copy Craft Printers

NOMINATING COMPANY:

Chris Kraft

Executive Producer

SPLASH MEDIA

5010 Addison Circle

Addison, TX 75001

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E-mail: ckraft@splashmedia.com

Editors: Steve Miller/Brad Murano

Photographer: Chris Kraft

Video/Creative Director: Chris Kraft/Brad Murano

CLIENT COMPANY:

Danny Stockton

President/CEO

COPY CRAFT PRINTERS

4413 82nd Street, Ste. 250

Lubbock, TX

Tel: (806) 794-7752/Fax: (806) 798-8190

Email: danny@copycraft.com



*** BEST OF COVER DESIGN ***

RAIFFEISEN ZENTRALBANK (RZB)

RZB Group Annual Report 2003

(AUSTRIA)

NOMINATING COMPANY:

Andreas Ecker-Nakamura

Head of Public Relations

RAIFFEISEN ZENTRALBANK (RZB)

Am Stadtpark 9

Wien 1030 AUSTRIA

Tel: 43 (171) 707-1753/ Fax: 4317 (170) 776-1753

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Dominik Cofalka

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Andreas Miedaner

BURO X DESIGN GMBH

Salzgries 18

Wien 1010

AUSTRIA

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Email: am@buerox.at



*** BEST OF CUSTOM PUBLICATIONS ***

HOFFMANN UND CAMPE VERLAG GMBH

for
BMW AG

BMW Magazine Special "BMW 1 Series"
(AUSTRIA)

NOMINATING COMPANY:

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Public Relations Manager
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*** BEST OF DIRECT MAIL ***

SALT RIVER PROJECT
Protect Your Home

NOMINATING COMPANY:

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Product Marketing Manager
SALT RIVER PROJECT
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E-mail: lkcraft@apnet.com

Account Supervisor: Laure Ali
Designer: Chris Dorner
Writer/Scriptwriters: Linda Crafton & Bill Irwin



*** BEST OF GRAPHIC DESIGN ***

EDELMAN
for
SEARS

“Ty Pennington Style” Invitation

NOMINATING COMPANY:

Joseph Ondrla
Senior Designer

EDELMAN

200 East Randolph Dr., 64th Floor
Chicago, IL 60601

Tel: (312) 233-1212/ Fax: (312) 240-0698

E-mail: joe.ondrla@edelman.com

CLIENT COMPANY:

SEARS



*** BEST OF MAGAZINES ***

INTERGRAM
for
SK ENGINEERING & CONSTRUCTION
<RE;VIEW> Customer Magazine

NOMINATING COMPANY:

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Account Supervisor: Eun-Hee Ko
Designers: Mim-sung Park/Ae-Kyung Jeon
Writer/Scriptwriter: Mi-Jim Kim

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Assistant Manager
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192-18 Kwanhm-dong
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KOREA
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*** BEST OF PROMOTION ***

THE DESIGN ASSOCIATES LTD.
for
ENVIRONMENTAL PROTECTION DEPARTMENT

“Environment Hong Kong 2004”
(CHINA)

NOMINATING COMPANY:

Victor Cheong
Design Director

THE DESIGN ASSOCIATES LTD.

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CHINA

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E-mail: ctcheng@epd.gov.hk



*** BEST SPECIAL PROJECTS ***

HOFFMANN UND CAMPE VERLAG GMBH

for

BULTHAUP GMBH & CO KG

“perspectives”

NOMINATING COMPANY:

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*** BEST OF VIDEOS ***

CRAMER-KRASSELT/HAWTHORNE DIRECT/GROUP MOJO
for
BOMBARDIER RECREATIONAL PRODUCTS US, INC.

“Evinrude E-TEC”

NOMINATING COMPANY:

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Sturtevant, WI 53177
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E-mail: michel.benoit@bpr.com



*** BEST OF WEBSITES ***

SRP

“srpnet.com redesign”

NOMINATING COMPANY:

Linda Y. Wiles

Supervisor, Internet Communications

SRP

PO Box 52025 Mail Station PAB340

Phoenix, AZ 85072-2025

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E-mail: lywiles@srpnet.com

Art Director: Aaron J. Thomason

Editor: Linda Y. Wiles



International

ASTRID 2005 AWARDS

15th Annual Competition

∞ Grand Award Winners ∞

World's Best in Design Communications

MARK YOUR CALENDAR!

ASTRID 2006

Deadline for Entries:

✧ **January 31, 2006** ✧

VISIT OUR WEBSITE!

Watch for new developments! Look for the other MerComm Awards Programs -- and for ASTRID 2006 Entry Information in December 2005.

www.mercommawards.com

❖ BEST OF SHOWS ❖

Winners in the 15 years of Celebrating the World's Best in Design

- | | | | |
|------|--|------|---|
| 1991 | IBM <i>Nominated by:</i> Scott Wolf Group, Inc. <i>"Precious As a Diamond"</i> | 1999 | TWO DIMENSIONS - ADVERTISING BY DESIGN (CANADA) <i>"Power Brochure"</i> |
| 1992 | NATIONAL GEOGRAPHIC TELEVISION <i>Special '91-'92 Press Kit</i> <i>"Hawaii: Strangers in Paradise"</i> | 2000 | ABC TELEVISION <i>Nominated by: Tumble Interactive</i> <i>"The Century"</i> |
| 1993 | HEWITT & HEWITT, INC. <i>"Exercise Your Writes"</i> | 2001 | DUPONT PHARMACEUTICALS COMPANY <i>Nominated by:</i> Janet Hughes and Associates <i>"Leadership Council 2000"</i> |
| 1994 | CENTER FOR PUPPETRY ARTS <i>Nominated by: Hewitt & Hewitt, Inc.</i> <i>"1993-1994 Season Brochure"</i> | 2002 | WHIZZ-IXS PTE LTD <i>Whizz-IXS Crisis Self-Promotional Kit</i> |
| 1995 | BELLSOUTH INTERNATIONAL <i>Nominated by: Hewitt & Hewitt, Inc.</i> <i>"BellSouth Worldwide Package"</i> | 2003 | NATIONAL MULTIPLE SCLEROSIS SOCIETY <i>Keep S'myelin: The World of MS</i> |
| 1996 | MCI <i>Nominated by:</i> Ogilvy Adams & Rinehart <i>"MCI 1-800-Music-Now"</i> | 2004 | DIAGEO <i>Nominated by: KUTYLA DESIGN</i> <i>"Baileys Minis"</i> |
| 1997 | ABC TELEVISION NETWORK <i>Nominated by: Tumble Interactive</i> <i>"Politically Incorrect with Bill Maher"</i> | 2005 | CJ CGV <i>Nominated by: INCA Communications</i> <i>"CGV Brochure"</i> (KOREA) |
| 1998 | CARLSON MARKETING <i>"A Company. On the Edge"</i> | 2006 | ??? |



MISSION STATEMENT

OUR GUIDING PRINCIPLE: CELEBRATING EXCELLENCE

MerComm, Inc. is an independent organization dedicated to defining the standards of excellence in the communications fields and to recognize the individuals whose work has made an outstanding contribution to their organization, corporation or client.

By way of advancing the multi-disciplines involved in professional communications, **we are committed to:** exercising fair play, maintaining independence, and acting with integrity. Our judging process is designed to ensure impartiality and objectivity. Neither judges nor MerComm have any stake in the outcome of the competition. We accept no advertising, there are no membership dues, we have no sponsors to which we owe fealty.

The **MerComm** Awards programs have achieved world-wide recognition for their integrity and fairness in their judging procedures. They are the only competitions in the communications fields which honor small and large organizations alike. Judging is carried out by peers in the profession, based not on budget, but on the values of creativity, clarity, effectiveness, and innovation.

The competitions have gained international prestige due to the overriding philosophy that directs **MerComm's** mission: to honor professionals who contribute to the advancement of the communications arts and sciences, and whose creativity and craft make a difference in the global marketplace.

These competitions draw entries from over 40 countries world-wide: Argentina, Australia, Austria, Bahrain, Belgium, Brazil, Canada, Chile, Denmark, France, French West Indies, Germany, Greece, Holland, Hong Kong, India, Ireland, Israel, Italy, Japan, Korea, Malaysia, Malta, Mexico, New Zealand, Norway, People's Republic of China, the Philippines, Poland, Portugal, Puerto Rico, Russia, Saudi Arabia, Scotland, Singapore, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom, Venezuela, the Virgin Islands, Yugoslavia, Zimbabwe, and across the United States.

The **MerComm** professional recognition programs celebrate individual and collective achievement within all areas of communications, featuring:

ARC AWARDS

The **International ARC Awards**, celebrating its nineteenth year, is the "Academy Awards of Annual Reports", according to the financial media. It is the largest international competition honoring excellence in annual reports. The competition is open to corporations, small companies, government agencies, non-profit organizations, and associations, as well as agencies and individuals involved in producing annual reports.

MERCURY AWARDS

Now in its nineteenth year, the **International MERCURY Awards** Competition recognizes outstanding achievement in professional communications. Considered the "Oscar" of the world-wide communications industry, the **MERCURY Awards** is one of the most important international competitions honoring the best in public relations, public affairs and corporate communications.

ASTRID AWARDS

The fifteenth **International ASTRID Awards** honors outstanding achievement in graphic and print design. Categories include: advertisements, annual reports, books, brochures, calendars, CD-Roms, employee publications, graphic design, magazines, newsletters, photography, promotional kits, self-promotion, special projects, video graphic design and websites. The **ASTRID Award** symbolizes the stellar qualities of creativity, craft, and originality in design.

GALAXY AWARDS

In its fifteenth year, the **International GALAXY AWARDS** Competition honors outstanding achievement in product and service marketing. Fourteen major categories include: advertising, brochures, cause-related marketing, copywriting, design, interactive media, marketing campaigns, new product introduction, promotion, special events, and sponsorships.

iNOVA AWARDS

The fifth international competition honoring overall excellence and innovation for corporate websites. Categories: Advertising, Associations, Brand Image, Campaigns, Consumer Publications, Corporate Identity, Demos, Educational, Electronic Newsletters, Event Promotion, Games, Government, Holiday, Investor Relations, Marketing, Non-profit Organizations, On-line Annual Reports, Public Relations, Recruitment, Redesigns, and Sponsorships.

QUESTAR AWARDS

The **International QUESTAR Awards** festival, in its sixteenth year, recognizes outstanding achievement in Corporate CD-Roms, DVD's and Videos. The major categories include public service announcements, advertisements, arts & culture, broadcast campaigns, employee information, marketing, meeting modules, recruitment, service launches, non-profit organizations, and government communications. The **QUESTAR Awards** are given to those professionals who have transformed their creative energy, skill and craftsmanship into outstanding vehicles for corporate communications.

For more information call (914) 923-9400 or Fax (914) 923-9484
www.mercommawards.com