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.
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

**DDB PUBLIC RELATIONS**  
**Ontario, Canada**  
Nadia Angeloni – Consultant  
Marta Buczek – Consultant  
Martine Levy – Director  
Sarah Ruddle – Consultant

**EMBER MEDIA**  
**New York, NY**  
Clayton Banks – President  
David Ross – Integration Coordinator

**GOLINHARRIS**  
**Arlington, VA**  
Susan Goyette – Vice President

**IMAGE BOUTIQUE PRODUCTION LTD.**  
**HONG KONG**  
Paul Wong – Film Director

**KENNETH COLE**  
**New York, NY**  
Alexandria Dixie – Senior Copywriter  
Michael Czeczotka – Copywriter  
Todd Sugiyama – Art Director

**MACDONALD DESIGN**  
**Toronto, ON - Canada**  
Jo DeGasperis – Senior Designer  
Warren MacDonald – Creative Director

**MCMURRY**  
**Phoenix, AZ**  
Stephanie Conner – Senior Editor  
Debbie Eaton-Vaughn – Coordinator  
Rosalie Kirkman – Art Director  
Kay Morrow – Art Director

**NOLIN BRANDING & DESIGN INC.**  
**Montreal, Quebec - Canada**  
Isabel Beaudry – Art Director  
Elisabeth Côté – Art Director  
Carole Hebert – Coordinator  
Pierre Nolin – President & CEO

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
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
Adel Saaatchi & Saatchi

for

MELISSA KIKIZAS – PRIMO GUSTO TOMATINI

Join the Primo Gusto Community

(GREECE)

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

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

INCA Communications
for
CJ CGV
CGV Brochure
(KOREA)

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* BEST OF CAMPAIGNS *

SPLASH MEDIA
for
COPY CRAFT PRINTERS

Copy Craft Printers

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RZB Group Annual Report 2003
(AUSTRIA)

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HOFFMANN UND CAMPE VERLAG GMBH
for
BMW AG

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(AUSTRIA)

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* BEST OF DIRECT MAIL *

SALT RIVER PROJECT
Protect Your Home

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★
* BEST OF GRAPHIC DESIGN *

EDELMAN
for
SEARS

“Ty Pennington Style” Invitation

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CLIENT COMPANY:
SEARS

★
* BEST OF MAGAZINES *

INTERGRAM
for
SK ENGINEERING & CONSTRUCTION

<RE;VIEW> Customer Magazine

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★
* BEST OF PROMOTION *

THE DESIGN ASSOCIATES LTD.
  for
ENVIRONMENTAL PROTECTION DEPARTMENT

“Environment Hong Kong 2004”
(CHINA)

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* BEST SPECIAL PROJECTS *

HOFFMANN UND CAMPE VERLAG GMBH
for
BULTHAUP GMBH & CO KG

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* BEST OF VIDEOS *

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

“Evinrude E-TEC”

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★
* BEST OF WEBSITES *

SRP

“srpnet.com redesign”

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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
   Nominated by: Scott Wolf Group, Inc.
   “Precious As a Diamond”

1992 NATIONAL GEOGRAPHIC TELEVISION
   Special ‘91-’92 Press Kit
   “Hawaii: Strangers in Paradise”

1993 HEWITT & HEWITT, INC.
   “Exercise Your Writes”

1994 CENTER FOR PUPPETRY ARTS
   Nominated by: Hewitt & Hewitt, Inc.
   “1993-1994 Season Brochure”

1995 BELL SOUTH INTERNATIONAL
   Nominated by: Hewitt & Hewitt, Inc.
   “BellSouth Worldwide Package”

1996 MCI
   Nominated by: Ogilvy Adams & Rinehart
   “MCI 1-800-Music-Now”

1997 ABC TELEVISION NETWORK
   Nominated by: Tumble Interactive
   “Politically Incorrect with Bill Maher”

1998 CARLSON MARKETING
   “A Company. On the Edge”

1999 TWO DIMENSIONS - ADVERTISING BY DESIGN
   (CANADA)
   “Power Brochure”

2000 ABC TELEVISION
   Nominated by: Tumble Interactive
   “The Century”

2001 DUPONT PHARMACEUTICALS COMPANY
   Nominated by: Janet Hughes and Associates
   “Leadership Council 2000”

2002 WHIZZ-IXS PTE LTD
   Whizz-IXS Crisis Self-Promotional Kit

2003 NATIONAL MULTIPLE SCLEROSIS SOCIETY
   Keep S’myelin: The World of MS

2004 DIAGEO
   Nominated by: KUTYLA DESIGN
   “Baileys Minis”

2005 CJ CGV
   Nominated by: INCA Communications
   “CGV Brochure”
   (KOREA)

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, copyrighting, design, interactive media, marketing campaigns, new product introduction, promotion, special events, and sponsorships.

iNOVA AWARDS


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