

The background of the entire image is a light blue gradient with a pattern of small white stars and larger, fainter starbursts. Two large, overlapping, curved shapes, one in a light tan color and one in a light blue color, frame the central text. A prominent starburst graphic, composed of many thin, radiating lines in shades of purple, blue, and gold, is positioned above the word 'Awards'.

GalaxyAwards

2011

MARKETING EXCELLENCE AWARDS

~~ENTRY DEADLINE: JULY 21, 2011~~

Deadline Extended: August 23, 2011



READY? Get ready to win! For 22 years, MerComm has showcased the creativity and hard work that the best of the marketing industry has to offer. *Nothing says **Marketing Success** more powerfully than a constellation of award-winning projects.* Let your work shine in this stellar creative awards show.

SET? Get set to see your scores and comments as judged by industry leaders themselves. These detailed evaluations are why dedicated professionals from over 50 countries participate in the **GALAXY Awards**. You could spend a considerable amount more for an outside consultant and still not get the unbiased critique the GALAXY judges can offer.

GO! Go on to win this prestigious award! Creativity is at an all-time premium. Join the luminaries in the marketing profession. Gain the applause you and your team deserve. Put your entries together today. We look forward to the honor of including you in this year's constellation of winners.

Cheers!

Reni L. Witt
President



There's still time!
August 23, 2011

P.S.

The deadline for competing is ~~July 21, 2011~~.

Wishing you honor, kudos and success!

MISSION STATEMENT

The Awards Competition is sponsored by MerComm, Inc., founded in 1987 with the principal purpose of advancing the arts and sciences of communications in an international arena. The organization strives to establish and promote high standards of individual and collective achievement by way of recognizing the multi-disciplines involved in professional communications.

The GALAXY Award symbolizes the assembly of numerous disciplines that create marketing excellence. The GALAXY Awards honor the professionals who contribute to the process of building image, creating profit and making a difference in the market place.

MerComm's 6 awards programs are now in their 25th year drawing entries from around the world: Afghanistan, Antigua West Indies, Argentina, Australia, Austria, Bahrain, Belgium, Bermuda, Brazil, Canada, Cayman Islands, Chile, Croatia, Denmark, Egypt, France, French West Indies, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Lichtenstein, Luxembourg, Macau, Malaysia, Malta, Mexico, Netherlands, New Zealand, Norway, People's Republic of China, Peru, the Philippines, Poland, Portugal, Puerto Rico, Russia, Saudia Arabia, Scotland, Serbia, Singapore, Slovenia, South Africa, Spain, Sri Lanka, Sultanate of Oman, Sweden, Switzerland, Taiwan, Trinidad, Turkey, United Arab Emirates, United Kingdom, United States, Venezuela, Vietnam, Yugoslavia and Zimbabwe. Our Mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation or client.

Visit mercommawards.com for updates!



Congratulations to the **Winners of the 2010 Galaxy Awards**

BEST OF SHOW

BurdaYukom Publishing GmbH
HENKEL AG & CO. KGAA
WE LOVE HAIR
(GERMANY)

ADVERTISING

Susan Davis International
EMPLOYER SUPPORT
OF THE GUARD AND RESERVE
PSA Print Campaign
(USA)

BROCHURES

Studio 210, LLC
MASTERCARD INTERNATIONAL
MasterCard/Rugby World Cup 2011 Sales Kit
(USA)

COPYWRITING

BurdaYukom Publishing GmbH
SAP AG
FIVE
(GERMANY)

DESIGN

BurdaYukom Publishing GmbH
HENKEL AG & CO. KGAA
WE LOVE HAIR
(GERMANY)

ANNUAL REPORTS - ASIA

IR PLUS
SK ENERGY
Tomorrow's Energy
2009 Annual Report
(KOREA)

ANNUAL REPORTS - EUROPE

TOMORROW FOCUS AG
A good year
Annual Report 2009
(GERMANY)

ANNUAL REPORTS - USA

Baxter International
Addressing Critical Healthcare Challenges
Worldwide
2009 Annual Report

PROMOTION

Asia Public Relations Agency
VOLKSWAGEN HONG KONG LTD.
New Beetle Art Gallery
(HONG KONG)

PUBLIC RELATIONS

Jung von Matt/relations GmbH
MERCEDES-BENZ CUSTOMER
ASSISTANCE CENTER MAASTRICHT
Mission: Service 24h Redesigned
(GERMANY)

VIDEOS & DVDS

INPOINT DIGITAL LIMITED
THE HONG KONG
POLYTECHNIC UNIVERSITY
PolyU Department of Computing
(HONG KONG)

WEBSITES

**BETTER HOMES AND
GARDENS REAL ESTATE**
A vision Communicated: Corporate Website
(USA)

"Thank you for the notification. We are very pleased to have won the BEST OF PROMOTION Grand Award!"

Asia Public Relations Agency
Wanchai HONG KONG

"We are delighted that two of our publications are amongst the Grand Awards winners and are thrilled that one of those was named BEST OF SHOW! Thanks so much!!"

BurdaYukom Publishing GmbH
München GERMANY

"This is good news indeed! Thank you for the Gold Award!"

Equity Communications Pte Ltd
SINGAPORE

"Thank you very much this is good news! Our clients as well as our entire team are very proud to be honoured with two GALAXY Awards this year!"

Hagen Invent GmbH & Co. KG
Düsseldorf GERMANY

"This is fantastic news! Thank you for the two wins. Everyone involved in the creation of these projects will be very happy to hear this."

Hawthorne Direct
Fairfield, Iowa USA

"Many thanks for your kind notification of our winning four GALAXY Awards. We will be posting this great news on our website!"

Hong Kong Tourism Board
North Point HONG KONG

"Thanks for the great news of our winning the Grand Award for BEST OF VIDEOS!"

Inpoint Digital Ltd
Causeway Bay HONG KONG

"Thank you so much for the good news of our double Bronze wins!"

Manulife (International) Limited
Kowloon HONG KONG

"Thanks for the good news of our Bronze Award."

NWS Holdings Limited
Central HONG KONG

"My company was honored to be named a Gold winner for this year's GALAXY Awards."

Purry Communications Group
Los Angeles, California USA

IMPORTANT DATES

DEADLINE FOR ENTRIES:

~~July 21, 2011~~
August 23, 2011

WINNERS NOTIFIED:

September 27, 2011

GRAND AWARD WINNERS ANNOUNCED:

October 25, 2011

Visit our web-site for updates! www.mercommawards.com

ENTRY INFORMATION

WHO

Anyone involved in marketing communications can enter, including professionals from advertising agencies, associations, corporations, direct mail companies, graphic design firms, non-profit organizations and public relations agencies, as well as illustrators, photographers, printers, producers, video directors, web-site designers and writers.

WHAT

Any material produced, dated or appearing during the period from July 20, 2010 to July 21, 2011.

WHEN

August 23, 2011

The deadline for entries is ~~July 21, 2011~~. Entries must be postmarked by this date. Nominators will be notified upon receipt of their entries.

WHERE

Send the Entry Form, Entry Fee and Entry Materials to:

MerComm/GLX, 500 Executive Blvd.,
Ossining, NY 10562 USA

HOW

To prepare your entries, be sure the following is included:

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

ENTRY FEES

The fee is \$250 per entry, per classification. Fees include shipping and handling during the judging rounds, preparation costs for winners' book, web-site presentations, awards certificate, plaque or trophy (according to level of win), plus the complete evaluation forms and judges' comments. There is a 5% discount for submitting 5-10 entries in any set of categories or combination of classifications and a 10% discount for 11 or more entries.

Payment may be made by U.S. check, American Express, MasterCard, Visa or bank-to-bank transfer. We can no longer accept checks issued on non-U.S.A. banks.

Make U.S. checks payable to MerComm/GLX. Credit card payment is also accepted via telephone: **914-923-9400**. You may also FAX your entry form to 914-923-9484. Please contact our office for information concerning bank-to-bank transfers.

JUDGING

The GALAXY Awards are sponsored by MerComm, Inc., an independent organization founded with the exclusive purpose of evaluating, measuring and recognizing the standards of excellence. As such, entrants are assured that their work is judged objectively and fairly. The GALAXY program is the only competition that is judged by peers in the profession rather than by editors and advertisers. Further, the GALAXY Awards Competition is unique in that each entry is judged against itself, to the degree that the individual entry achieves its intended purpose. Entries from large or small organizations have an equal playing field for winning. Judging is based not on budget, but on the values of creativity, effectiveness, innovation, performance and success, as symbolized by the GALAXY Awards.

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

All Gold Award Winners become candidates for the Grand Awards. In addition, one BEST OF SHOW Award will be presented to the one entry that best exemplifies the spirit of the GALAXY Awards.

IMPORTANT:

AWARD CERTIFICATES

Should your entry win an award, your certificate will be personalized in the following format:

Nominating Company
Client Company
"Title of Entry"

If you would prefer any variation of the official format, kindly let us know in writing on the Entry Form.

RETURNS

All entries submitted to the competition become the property of the GALAXY Awards and may be used for promotional purposes. Entries will be handled with the utmost care and will be returned when specifically requested on the Entry Form. We will contact you regarding the cost for shipping and handling. Please do not send irreplaceable materials. MerComm, Inc. cannot be held responsible for the replacement cost of the entry(ies).

FSC Logo/
Info here

CATEGORIES & CLASSIFICATIONS

A. ADVERTISING

- A01. Billboard
- A02. Online Banner Ad
- A03. Posters
- A04. Print Campaign – USA
- A05. Print Campaign – Other Countries
- A06. Print-Single Ad
- A07. PSA-Campaign – Print
- A08. PSA-Campaign – TV
- A09. PSA-Print – Single Ad
- A10. PSA-Television – Single Spot
- A11. Other/Misc.

B. BROCHURES

- B01. Booklet
- B02. Brand Positioning
- B03. Catalogue
- B04. Company Profile
- B05. Consumer Education
- B06. Corporate
- B07. Corporate Identity
- B08. Industry Compendium
- B09. Newsletters
- B10. Non-Profit Org.
- B11. Sales Kit
- B12. Special Purpose
- B13. Other/Misc.

C. COPYWRITING

- Annual Reports**
 - C01. Asia
 - C02. Europe
 - C03. Western Hemisphere
- C04. Magazine – Executive
- C05. Magazine – Financial
- C06. Other/Misc.

D. DESIGN

- Annual Reports – Other Countries**
 - D01. Non-Traditional – Under 156 Pages
 - D02. Non-Traditional – Over 157 Pages

- D03. Traditional – Under 170 Pages
- D04. Traditional – Between 171-193 Pages
- D05. Traditional – Over 194 pages

Annual Reports – USA

- D06. Traditional
- D07. Non-Traditional

Covers – Annual Reports

- D10. Artistic/Illustrations
- D11. Graphics/Text
- D12. People/Portraits
- D13. Places/Products
- D14. Commemorative Book
- D15. Corporate Publication
- D16. Event Décor
- D17. Exhibition & Gala Dinner
- D18. Holiday
- D19. Logo – USA
- D20. Logo – Other Countries
- D21. Magazine
- D22. Newsletter
- D23. Photography
- D24. Poster
- D25. Promotional Poster
- D26. Self Promotion
- D27. Souvenir
- D28. Stationery
- D29. Trade Show Booth Display
- D30. Other/Misc.

E. ANNUAL REPORTS

- E01. Airport Management
- E02. Automotive
- E03. Banks
- E04. Bio-Technology
- E05. Building/Construction
- E06. Chemicals
- E07. Cigarette Packing/Printing
- E08. Conglomerate
- E09. Consumer Durables
- E10. Corporate Responsibility AR
- E11. Diverse Business

- E12. Educational/School
- E13. Electronic Manufacturing
- E14. Energy
- E15. Engineering & Construction
- E16. Entertainment
- E17. Financial Services
- E18. Food & Consumer Packaged Goods
- E19. Global Trade
- E20. Governmental
- E21. Hotel & Casino
- E22. Hotel & Property
- E23. Industrial Manufacturing
- E24. Logistics
- E25. Media Company
- E26. Medical Technology
- E27. Mining
- E28. Multi-Industry
- E29. Municipal Service Provider
- E30. Non-Profit Org.
- E31. Oil & Gas Exploration
- E32. Oilfield Services
- E33. On-line AR
- E34. Pharmaceuticals
- E35. Railways
- E36. Real Estate Dev. Svcs.
- E37. Real Estate Investment
- E38. Real Estate Holding Co.
- E39. REIT
- E40. Residential Properties
- E41. Retail – Boutique & Specialty
- E42. Retail – Department Store
- E43. Retail – Grocery/Food
- E44. Retail – Other & General
- E45. Retail/Shopping Malls
- E46. Ship Building
- E47. Shipping Service
- E48. Sporting Goods
- E49. Sustainability Report
- E50. Telecommunications
- E51. Transportation
- E52. Urban Redevelopment
- E53. Utility
- E54. Waste Recovery Solutions
- E55. Other/Misc.

F. CAUSE RELATED MARKETING

- F01. Corporate/Non-Profit Collaboration
- F02. Non-Profit Organizations
- F03. Other/Misc.

G. EMERGING MEDIA

- G01. Business-to-Business
- G02. Charity/Donations
- G03. Digital/Mobile Ad
- G04. Email Campaign
- G05. Interactive Bar Codes
- G06. Interactive Brand Campaign
- G07. Mobile Sweepstake/Contest
- G08. Online Catalogue
- G09. Online Coupons
- G10. Social games
- G11. Social Media

H. PROMOTION

- H01. Brand Identity
- H02. Calendar
- H03. Charity
- H04. Employee Health & Wellness
- H05. Gift Vouchers
- H06. New Employee
- H07. New Product Introduction
- H08. Special Project
- H09. Tourist/Travel Destination Campaign
- H10. Other/Misc.

I. PUBLIC RELATIONS

- I01. Awareness Campaign – Multi Media
- I02. Awareness Campaign – Single Media
- I03. Brand Revamp
- I04. Event Marketing
- I05. Exhibition Presentation
- I06. Green Marketing
- I07. Publicity

Special Events

- I08. Auto Related
- I09. Charity
- I10. Community Involvement
- I11. Corporate
- I12. Fundraising
- I13. Product Awareness
- I14. Recognition Ceremony
- I15. Sports Related
- I16. Special Purpose Project
- I17. Trade Show
- I18. University Magazine
- I19. Video News Release
- I20. Other/Misc.

J. VIDEOS & DVDS

- J01. Corporate Identity
- J02. Educational Infomercial
- J03. Marketing
- J04. Motivational
- J05. Safety
- J06. Special Event
- J07. Stakeholder Communications
- J08. Other/Misc.

K. WEB SITES

- K01. Airlines
- K02. Business-to-Business
- K03. Consumer
- K04. Corporate Web Sites
- K05. Educational
- K06. Government
- K07. Insurance
- K08. Local Heritage
- K09. Non-Profit Org.
- K10. Online Annual Report
- K11. Online Magazine
- K12. Real Estate
- K13. Re-Launch
- K14. Sustainability Report
- K15. Telecommunications
- K16. Other/Misc.

THE JUDGES

The International Academy of Communications Arts and Sciences (IACAS) was founded by MerComm to set high standards for various communication specialties and to give professionals in the fields higher status by establishing the definition of excellence. Membership in the Academy is considered an international Who's Who in the communication industry.

The International Academy of Communications Arts and Sciences recognizes the art of communications in a global economy and the science of the new technologies which enable the worldwide exchange of ideas and information. Members of the judging faculty will evaluate the entries based on the standards of international excellence through the measures of creativity and craft.

33 Visual - MEXICO
Abbott Laboratories
Addison
Affno - SRI LANKA
AHA Design - AUSTRIA
AIR Health
Alex Schkrutz Consultancy
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.
Booz Allen Hamilton
Burgess Strategic Marketing Services
Burson - Marsteller
Carlow University
Charles Schwab

CHC Enterprises
China Telecom - HONG KONG
Ciel Design Partners
C.J. Graphics
CLP Holdings Ltd - HONG KONG
CME Group
Coal Creative Consultants - SINGAPORE
Coyne Public Relations
Creative Fire - CANADA
Curran & Connors, Inc.
Curtis Group
Daniel Kennedy
Communications Services
Decker Design
Donahue Communications Inc.
Edelman
Eisenman Associates
Equity Financial Press - HONG KONG
Euroclear - BELGIUM

Family Health International
Federal Reserve Bank of Chicago
First Rabbit - GERMANY
Flughafen Wien AG - AUSTRIA
Gabbe Group
G+J Corporate Editors - GERMANY
Greater Toronto Airports Authority - CANADA
Greg Kinch Photography
Hirschhorn Central Communications
Horizon Film & Video
Ideas on Purpose
i.LINK Group Limited - HONG KONG
Image Boutique Productions Ltd - HONG KONG
Inbrax - CHILE
INCA Communications - KOREA
INC Design
In-Design - HONG KONG
Insight Creative - NEW ZEALAND
Intonation - SOUTH KOREA
iONE Financial Press - HONG KONG
Jim Barber Studio
John Giammatteo Photographs
John Madere Photography
Kerry Properties - HONG KONG
Kitty Hawk Studios
köckritzdörrich GmbH - GERMANY
KRS Consulting
Lambs Farm
Lockheed Martin Corporation
Loved GmbH - GERMANY
M&M Consultancy - HONG KONG

MacDonald Design - CANADA
Maloney & Fox
Mark Joseph Photography, Inc.
Marsteller
MasterCard
Media Genesis
Mensalia GmbH - AUSTRIA
Meta-4 Design Inc.
Mike Klodnicki & Associates
Mind(21)Factory - GERMANY
MWW Group
Northeastern University
O'Connor & Partners
Origin Design
Ove Design + Communications Ltd. - CANADA
Paraglyph
Perligut Group
Phoenix Communications Ltd. - HONG KONG
Pitt Magazine
PVC Investor Relations - GERMANY
Q&E Advertising - SRI LANKA
Ravelle Brickman Public Relations
Red Lizard Creative
Ringzwei - GERMANY
Robert Wood Johnson Foundation
RTL Group - LUXEMBOURG
Savage Branding & Corporate Design
Sedgwick Richardson - HONG KONG
Sedgwick Richardson - SINGAPORE
Shian Inc. - JAPAN
Shoemaker Photography Inc.

Signi Design - MEXICO
Skaggs Advertising & Design
Smart Media - SRI LANKA
Smith & Associates - CANADA
Soapbox Design Communications - CANADA
S/O Project - KOREA
Southern Company
Speedy Design Communications - HONG KONG
SRP
Stan Gellman Graphic Design Inc.
Strategic Alliance International
Studio 210
Taylor & Ives
The Design Associates Ltd. - HONG KONG
The Hong Kong Institute of Education - HONG KONG
Thema Communications - GERMANY
The Third Age - SOUTH KOREA
Thiel Design
Tierney Communications
Time, Inc. Content Solutions
Toppan Vite Limited - HONG KONG
Twice Graphics - HONG KONG
University of Pittsburgh
VWA/see see eye
Weber Shandwick Worldwide
William Blair & Company
Xanadu Communications
Yellow Creative (HK) Limited - HONG KONG

Galaxy Awards 2011

Official Use Only
Do not write in this area

#Log No.

TITLE OF ENTRY: _____

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

Product/Service Brand Name: _____

URL: http:// _____

For Video/Interactive/Audio Entries Min.: _____ Sec.: _____

Format: ☐ CD-ROM ☐ DVD-Video ☐ WWW
☐ Audio CD ☐ DVD-ROM

Category-Classification Code: ☐ - ☐ ☐ Example K - 11 (See other page for code.)

Category-Classification: _____

Other/Misc. _____

(Describe entry.)

Briefly describe goals and results: (You may type on separate sheet of paper. Please, one page only.)

Nominated by: ☐ Mr. ☐ Ms. _____

Nominator's Title: _____

NOMINATING CO.: _____

(Print or type as it should appear on winning certificate.)

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Telephone: _____
Country Code City/Area Code Number

Fax: _____
Country Code City/Area Code Number

Email: _____

Co. URL: _____

Client's Name: ☐ Mr. ☐ Ms. _____

Client's Title: _____

CLIENT COMPANY: _____

(Print or type as it should appear on winning certificate.)

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Telephone: _____
Country Code City/Area Code Number

Fax: _____
Country Code City/Area Code Number

Email: _____

Co. URL: _____

IMPORTANT: Please send one complete entry form attached to each entry. Send THREE (3) copies for each entry!

Number of Entries: _____

Entry Fee @ \$250.00 each = _____ \$

Discount for 5-10 entries – Deduct 5% – \$ _____

Discount for 11 or more entries – Deduct 10% – \$ _____

TOTAL FEES PAID \$ _____ USD _____

Checks payable from foreign banks cannot be accepted. Kindly pay by Check from a US based bank, Credit Card or Bank Transfer.

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

☐ American Express
_____-_____
Exp. ____-____

☐ MasterCard/Visa
_____-_____-_____-_____
Exp. ____-____

Cardholder's Name: _____

Company: _____

Billing Address: _____

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

Cardholder's Signature: _____

☐ Please return my entry(ies).
You will contact me re: the cost for shipping & handling.

Make checks payable and mail to:

For More Information:

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

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

~~Deadline: July 21, 2011~~
Final Call: August 23, 2011

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