

**THE 15<sup>th</sup> ANNUAL**

**INTERNATIONAL**

**QUESTAR 2004 AWARDS**

*15<sup>th</sup> Annual*  
**2004**  
**QUESTAR**  
**Awards**

*Outstanding Achievement in Corporate CD-ROMs, DVDs and Videos*

***Sponsored by:***

**MerComm, Inc.**

**500 Executive Boulevard**

**Ossining-on-Hudson, NY 10562**

**T: 914-923-9400/F: 914-923-9484**

**[www.mercommawards.com](http://www.mercommawards.com)**

*The 15th Annual*  
*International*  
**QUESTAR AWARDS**

MerComm, Inc. is proud to announce the winners of the **QUESTAR 2004 Awards**, honoring outstanding achievement in Corporate CD-ROMS and Videos.

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

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

In its fifteenth year the **QUESTAR Awards** program drew nearly 170 entries from 10 countries around the world: Australia, Canada, China, Denmark, Germany, French West Indies, Hong Kong, Singapore, Switzerland, Taiwan, the United Kingdom, and the United States.

Entries were judged by panels of media specialists from across the U.S. Concept, creativity, message clarity, and quality of production were the criteria for evaluation.

The Grand Winners were announced for the first time on June 29, 2004 from New York City. The top 4% of entries received a grand **QUESTAR Award**. The judges awarded Gold, Silver and Bronze Awards to the top 30% scoring entries.

The **QUESTAR Award** symbolizes the creative energy that is transformed by the craft, innovation, and skill into the excellence of the video medium. It is the creativity, originality, and talent of the individuals involved to whom the awards festival is dedicated.

# **QUESTAR 2004 AWARDS**

## ***FACULTY OF DISTINGUISHED JUDGES***

The International **QUESTAR 2004 Awards** are presented by the **International Academy of Communications Arts & Sciences**. The winners of the 15th annual competition were selected by panels of judges, headed by senior members of the organizations listed below:

### **AMERICAN INSTITUTES FOR RESEARCH**

*Silver Spring, MD*

Martha Mater – Manager, Creative Services

David Seruta – Design Director

Jon Stapp – Graphic Designer

### **DDB PUBLIC RELATIONS**

*Toronto, ON Canada*

Christina Biluk – Account Supervisor

Sonia Gallo – Communications Coordinator

Sharon Hayward - Consultant

Martine Levy - Managing Director

### **EMBER MEDIA**

*New York, NY*

Djuna Barnes – Business Development Executive

Anna Liza Bella – V.P., Operations & Production

### **GABBE GROUP**

*New York, NY*

Scott Addison – Senior Associate

Stan Bryant - Partner

Jim Gabbe - Partner

### **SALON FILMS (HK) LTD.**

*Hong Kong*

Roman Baska – Director

Pauline Chan – Director/Producer

Louis Sit – Special Adviser to Managing Director

Charles Wang – Managing Director



**2004**

**International**

**QUESTAR AWARDS**

**15th Annual Competition**

**❧ Grand Award Winners ❧**

***World's Best in Corporate CD-ROMS &  
Video Communications***

# 2004 GRAND WINNERS

In their respective categories, the **QUESTAR 2004 Grand Award** Winners were:

**★ BEST OF SHOW**

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**Winner & Associates**  
SOUTHERN CALIFORNIA EDISON  
*"Faces of Reliability"*

**★ ADVERTISEMENTS**

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**Salon Films (HK) Ltd.**  
BANK OF EAST ASIA  
*"Bank of East Asia – Grow"*  
(Hong Kong)

**★ CORPORATE IMAGE**

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**Winner & Associates**  
SOUTHERN CALIFORNIA EDISON  
*"Faces of Reliability"*

**★ EMPLOYEE MOTIVATION**

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**The Mountain View Group**  
THE HOME DEPOT  
*"Building a Dream"*

**ENVIRONMENTAL  
★ PROGRAMS**

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**New England Aquarium**  
*"In Hot Water"*

**★ EVENT LAUNCHES**

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**Profile Marketing Group**  
GM EUROPE AG  
*"GM IAA Premier Night"*  
(Germany)

**★ INSTITUTIONAL VISION**

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**The Mountain View Group**  
GE HEALTHCARE  
*"We Are GE Healthcare"*

**★ INSTRUCTION**

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**Showreel International, Inc.**  
NATIONAL TRANSIT INSTITUTE  
*"Warning Signs"*

**★ TOURISM**

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**Hong Kong Tourism Board**  
*"Hong Kong – Live it, Love it!"*  
(Hong Kong)

**2004**

**International**

**QUESTAR AWARDS**

**★ GRAND WINNERS ★**

*Creative & Production Credits*

*World's Best in Corporate CD-ROMS &  
Video Communications*

★ ★ BEST OF SHOW ★ ★  
&  
★ BEST OF CORPORATE IMAGE ★

**WINNER & ASSOCIATES**  
*for*  
**SOUTHERN CALIFORNIA EDISON**

*“Faces of Reliability”*

**NOMINATING COMPANY:**

Ms. J.P. Ellman  
Vice President

**WINNER & ASSOCIATES**

16501 Ventura Blvd., #605  
Encino, CA 91436  
Tel: (818) 385-1900/ Fax: (818) 385-1867  
Jellman@winnr.com  
<http://www.winnerandassociates.com>

**CLIENT COMPANY:**

**SOUTHERN CALIFORNIA EDISON**

2244 Walnut Grove Avenue  
Rosemead, CA 91770  
Tel: (626) 302-1212  
<http://www.sce.com>

★

★ BEST OF ADVERTISEMENTS ★

**SALON FILMS (HK) LTD.**

*for*

**BANK OF EAST ASIA**

*“Bank of East Asia – Grow”*

**NOMINATING COMPANY**

Mr. Charles Wang

Director, Media Services

**SALON FILMS (HK) LTD.**

6 Devon Road

Kowloon Tong

Kowloon Hong Kong

Tel: (852) 2338-0505/Fax: (852) 2338-2539

<http://www.salonmedia.com>

**CLIENT COMPANY**

Ms. Joyce Tse

Head of Marketing, Communications Department

**BANK OF EAST ASIA**

31 Des Voeux Road, 5/F

Central

Hong Kong

Tel: (852) 3407-2033/Fax: (852) 2537-4235

[Tsejwc@hkbea.com](mailto:Tsejwc@hkbea.com)



★ BEST OF EMPLOYEE MOTIVATION ★

**THE MOUNTAIN VIEW GROUP**  
*for*  
**THE HOME DEPOT**

*“Building a Dream”*

**NOMINATING COMPANY:**

Mr. Thomas Gonyeau  
Vice President & COO

**THE MOUNTAIN VIEW GROUP**

1575 Sheridan Rd., Ste. 200  
Atlanta, GA 30324

Tel: (404) 633-3366/Fax: (404) 633-1309

[thom@themountainviewgroup.com](mailto:thom@themountainviewgroup.com)

[www.themountainviewgroup.com](http://www.themountainviewgroup.com)

Jim Tusty – *Executive Producer*

Maureen Castle - *Producer*

Tom Gliserman – *Video Director*

**CLIENT COMPANY:**

**THE HOME DEPOT**



★ BEST OF ENVIRONMENTAL PROGRAMS ★

**NEW ENGLAND AQUARIUM**

*“In Hot Water”*

**NOMINATING COMPANY:**

Joanna Allen  
Film Consultant  
168 Mill Brook Road  
Bar Harbor, ME 04609  
Tel: (207) 288-8930/Fax: (207) 288-4359  
mmallen.acadia.net

**CLIENT COMPANY:**

Heather Tausig  
Director of Conservation  
**NEW ENGLAND AQUARIUM**  
Central Wharf  
Boston, MA 02110  
Tel: (617) 226-2196/Fax: (617) 973-0242  
www.films@neaq.org  
www.newenglandaquarium.org

Gregory Stone, Peter Benchley – *Executive Producers*  
Heather Tausig - *Producer*

**PRODUCERS:**

Kate Raisz  
**42° N FILMS**  
119 Braintree St.  
Allston, MA 02134  
Tel: (617) 987-8553  
Kate@42degreesnorth.com



★ BEST OF EVENT LAUNCHES ★

**PROFILE MARKETING GROUP**

*for*

**GM EUROPE AG**

*“GM IAA Premier Night”  
(Germany)*

**NOMINATING COMPANY:**

Norbert Fischbach  
President

**PMG EUROPE PROFILE MARKETING GROUP**

Am Kaiser-Friedrich – Bad 6  
Wiesbaden 65183  
GERMANY

Tel: 49 (611) 985-80/Fax: 49 (611) 985-814  
mail@profile-mg.com  
www.profile-mg.com

Norbert Fischbach – Executive Producer  
PMG Europe – Marketing Communications  
PMG Europe & STMS - Copywriters

**CLIENT COMPANY:**

Karin Kirchner  
Manager Product Public Relations

**GM EUROPE AG**  
Stelzen strasse 4  
Glattbrugg Zurich 8152  
SWITZERLAND

Tel: 41 (182) 825-18/Fax: 41 (182) 825-77  
karin.kirchner@ch.gm.com / www.gm-europe.com

**Video Director/Art Director:**

Aleksey Schoen  
STMS  
Pappelallee  
Berlin GERMANY  
www.stms.tv

**The Team of\*:**

OPEL DESIGN DEP.  
Russelsheim  
GERMANY  
www.opel.de

\*were also instrumental to the project



★ BEST OF INSTITUTIONAL VISION ★

**THE MOUNTAIN VIEW GROUP**  
*for*  
**GE HEALTHCARE**

*“We Are GE Healthcare”*

**NOMINATING COMPANY:**

Mr. Thomas Gonyeau  
Vice President & COO

**THE MOUNTAIN VIEW GROUP**

1575 Sheridan Rd., Ste. 200  
Atlanta, GA 30324

Tel: (404) 633-3366/Fax: (404) 633-1309

[thom@themountainviewgroup.com](mailto:thom@themountainviewgroup.com)

[www.themountainviewgroup.com](http://www.themountainviewgroup.com)

Jim Tusty – *Executive Producer*

Maureen Castle - *Producer*

Tom Gliserman – *Video Director*

**CLIENT COMPANY:**

**GE HEALTHCARE**



★ BEST OF INSTRUCTION ★

**SHOWREEL INTERNATIONAL, INC.**  
*for*  
**NATIONAL TRANSIT INSTITUTE**

*“Warning Signs”*

**NOMINATING COMPANY:**

Lynne B. Jackson  
President/Executive Producer  
**SHOWREEL INTERNATIONAL, INC.**  
1021 N. McCadden Place  
Hollywood, CA 90038  
Tel: (323) 464-5111/Fax: (323) 464-4216  
lynne@showreel.com  
www.showreel.com

Lynne B. Jackson – *Executive Producer*  
Eric Jackson – *Video & Art Director*

**CLIENT COMPANY:**

Chris Kozub & Renee Haider  
Assistant Director Workplace Safety  
**NATIONAL TRANSIT INSTITUTE**  
120 Albany St., Ste. 250, Tower 2  
New Brunswick, NJ 08901  
Tel: (732) 932-1700  
Ckozub@nti.rutgers.edu

**Copywriter:**

Jeff Bates  
11157 Sarah St.  
N. Hollywood, CA 91602  
Tel: (818) 506-6794/Fax: (818) 766-5251



★ BEST OF TOURISM ★

**HONG KONG TOURISM BOARD.**

*“Hong Kong – Live it, Love it!”*

**NOMINATING COMPANY:**

Mr. Kenneth Wong  
Head of Consumer & Marketing Communications  
**HONG KONG TOURISM BOARD**  
9-11/F Citicorp Centre, 18 Whitfield Rd.  
North Point  
Hong Kong  
Tel: (852) 2807-6543/Fax: (852) 2578-9665  
kew@hktb.com  
www.discoverhongkong.com

FOOTE CONE & BELDING  
6/F Sino Plaza, 256 Gloucester Road  
Causeway Bay, Hong Kong  
HONG KONG SAR

Gilbert Po – *Copywriter*  
Clifford Ng – *Creative Director*  
Pooja Kapur – *Marketing Communications*  
Noelle Chiu – *Media Services Director*  
Kitty Or – *Producer*  
Rob Sherlock – *Regional Executive Creative Director*

**Director:**

David Tsul  
**MOVIOLA**  
Suite 1105, 625 King’s Road  
HONG KONG  
Tel: (852) 2577 1166/Fax: (852) 2576 6677



## 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, 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 eighteenth 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 eighteenth 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 fourteenth **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 fourteenth 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 fourth 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 fifteenth 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](http://www.mercommawards.com)**