



2012 QUESTAR AWARDS

Call for Entries

• DVDs • New Media • TV • Video • Web •
Corporations • Government • Non-Profits

~~Deadline: March 23, 2012~~
Extended Deadline: April 24, 2012



THE QUESTAR AWARDS...

CELEBRATING VIDEO COMMUNICATIONS

Dear Colleague,

Welcome to the 21st Annual **QUESTAR Awards!**

This International Festival honors the best Commercials, Documentaries, Event Openers, PSAs, VNRs and Web-links from around the world.

This global competition provides an international forum to celebrate excellence in visual communications.

The winners receive stunning personalized foil-stamped award certificates. Best of Category winners are presented with prestigious brass-plated plaques. The BEST OF SHOW winner takes the impressive **QUESTAR** trophy, an internationally recognized symbol of excellence.

Most importantly, win or not, you benefit by the opportunity to review the judges' comments. Simply by entering you develop a competitive advantage.

And you may go on to win!

Winners attract new clients—and keep current ones. PLUS winning a **QUESTAR** Award allows you to publicize the importance of your work.

Wishing you glory, fame and success in this year's competition!

Cheers,



Reni L. Witt
President

P.S. It's a tremendous honor to be recognized by such a distinguished festival.

— Enter Today! Remember the deadline is ~~March 23, 2012~~
April 24, 2012

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 six award programs:

ASTRID Awards, Design • GALAXY Awards, Marketing
QUESTAR Awards, Video • iNOVA Awards, Websites
ARC Awards, Annual Reports • MERCURY Awards, Public Relations

MerComm's award programs are now in their twenty-sixth year drawing entries from around the world: Afghanistan, Antigua West Indies, Argentina, Australia, Austria, Bahrain, Belgium, Bermuda, Brasil, Canada, Cayman Islands, Chile, Croatia, Denmark, France, French West Indies, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Liechtenstein, Luxembourg, Macau, Malaysia, Malta, Mexico, Morocco, Netherlands, New Zealand, Norway, People's Republic of China, Peru, the Philippines, Poland, Portugal, Puerto Rico, Qatar, Russia, Saudi Arabia, Scotland, 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.



BEST OF SHOW

CC Two

LLOYD'S BANKING GROUP

"Better Together"

(UNITED KINGDOM)

GOLD WINNERS

ADVERTISEMENTS/COMMERCIALS:

Travel & Tourism

Meetings & Exhibitions Hong Kong

The Black Book:

A MICE Guide for Hong Kong

(HONG KONG)

BROADCAST/CABLE PROGRAMS:

Documentary

Strategic Public Relations Group

UNITED COMPANY RUSAL

"Evolution of Russia"

(RUSSIA)

BROADCAST/CABLE PROGRAMS:

Sales/Infomercial

Hawthorne Direct

CARBONITE

"Carbonite Online Back-Up"

(USA)

CORPORATION: Annual Reports

Curran & Connors

WHIRLPOOL CORPORATION

2010 Annual Report

(USA)

CORPORATION: Health Awareness

American Specialty Health

"Silver & Fit Healthy Aging Classes"

(USA)

EMERGING MEDIA: Animation

New York Institute of Technology

NYIT Phone App

(USA)

NON-PROFIT ORGANIZATIONS:

Education

CC Two

BRAY LEINO

"Looking for Sarah"

(UNITED KINGDOM)

GRAND AWARD WINNERS

BEST OF BRAND EXPERIENCE

KircherBurkhardt Stuttgart GmbH

DR. ING H.C. F. PORSCHE AG

"Porsche Museum – Doha, Qatar"

(GERMANY)

BEST OF DOCUMENTARIES

The Board of Management of the Chinese Permanent Cemeteries

"Love Eternal" 100 Years'

History of BMCPC

(HONG KONG)

BEST OF EVENT OPENERS

CC Two

LLOYDS BANKING GROUP

"Better Together"

(UNITED KINGDOM)

BEST OF PUBLIC AWARENESS

Strategic Public Relations Group

UNITED COMPANY RUSAL

"Evolution of Russia"

(RUSSIA)

BEST OF PSA'S

The War Amps

"Noah and the Eskimos"

(CANADA)



KUDOS ALL AROUND!

"It's an honor to participate in the very renowned QUESTAR Awards. It's an important and famous festival."

AUDI AG

Ingolstadt, Germany

"Thank you so much! We are very excited to win the Gold Award."

CURRAN & CONNORS, INC.

Northfield, Illinois USA

"We are thrilled with our wins!"

HAWTHORNE DIRECT

Fairfield, Iowa USA

"Thanks for the Silver Award."

INPOINT DIGITAL

Hong Kong

"Winning the Silver Prize is great news!"

JCDECAUXMEA

Dubai, United Arab Emirates

"This is really wonderful news for us. Thank you very much for the Grand Award."

STRATEGIC FINANCIAL RELATIONS LIMITED

Hong Kong

"Thank you for the good news! It's so honourable for us to receive these awards."

THE BOARD OF MANAGEMENT OF THE CHINESE PERMANENT CEMETARIES

Wanchai, Hong Kong

"A Grand Award! That is wonderful!!! Amazing news! We will celebrate this exciting and prestigious award!"

THE WAR AMPS

Ottawa, Ontario, Canada

AWARDS CALENDAR

April 24th
March 23rd Deadline for Entries

May 24th Winners Notified

June 22nd Grand Winners Announced

VISIT OUR WEBSITE!
www.mercommawards.com

ENTRY INFORMATION

READY...SET...Go!

WHO

The **QUESTAR Awards** creates a level playing field for all entrants including large international agencies, corporations and production studios, as well as small and regional ones, and even individual "one-man" bands.

WHAT

The following must be included in order to process your entry:

- Completed Entry Form
- 3 Copies of Entry Submitted
- Entry Fee
- Please send one completed entry form per entry. For multiple entries, please photocopy Entry Form.

WHEN

Entries must be postmarked by ~~March 23, 2012.~~
April 24, 2012

WHERE

Send the fee, entry form, and entry submission to:
**MerComm, Inc., 500 Executive Blvd.
Ossining, NY 10562 USA**

Payment may be made by check, American Express, MasterCard, VISA, or bank-to-bank transfer. Make checks payable to MerComm/QSR. Please contact our offices for information concerning bank-to-bank transfers.

NON-ENGLISH LANGUAGE ENTRIES

If the program soundtrack is not English, please provide a script translated into English, a subtitled version, or a dubbed version in English. DVDs in NTSC is the preferred format.

ENTRY FEES

The fee for entries is \$210 per entry. Fees include handling and preparation costs for the judging sessions, the judge's score sheets with written comments, a complete Winner's Pack with award certificate for the winners, as well as posting and hyperlinking your corporate name on the website.

ELIGIBILITY

Any material produced, screened, aired, displayed or marketed from March 23, 2011 to March 23, 2012 is eligible, as well as any previously produced material which is still appearing or has been re-introduced during the eligible time.

NOMINATOR

The person submitting the entry will be our contact throughout the course of the competition, and will receive all information and announcements concerning award status.

CATEGORIES

Five major categories are offered in the 2012 **QUESTAR Awards**. Nominators may enter their work in any combination of categories and classifications. However, a separate fee must be sent for each entry.

JUDGING

The **QUESTAR Awards** 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 chance at winning; judging is based not on budget, but on the values of creativity, craft, and skill, as symbolized by the **QUESTAR 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 the individual entry. 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; however if no entry scores high enough, no award will be given.

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

RETURN MATERIAL

All entries submitted to the competition become property of the **QUESTAR Awards** and may be used for promotional purposes by MerComm, Inc. Entries will be returned if specifically requested on the Entry Form and accompanied by an additional \$25.00 each for shipping and handling.

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.

CATEGORIES & CLASSIFICATIONS

A. ADVERTISEMENTS/ COMMERCIALS

- A-01 Automotive
- A-02 Banks/Credit Cards
- A-03 Community/Local
- A-04 Fund Raising
- A-05 Gift Items
- A-06 Holiday
- A-07 Infomercial
- A-08 In-Store/Public Area
- A-09 New Product/Svc.
- A-10 Public Serv. /Announcement
- A-11 Real Estate
- A-12 Sports
- A-13 Travel & Tourism
- A-14 Other/Misc.

B. BROADCAST/ CABLE PROGRAMS

- B-01 Arts Culture
- B-02 Brand Image Campaign
- B-03 Corporate Identity
- B-04 Documentary
- B-05 Energy/Environmental
- B-06 Fund Raising
- B-07 Government
- B-08 Healthcare
- B-09 In-flight Production
- B-10 Motivation
- B-11 News Promotions
- B-12 Openings & Events
- B-13 Public Service Program
- B-14 Religion & Ethics
- B-15 Sales/Infomercials
- B-16 Tourism/Travel/
Destination Promotion
- B-17 Video News Release
- B-18 Other/Misc.

C. CORPORATIONS

- C-01 Anniversary
- C-02 Annual Report
- C-03 Automobile/Enthusiast
- C-04 Banking/Financial
- C-05 Brand Experience
- C-06 B-Roll
- C-07 Client Presentation
- C-08 Contest/Sweepstake
- C-09 Corporate Identity
- C-10 Documentary
- C-11 Educational/Infomercial
- C-12 Event Opener
- C-13 Health Awareness
- C-14 Hotels/Restaurants
- C-15 In-House Production
- C-16 Internal Communications
- C-17 Marketing
- C-18 Medicine/Pharmaceuticals
- C-19 Meeting Modules
- C-20 Premium Brand
- C-21 Product/Service Promotion
- C-22 Public Awareness
- C-23 Recruitment
- C-24 Safety & Security
- C-25 Special Project
- C-26 Staff Training
- C-27 Stakeholder Communications
- C-28 Travel/Tourism
- C-30 Other/Misc.

D. NON PROFIT ORGANIZATIONS

- D-01 Association
- D-02 Brand Image Campaign
- D-03 Child Abuse Awareness
- D-04 Documentary
- D-05 Education
- D-06 Fund Raiser
- D-07 Government
- D-08 Health Awareness
- D-09 Inspiration
- D-10 Organization Overview
- D-11 Safety
- D-12 Other/Misc.

E. EMERGING MEDIA

- E-01 App
- E-02 Facebook
- E-03 Social Media
- E-04 Twitter
- E-05 YouTube
- E-06 Other/Misc.

THE JUDGES

The distinguished panels of judges recognize the art of communications in a global economy and the science of the new technologies which enable the world-wide 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
Asia Public Relations Agency
- HONG KONG
Bank of China - HONG KONG
Baoviet Holdings - VIETNAM
Baxter International
BCN Communications
Beau Gardner Associates Inc.
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

Coal Creative Consultants - SINGAPORE
ComfortDelGro Corporation Ltd.
- SINGAPORE
Coyne Public Relations
Creative Fire - CANADA
Curran & Connors, Inc.
Curtis Group
Daniel Kennedy
Communications Services
Decker Design, Inc.
Donahue Communications Inc.
Edelman/Ruth
EDICO - HONG KONG
Eisenman Associates
Equity Group - HONG KONG
Euroclear - BELGIUM
Family Health International
Finar Kurumsal - TURKEY
First Rabbit - GERMANY
Flughafen Wien AG - AUSTRIA
G+J Corporate Editors - GERMANY
Greater Toronto Airports Authority
- CANADA
Greg Kinch Photography

Hirschhorn Central Communications
Hoffman Und Campe Corporate
Publishing - GERMANY
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
iONE Financial Press - HONG KONG
Jim Barber Studio
John Giammatteo Photographs
John Madere Photography
KircherBurkhardt GmbH - GERMANY
Kitty Hawk Studios
köckritzdörrich GmbH - GERMANY
KRS Consulting
Lams Farm
Lockheed Martin Corporation
Loved GmbH - GERMANY
M&M Consultancy - HONG KONG
MacDonald Design - CANADA
Maloney & Fox
Mark Joseph Photography, Inc.
Marsteller
Media Genesis

Mensalia GmbH - AUSTRIA
Mike Klodnicki & Associates
Milenio 3 - MEXICO
mind(21)factory - GERMANY
MWW Group
O'Connor & Partners
Ove Design + Communications Ltd.
- CANADA
Paragraphs Design
Perlgut Group
Phoenix Communications Ltd.
- HONG KONG
PVF Investor Relations - GERMANY
Q&E Advertising - SRI LANKA
Rat Fuer Ruhm Und Ehre - GERMANY
REF Financial Press Ltd. - HONG KONG
Ringzwei - GERMANY
Robert Wood Johnson Foundation
RR Donnelley - HONG KONG
RTL Group - LUXEMBOURG
Savage Branding & Corporate Design
Sedgwick Richardson - HONG KONG
Sedgwick Richardson - SINGAPORE
Shian Inc. - JAPAN
Shoemake 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
The Design Associates Ltd.
- HONG KONG
The Hong Kong & Shanghai Hotels, 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
VWA/see see eye
Weber Shandwick Worldwide
William Blair & Company
Yellow Creative (HK) Limited
- HONG KONG

OFFICIAL ENTRY FORM

For Office Use Only
Log No. #

TYPE or PRINT all information legibly. Spell out title and company names exactly as they are to appear on winning certificate.

ENTRY INFORMATION

Title of Entry _____

Category-Classification Code: ☐-☐☐ (Example "C-17") See other page

Category/Classification: _____

Other/Misc. _____
(Describe entry)

Format: ☐ DVD-Video ☐ DVD-ROM ☐ Web-link

Length of Entry: _____ min. _____ sec.

URL: _____

Purpose and intended audience:
(Describe briefly. May be typed on separate sheet.)

NOMINATOR'S INFORMATION

☐ Mr. ☐ Ms.

Your Name: _____
First/Given Name Last/Family Name

Title/Job Description: _____

Agency/Company Name: _____

Street 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

☐ Mr. ☐ Ms.

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

Title/Job Description: _____

Corporation/Organization: _____

Street 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

Total Number of Entries:

Entry Fee @ 210.00 per entry \$ _____

☐ 5-9 Entries, 5% Discount \$ _____

☐ 10-19 Entries, 10% Discount \$ _____

☐ 20+ Entries, 20% Discount \$ _____

☐ Please return my entry(ies). Enclosed is an additional \$25 each for shipping and handling. \$ _____

Total Fees Paid \$ _____
(U.S. Dollars)

☐ Check Enclosed ☐ Bank-to-Bank Transfer*
(Drawn on U.S. Banks only.) *Contact our office for details

☐ Credit Card

AMEX ----

Expiration Date -

MC/VISA ----

Expiration Date -

Cardholder's Name _____

Cardholder's Signature _____

MAILING/SHIPPING INFORMATION

IMPORTANT: For judging purposes, please send **three copies** of material per entry. Upon receipt, this entry becomes the property of MerComm, Inc. and may be used for display and exhibition purposes.

Make checks payable and mail to:
MerComm/QSR
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

**Deadline: ~~March 23, 2012~~
April 24, 2012**

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."