

ASSOCIATIONS  
BRAND BUILDING  
CHARITIES  
EMPLOYMENT/RECRUITMENT  
HOME PAGES  
GOVERNMENT  
HEALTHCARE  
INTRANET SITES  
MARKETING  
MICROSITES  
NON-PROFIT ORGANIZATIONS  
ON-LINE ANNUAL REPORTS  
REDESIGN/RELAUNCH  
SELF-PROMOTION  
VIDEO GRAPHICS  
PLUS OTHER MAJOR CATEGORIES!

**CALL FOR ENTRIES!**

**DEADLINE: ~~SEPTEMBER 29, 2011~~**

**OCTOBER 21, 2011**



**Sponsored by: MerComm, Inc. –**

*The World's Only Independent Awards Programs*



*Dear Colleague:*

Since 2001, the **iNOVA** Awards has honored the power and the creative force of corporate websites. Winning an **iNOVA** helps generate publicity and win new business.

**YOU ARE GUARANTEED:** Judging which is fair and objective. We accept no advertising, membership fees, or outside sponsors. The judging panels are made up of top internet professionals from around the world. They are committed to recognizing the best corporate websites and raising the standards of excellence.

**STRATEGIES FOR SUCCESS:** By entering the **iNOVA** Awards, you have the opportunity to receive the judges' evaluations. The detailed scores and comments are the primary reason so many web pros nominate their best work for the **iNOVA** Awards. You'll find this independent feedback a great source for internal review and continual improvement.

**BUILD YOUR BUSINESS:** Take this professional opportunity to promote your company's or client's website to the world. We welcome you and hope to count you as a *winner* in the 11<sup>th</sup> annual **iNOVA** Awards competition!

Cheers!

A handwritten signature in brown ink that reads 'Reni Witt'. The signature is written in a cursive, flowing style.

Reni L. Witt  
President

**P.S.** Remember, the **deadline is ~~September 29, 2011.~~ OCTOBER 21, 2011**.

Wishing you honor, kudos and success.



# Congratulations

## 2010 iNOVA Awards Grand Award Winners



### BEST OF SHOW

**The Group**  
KINGFISHER PLC  
*Corporate Website Re-build*  
(United Kingdom)

### Careers/Recruitment

**JWT INSIDE**  
BLOOMBERG  
*Bloomberg Personality Index*  
(United States)

### Corporate Websites

**The Group**  
KINGFISHER PLC  
*Corporate Website Re-build*  
(United Kingdom)

### Marketing

**Proof Integrated Communications**  
HORMEL FOODS  
*Hormel.com Interactive Kitchen*  
(United States)

### Microsites

**Investis**  
AIRCRAFT CARRIER ALLIANCE  
*Microsite*  
(United Kingdom)

### On-Line Annual Reports

**Ideas on Purpose**  
PFIZER  
*Life/Science: Pfizer Annual Review 2009*  
(United States)

### Redesign/Relaunch

**LAND SECURITIES GROUP PLC**  
*Land Securities Corporate Website*  
(United Kingdom)

"What exciting news — thank you so much for the Honors win!! We're thrilled to be recognized by iNOVA and MerComm!"

**American Express OPEN**  
New York, New York USA

"Thanks for giving us the Silver Prize in the Investor Relations sector. We will place our win on our web site!"

**Benesse Holdings, Inc.**  
Tokyo, JAPAN

"Excellent! Thank you for the Grand Award."

**Burson-Marsteller**  
Chicago, Illinois USA

"Thanks so much for the Gold Award!!"

**Critt Graham**  
Atlanta, Georgia USA

"Thanks for the Silver Awards — that's fantastic!"

**Digital Influence Group**  
Waltham, Massachusetts USA

"That's wonderful news about our Bronze win!! Thanks so much!"

**Edelman**  
New York, New York USA

"The iNOVA online submission forms are excellent — easy to complete."

**FisherVista LLC**  
Santa Cruz, California USA

"We are pleased to win an iNOVA Award."

**Goldman, Sachs & Co.**  
New York, New York USA

"Great news! Thank you for the Gold and Grand Award!"

**JWT INSIDE**  
New York, New York USA

"Thank you very much for the judges' remarks for our winning entry."

**Lawrence & Ponder Ideaworks**  
Newport Beach, California USA

"We are extremely proud to receive these awards as they demonstrate the success of our internal IT department, and our commitment to technology and innovation."

**Noble Group Limited**  
HONG KONG

"We'll be sending out a press release announcing our client's wins."

**Ruder Finn**  
New York, New York USA

"We are delighted to have won the Silver Award."

**Strategic Alliance International**  
Chicago, Illinois USA

Many thanks for the BEST OF SHOW — that is great news!"

**The Group**  
London, UNITED KINGDOM

"We are very appreciative at the good news of our win."

**Universal Corporate Communications, Inc.**  
Seoul, KOREA

"We are delighted to win this award for Gold Inspirations. This prize endorses all the hard work we have put into the site's creation and development. We intend to build on this success."

**World Gold Council**  
London, UNITED KINGDOM

## IMPORTANT DATES

Deadline for Entries ~~September 29, 2011~~ **OCTOBER 21, 2011**  
Winners Notified November 17, 2011  
Grand Awards Announced December 08, 2011



Visit [www.mercommawards.com](http://www.mercommawards.com) for updates!

# ENTRY INFORMATION

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## WHO

All communication and technical professionals working on websites are eligible including: Art Directors, Designers, Producers, Project Managers, Site Builders, Technical Consultants, Video/Creative Directors, Writers/Scriptwriters, Marketing Managers, Product/Brand Managers, Corporate Communications Managers, Advertising Producers, Publicists, Associations, Corporations, Government Agencies and Non-Profit Organizations. Small firms are as likely to win as big companies and major agencies. The iNOVA Awards guarantee a level playing field.

## WHAT

Complete the Entry Form, either on-line or in this brochure. Be sure to carefully print or type the URL for your entry. Payment may be made by check or credit-card. You may mail, fax, or use the secure on-line Entry Form ([www.mercommawards.com](http://www.mercommawards.com)). For Bank Transfers, please contact our offices for routing information. To submit the same website in multiple categories, or to submit different websites, please use separate entry forms for each.

## WHEN

Entries must be received by midnight (EST) ~~September 29, 2011~~. You will receive notification that your entry(ies) was/were received.

**OCTOBER 21, 2011**

## ELIGIBILITY

All websites which were live at any time from September 29, 2010 to September 29, 2011 are eligible. If the website, or any portion of it, is not currently active, please create a temporary site on which to place all the elements you wish to have judged. Note the newly created URL on your Entry Form.

## THE JUDGES

The iNOVA Awards are judged by top-tier professionals representing web designers, site builders, creative directors, graphic designers, communications managers, marketing communications managers, presidents, and CEOs of agencies responsible for corporate websites from across the U.S.A., Canada, Europe, Hong Kong, and Australia.

## CRITERIA

All entries will be judged on concept, content, creativity, ease of navigation, design, functionality, interactivity, and overall success in achieving the company's/client's goals.

## AND THE WINNER IS ...

The top 30% of entries will earn the Gold, Silver, Bronze, or Honors Award in its Category/Classification. Nominees have the opportunity to see the judges' score sheets and comments. Winners will be announced beginning November 17, 2011. The Grand Award Winners and BEST OF SHOW will be announced on December 08, 2011. Winners will be notified by phone and e-mail.

## WINNERS WILL RECEIVE ...

Stunning metallic foil-stamped certificates will be sent to the Gold, Silver, Bronze, and Honors winners. Grand Award winners will receive a unique framed aluminum brushed plaque. The BEST OF SHOW will be honored with a marble and crystal trophy. Unlike other web competitions, there is no charge for your prize. Should you win, your certificate, plaque or trophy is YOURS!

## AWARDS CERTIFICATES

Should your entry place as an award winner, your certificate will be personalized as shown. →  
If you would prefer any variation, let us know in writing on the entry form.

*Your Certificate*  
**Nominating Company**  
**Client Company**  
**"Title of Entry"**

## REMEMBER...

The deadline is ~~September 29, 2011~~. We wish you great success!

**OCTOBER 21, 2011**

## 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:

**ARC AWARDS — Annual Reports • ASTRID AWARDS — Design • GALAXY AWARDS — Marketing**  
**iNOVA AWARDS — Websites • MERCURY AWARDS — Public Relations • QUESTAR AWARDS — Video**

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

# 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.

33 Visual - MEXICO  
Abbott Laboratories  
Addison  
Affno - SRI LANKA  
AHA Design - AUSTRIA  
AIR Health  
Alex Schkrutz Consultancy  
AND Partners  
Arnold Saks Associates, Inc.  
Asia Public Relations Agency  
- HONG KONG  
Bank of China - HONG KONG  
Baxter International  
BBDO Detroit  
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  
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  
Edico - HONG KONG  
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  
Hoang Viet Ha - VIETNAM  
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  
Milenio 3 - MEXICO  
Mind(21)Factory - GERMANY  
MWW Group  
Northeastern University  
O'Connor & Partners  
Origin Design  
Ove Design + Communications Ltd.  
- CANADA  
Paraglyphs  
Perlglut Group  
Phoenix Communications Ltd.  
- HONG KONG  
Pitt Magazine  
PVF Investor Relations - GERMANY  
Q&E Advertising - SRI LANKA  
Ravelle Brickman Public Relations  
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  
Taylor & Ives  
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  
University of Pittsburgh  
VWA/see see eye  
Weber Shandwick Worldwide  
William Blair & Company  
Yellow Creative (HK) Limited  
- HONG KONG

# CATEGORIES & CLASSIFICATIONS

## A. Animation

## B. Brand Management

- B1. E-Cards
- B2. Broadband
- B3. Mobile Site
- B4. New Company Brand
- B5. Other/Miscellaneous

## C. Business Blog

## D. Campaign

## E. Careers/Recruitment

- E1. Aerospace
- E2. Corporation
- E3. Food Service/Restaurant
- E4. Healthcare
- E5. Job Board
- E6. Law Firm
- E7. Supermarket
- E8. University
- E9. Other/Miscellaneous

## F. Corporate Website

- F1. Automotive
- F2. Banking/Financial
- F3. Beauty & Cosmetics
- F4. Biotech
- F5. Consumer Education
- F6. Employment Background Screening
- F7. Event Promotion
- F8. Financial Service
- F9. Home Improvement
- F10. Hotels & Restaurants
- F11. Management Consulting
- F12. Manufacturing
- F13. Media & Publishing Co.
- F14. Professional Services
- F15. Retail
- F16. Shipping Services
- F17. Technology Services & Outsourcing
- F18. Telecommunications
- F19. Tobacco
- F20. Wellness Community
- F21. Other/Miscellaneous

## G. Educational

## H. E-Newsletter/E-Zine

## I. Food & Recipes

## J. Government Organizations

## K. Health Care Services

## L. Home Page

## M. Intranet Sites

- M1. Business Leadership
- M2. Internal Diversity
- M3. Move Related Information
- M4. Other/Miscellaneous

## N. Investor/Shareholder Relations

## O. Lifestyle

## P. Marketing

- P1. Campaign
- P2. Flash Technology
- P3. Mobile Site
- P4. Product Awareness
- P5. Other/Miscellaneous

## Q. Microsite

## R. Non-Profit Organizations

- R1. Activism
- R2. Art Museum
- R3. Association/Council
- R4. Auction Event
- R5. Housing Development
- R6. Local/Heritage Preservation
- R7. Social Services
- R8. Other/Miscellaneous

## S. On-Line Annual Reports

- S1. Agriculture/Agri-business
- S2. Associations
- S3. Banking & Financial Services
- S4. Beverages
- S5. Cable Operator/Broadband Comms.
- S6. Chemicals
- S7. Communications Services
- S8. Conglomerate
- S9. Consumer Packaged Goods
- S10. Electricity Generator & Retailer
- S11. Energy
- S12. Environmental/Climate Change
- S13. Fertilizer/Plant Care Products Provider
- S14. Financial Services
- S15. Food & Consumer Packaged Goods
- S16. Foundation
- S17. Government
- S18. Health & Beauty Aids
- S19. Health & Life Sciences
- S20. Heavy Machinery
- S21. Immigration Services
- S22. Industrial Gas Supplier
- S23. Infrastructure Company
- S24. Insurance
- S25. Mail & Document Management
- S26. Manufacturing
- S27. Media Company
- S28. Medical Equipment/Technology
- S29. Mining
- S30. Multi & General Industry
- S31. Non-Profit Organization
- S32. Oil & Gas Production Services
- S33. Pharmaceuticals
- S34. Packaging
- S35. Restaurants
- S36. Social & Public Responsibility Report
- S37. Sports Equipment & Goods
- S38. Sustainability/CSR Report
- S39. Telecommunications Services
- S40. Tobacco
- S41. Wholesale Distributor
- S42. Wireless Service Provider
- S42. Other/Miscellaneous

## T. Other/Miscellaneous

## U. Real Estate

## V. Redesign/Relaunch

- V1. Accounting & Financial Services
- V2. Banks
- V3. Commercial Real Estate
- V4. Conference
- V5. Energy Education
- V6. Furniture Galleries
- V7. Government
- V8. Healthcare
- V9. Investor Relations
- V10. Mining
- V11. Professional Services
- V12. Software
- V13. Stakeholder Communications
- V14. Transport
- V15. Other/Miscellaneous

## W. Self-Promotion

## X. Social Network

## Y. Video

## Z. YouTube

**DEADLINE: 9/29**  
**OCTOBER 21, 2011**

 **TITLE OF ENTRY:** \_\_\_\_\_  
*(Please print or type title as it should appear on winning certificate.)*

Category-Classification Code: \_\_\_\_\_ Examples: J, or R10

Category-Classification\*: \_\_\_\_\_  
*(Please write out)*

\*Other/Misc – Describe: \_\_\_\_\_

http:// \_\_\_\_\_

Password or special instructions: \_\_\_\_\_

Briefly describe theme or goal: *(You may type on separate sheet of paper.)*

 Nominated by:  Mr.  Ms. \_\_\_\_\_

Nominator's title: \_\_\_\_\_

**ORGANIZATION:** \_\_\_\_\_  
*(Please 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

E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

 Client's Name:  Mr.  Ms. \_\_\_\_\_

Client's Title: \_\_\_\_\_

**CLIENT COMPANY:** \_\_\_\_\_  
*(Please 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

E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

Log No. Official Use Only. <i>Do not write in this area.</i>
--

Total Number of Entries:  
\_\_\_\_\_ @ \$210 – Categories A – Z      \$ \_\_\_\_\_

5-9 Entries, 5% Discount      \$ \_\_\_\_\_

10-14 Entries, 10% Discount      \$ \_\_\_\_\_

15+ Entries, 15% Discount      \$ \_\_\_\_\_

 **TOTAL FEES PAID** \$ \_\_\_\_\_  
*(U.S. Dollars)*

Checks drawn on foreign banks cannot be accepted.  
Please pay by credit card or bank transfer.

We prefer to pay by:

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

American Express  
□□□□ – □□□□□□□□ – □□□□□□  
Exp. □□ – □□

MasterCard/Visa  
□□□□ – □□□□□ – □□□□□ – □□□□□  
Exp. □□ – □□

Cardholder's Name \_\_\_\_\_

Cardholder's Address \_\_\_\_\_

City: \_\_\_\_\_ Prov./State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

**ENTRY INSTRUCTIONS:** Entries may be mailed, faxed, or made on-line.  
Entry fees cover the costs of handling, judging rounds, evaluation forms, certificates, winners book, inclusion in our website complete with links back to your contact information.

**Make checks payable and mail to:**  
**MerComm/INV**  
**500 Executive Boulevard**  
**Ossining-on-Hudson, NY 10562 USA**

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

**DEADLINE: SEPTEMBER 29, 2011**  
**OCTOBER 21, 2011**

