



2018  
questar  
AWARDS

Entry Deadline: March 6, 2018

## Celebrating Video Communications

- Ads • Animation • Apps
- Brand Experience • Corporations
- Internal Communications • Government
- Microsites • Mobile Media • Non-Profits
- Shareholder Communications
- Social Media • TV • Video • Websites



# 2018 questar AWARDS

Celebrating Video Communications

Dear Colleague,

Welcome to the 27th Annual QUESTAR Awards!

This global competition provides an important international forum to celebrate excellence in visual communications, honoring the best Commercials, Documentaries, PSAs, Social Media, VNRs and Web-links from around the world.

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 the race!*

Winners attract new clients – and keep current ones. PLUS winning demonstrates your achievement to management.

Wishing you resplendent success!

Cheers,



Reni L. Witt  
President and Founder



Go for the win!  
**ENTER NOW!**



CALENDAR

March	May	June
6	8	12
Deadline for Entries	Winners Notified	Grand Winners Announced

### 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. Our mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation, or client.

### COUNTRIES COMPETING

Afghanistan	Denmark	Italy	Pakistan	Sri Lanka
Antigua	Egypt	Japan	People's Republic of China	Sultanate of Oman
Argentina	Finland	Korea	Peru	Sweden
Australia	France	Kosovo	Philippines	Switzerland
Austria	French West Indies	Kuwait	Poland	Taiwan
Bahrain	Germany	Liechtenstein	Portugal	Trinidad
Bangladesh	Greece	Luxembourg	Puerto Rico	Turkey
Belgium	Guam	Macau	Qatar	Ukraine
Bermuda	Hong Kong	Malaysia	Russia	United Arab Emirates
Brasil	Iceland	Malta	Saudi Arabia	United Kingdom
Canada	India	Mexico	Scotland	United States
Cayman Islands	Indonesia	Monaco	Singapore	Venezuela
Chile	Iran	Morocco	Slovenia	Vietnam
Croatia	Ireland	Netherlands	South Africa	Yugoslavia
Czech Republic	Israel	New Zealand	Spain	Zimbabwe
		Norway		

# BEST OF SHOW

## BEST OF BRAND EXPERIENCE

fuhrmann film  
KÄSSBOHRER GELÄNDEFahrZEUG AG  
Imagefilm Kässbohrer Geländefahrzeug AG  
(GERMANY)



# 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

"We are glad to be honored by the QUESTAR Awards."

**BUNDESDRUCKEREI GmbH**  
Berlin, GERMANY

"We're really thrilled to hear the great news of our winning two awards!"

**CARDINAL POINTS ADVERTISING CO. LTD.**  
Wanchai, HONG KONG

"BEST OF SHOW!!! This is incomprehensible. Thank you. We are so happy!"

**FUHRMANN FILM**  
München, GERMANY

"Thank you so much for the excellent news that we captured the Grand Award! We are so happy and honored for this recognition."

**GRUPO INSUD**  
Buenos Aires, ARGENTINA

"Thanks for the good news! We feel very grateful and encouraged that our video was recognized in such a renowned international festival."

**HONG KONG POLICE**  
Wanchai, HONG KONG

"Thanks for the Silver Award."

**INPOINT DIGITAL**  
Causeway Bay, HONG KONG

"Winning the Silver Prize is great news!"

**JCDECAUXMEA**  
Dubai, UNITED ARAB EMIRATES

"Thank you very, very much for the Best of Advertisements Grand Prize. We are deeply honored!!"

**KROPAC MEDIA GmbH**  
Ingolstadt, GERMANY

"Awesome! Thank you very much for the big news of our Best of Category win."

**MEDIEN MANUFAKTUR GMBH**  
München, GERMANY

"We are so happy to receive the good news of our prize!"

**NEW MEDIA GROUP PUBLISHING LTD.**  
Kwun Tong, HONG KONG

"Thanks for the great news of our Bronze Award!"

**PRODUCTION PLANNER**  
Wanchai, HONG KONG

"Thank you for the Silver Prize!"

**REN – REDES ENERGÉTICAS NACIONAIS**  
Lisbon, PORTUGAL

"Thank you for recognizing our work. It is an award to be proud of indeed."

**SILICON PLUS**  
SINGAPORE

"Thank you so much for the wonderful news of our Grand win! We are thrilled!"

**THE WAR AMPS**  
Ottawa, Ontario CANADA

"Thank you very much for the great news of our Gold win. We are very happy!"

**ZONE MEDIA GmbH**  
Vienna, AUSTRIA



## BEST OF ADVERTISEMENTS

Medien Manufaktur GmbH  
CRÉATION GROSS GMBH & CO. KG  
#MÄNNERFREUNDSCHAFT / #MALEFRIENDSHIP  
(GERMANY)



## BEST OF BROADCAST

The War Amps  
Jericho's Story  
(CANADA)



## BEST OF INTERNAL COMMUNICATIONS

MerchantCantos  
ANGLO AMERICAN  
Futuresmart Mining  
(UNITED KINGDOM)



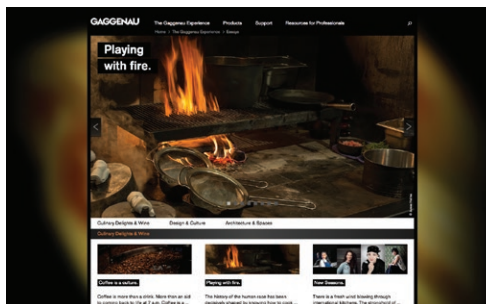
## BEST OF CORPORATIONS

loved gmbh  
AUDI AG  
Audi Sport Brand Book Film "Tunnel"  
(GERMANY)



## BEST OF NON-PROFIT ORGANIZATIONS

K&S Films, from Grupo Insud  
AMIA – ASOCIACIÓN MUTUAL ISRAELITA ARGENTINA  
Video "Memoria AMIA"  
(ARGENTINA)



## BEST OF MOBILE MEDIA

HOFFMANN UND CAMPEX  
BSH HAUSGERÄTE GMBH  
Gaggenau - Essays  
(GERMANY)

# Ready...Set...Win!



## 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 DVDs and USBs (or simply the link or URL)
- Entry Fee

## WHEN

Date of posting must be **March 6, 2018**.

## WHERE

Send the fee, entry form, and entry submission to:

**MerComm/QSR, 500 Executive Blvd., Ste. 200  
Ossining, NY 10562 USA**

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

## ENTRY FEES

The fee for entries is \$245 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 14, 2017 to March 6, 2018** is eligible, as well as any previously produced material which is still appearing or has been re-introduced during the eligible time.

## CATEGORIES

Five major categories are offered. Nominators may enter their work in any combination of categories and classifications. A separate fee must be sent for each entry or category/classification selection.

## NON-ENGLISH LANGUAGE ENTRIES

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

## 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.

## 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. We will contact you with shipping costs.

## FOR MORE INFO:

- P** 1-914-923-9400  
— HONG KONG
- F** 1-914-923-9484
- E** [info@mercommawards.com](mailto:info@mercommawards.com)

## VISIT OUR WEBSITE!

[MerCommAwards.com](http://MerCommAwards.com)

## 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.

## 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 or Bronze 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**.

- |   |   |   |   |
|---|---|---|---|
| 33 Visual – MEXICO  | Daniel Kennedy Communications Services – USA            | Jolly Good Films – NEW ZEALAND                  | q30 design inc. – CANADA                            |
| A. Plus Financial Press Limited – HONG KONG                   | Decker Design – USA                                     | KD1 Designagentur – GERMANY                     | REF Financial Press Ltd. – HONG KONG                |
| Addison – USA   | Devon Title – USA                                       | Kerry Properties – HONG KONG                    | ringzwei – GERMANY                                  |
| AIR – USA   | DNA Communications Group – AUSTRALIA                    | Klick Communications – USA                      | RTL Group – LUXEMBOURG                              |
| Allan Hunter Shoemaker Photography Inc. – USA                 | Donnelley Financial Solutions – HONG KONG               | KorteMaerzWolff Kommunikation – GERMANY         | Ryerson University – CANADA                         |
| An-Najah National University – PALESTINE                      | EDICO Financial Press Services – HONG KONG              | loved GmbH – GERMANY                            | S/O Project – KOREA                                 |
| Atrevia – PORTUGAL  | Eisbrenner Public Relations – USA                       | Luke Communications Group – USA                 | Sampath Bank PLC – SRI LANKA                        |
| Atrevia – SPAIN   | Elefant Design – USA                                    | M&M Consultancy – HONG KONG                     | Sedgwick Richardson – HONG KONG                     |
| Avila Creative – USA  | Engage Media Pte. Ltd. – SINGAPORE                      | Maison de l'Orientation – LUXEMBOURG            | Sedgwick Richardson – SINGAPORE                     |
| Bank of China – HONG KONG                                     | ERM – USA   | Marston Communications – CANADA                 | Shian Inc. – JAPAN                                  |
| Baoviet Holdings – VIETNAM                                    | Excel Communication and Perception Management – TURKEY  | Media Genesis – USA                             | Signi Design – MEXICO                               |
| Beau Gardner Associates Inc. – USA                            | Fast Retailing Co., Limited – JAPAN                     | Mensalia GmbH – AUSTRIA                         | Silicon Plus Communications PTE Limited – SINGAPORE |
| Berenberg – GERMANY   | FGI Design – USA  | mensemedia – GERMANY                            | SinoMedia Holding Limited – CHINA                   |
| BrandBook LLC – USA   | Finar Kurumsal – TURKEY                                 | MerchantCantos – ENGLAND                        | Smart Media – SRI LANKA                             |
| Brands on Speed GMBH – GERMANY                                | First Rabbit – GERMANY                                  | MetaFusion Pte Ltd – SINGAPORE                  | Stan Gellman Graphic Design Inc. – USA              |
| Bryan Mills Iradesso – CANADA                                 | G+J Corporate Editors GMBH – GERMANY                    | Milenio 3 – MEXICO                              | Studio Z10 LLC – USA                                |
| Burgess Strategic Marketing Services – USA                    | GenNex Financial Media Ltd. – HONG KONG                 | Miramar Group – HONG KONG                       | Stagg & Friends GMBH – GERMANY                      |
| C.J. Graphics – CANADA  | Graffiti – TURKEY                                       | MM Partners – KOREA                             | Süden Ad Agency – GERMANY                           |
| Central China Real Estate Limited – HONG KONG                 | h2h Consulting – USA                                    | Mubadala Investment Company – UAE               | Sydivest – DENMARK                                  |
| CHC Enterprises – USA   | Hetermedia Services Ltd – HONG KONG                     | Newport3 Communications – GERMANY               | Tayburn – TURKEY                                    |
| China Communications Services Corporation Limited – HONG KONG | HGB Hamburger Geschäftsberichte GmbH & Co. KG – GERMANY | Next Digital Limited – HONG KONG                | The Charles NYC – USA                               |
| China Telecom – HONG KONG                                     | Hong Kong Productivity Council – HONG KONG              | Nova Fusion – MALAYSIA                          | The Reis Group Public Relations – USA               |
| China Unicom Limited – HONG KONG                              | i.LINK Group Limited – HONG KONG                        | OMV – AUSTRIA                                   | Time Inc. @ The Foundry – USA                       |
| Citizens Development Business Finance PLC – SRI LANKA         | INBRAX – CHILE  | Paragraphs Design – USA                         | Toppan Vite Limited – HONG KONG                     |
| City of Troy, Michigan – USA                                  | Informa PLC – UNITED KINGDOM                            | Parcel Design – CANADA                          | Troy Chamber of Commerce – USA                      |
| Craib Design + Communications – CANADA                        | Insight Creative – NEW ZEALAND                          | Peter Freeby, Freelance Designer – USA          | Twice Graphics – HONG KONG                          |
| CREB (Greater China) Limited – HONG KONG                      | iONE Financial Press Ltd. – HONG KONG                   | PetraNix AG – SWITZERLAND                       | United Therapeutics – USA                           |
| Curran & Connors, Inc. – USA                                  | Ista International – GERMANY                            | Phoenix Communications Ltd. – HONG KONG         | VOK Dams Events & Live Marketing – GERMANY          |
| Daiwa House Industry Co., Ltd. – JAPAN                        | John Madere Photography – USA                           | Pratt Institute – USA                           | Wachovia Securities – USA                           |
|   |   | PRH Hamburg Kommunikation GmbH – GERMANY        | Workplace Safety & Prevention Services – CANADA     |
|   |   | PT Garuda Indonesia (Persero) Tbk – INDONESIA   | X_Design – MEXICO                                   |
|   |   | Publik Agentur Für Kommunikation GmbH – GERMANY | Xanadu Communications – USA                         |
|   |   |   | Yellow Creative (HK) Limited – HONG KONG            |

**A** ADVERTISEMENTS/COMMERCIALS

- 01 Airlines
- 02 Automotive
- 03 Beauty & Fashion
- 04 Campaign
- 05 Events
- 06 Food & Beverage
- 07 Holiday
- 08 Household Appliances
- 09 Investor Relations
- 10 Mall/Shopping Center
- 11 Public Service Announcement
- 12 Retail
- 13 School/College/University
- 14 Travel & Tourism
- 15 Trucks & Transportation
- 16 Utilities
- 17 Other/Misc.

**C** CORPORATIONS

- 01 Animation
- 02 Anniversary
- 03 Annual Report
- 04 Automobile/Enthusiast
- 05 Brand Experience
- 06 Corporate Identity
- 07 Corporate Social Responsibility
- 08 Documentary
- 09 Educational/Infomercial
- 10 Engineering/Construction
- 11 Fact Video
- 12 Financial Services
- 13 Food/ Beverage
- 14 Green/Environmental
- 15 Health Awareness
- 16 In-House Production
- 17 Internal Communications
- 18 Live Event
- 19 Medicine/Pharmaceuticals
- 20 Product/Service Promotion
- 21 Public Awareness
- 22 Real Estate
- 23 Recruitment
- 24 Safety & Security
- 25 Special Project
- 26 Staff Training
- 27 Stakeholder Communications

**B** BROADCAST/CABLE/ONLINE

- 01 Arts/Culture
- 02 Brand Image Campaign
- 03 Christmas/Holiday
- 04 Cultural Exchange
- 05 Documentary
- 06 Energy/Environmental
- 07 Food Waste Awareness
- 08 Game Show/Event
- 09 How-to & Product Demonstrations
- 10 In-flight Production
- 11 Luxury Lifestyle
- 12 Motivation
- 13 News & Politics
- 14 Openings & Events
- 15 Public Service Program
- 16 Religion & Ethics
- 17 Sports
- 18 Tourism/Travel
- 19 Other/Misc.

- 28 Sustainability/Corporate Responsibility
- 29 Training – Employee
- 30 Travel/Tourism
- 31 VR Project
- 32 Other/Misc.

**D** NON PROFIT ORGANIZATIONS

- 01 Association
- 02 Brand Image Campaign
- 03 Charity
- 04 Documentary
- 05 Educational Facility
- 06 Food/Nutrition
- 07 Fund Raising
- 08 Government
- 09 Heritage Awareness
- 10 Housing
- 11 Human Interest Story
- 12 Hygiene/Sanitation
- 13 In-house Production
- 14 Inspiration
- 15 Nature/Wildlife
- 16 Public Awareness
- 17 Safety
- 18 Other/Misc.

**E** MOBILE MEDIA

- 01 Annual Report
- 02 App
- 03 Brand Promotion
- 04 Business-to-Business
- 05 Corporate Identity
- 06 eMagazine
- 07 Facebook
- 08 Graphics
- 09 Infographics
- 10 Microsite
- 11 Mobile Sites
- 12 Online News Platform
- 13 Public Service & Charity
- 14 QR Code
- 15 Recycling/Waste
- 16 Social Media
- 17 Video
- 18 YouTube
- 19 Other/Misc.

**DEADLINE**

March, 6, 2018





For Office Use Only  
Log No. #

**AWARD CERTIFICATES**

Should your entry win an award, your certificate will be personalized in the adjacent format.

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

**Nominating Company**  
**CLIENT COMPANY**  
*Title of Entry*

**NOMINATOR INFORMATION**

NAME (MR. / MS.)

TITLE / JOB DESCRIPTION

AGENCY / COMPANY

ADDRESS

CITY PROV./STATE POSTAL CODE

COUNTRY

PHONE FAX

EMAIL

WEBSITE

**ENTRY INFORMATION**

TITLE OF ENTRY

CATEGORY CODE (ex. "B-07") CLASSIFICATION (Please write out)

"OTHER / MISC." DESCRIPTION

FORMAT:  App  DVD  USB  WEB

URL: \_\_\_\_\_

PURPOSE AND INTENDED AUDIENCE: (May be typed on separate sheet)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**IMPORTANT:** For judging purposes, please send three copies of physical materials per entry (such as DVDs and USB sticks). For Apps and Web-links, the URL only is needed. Upon receipt, this entry becomes the property of MerComm, Inc. and may be used for display and exhibition purposes.

**SHIPPING INSTRUCTIONS:** Send entry materials along with entry forms and fees. For apps or web content, simply send one copy of the Entry Form by email, fax, or regular mail. For physical entries, such as DVDs, USB sticks, etc., send your package by a courier service. To hasten your package through customs, please affix or mark in bold lettering outside the package — "Contest Material. No Commercial Value."

**DEADLINE:** Send by courier or mail, postmarked by March 6.

**CLIENT INFORMATION**

NAME (MR. / MS.)

TITLE / JOB DESCRIPTION

CLIENT COMPANY

ADDRESS

CITY PROV./STATE POSTAL CODE

COUNTRY

PHONE FAX

EMAIL

WEBSITE

**PAYMENT INFORMATION**

Total Number of Entries: \_\_\_\_\_ @ \$245 per Entry = \$ \_\_\_\_\_

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

10-19 Entries, 10% Discount - \$ \_\_\_\_\_

20+ Entries, 20% Discount - \$ \_\_\_\_\_

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

I am enclosing a check (Drawn on U.S. Banks Only) payable to: **MerComm / QSR**

Bank-to-Bank Transfer (Contact our office for details)

American Express

--

Exp. -

MasterCard/Visa

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Exp. -

CARD HOLDER'S NAME

CARD HOLDER'S SIGNATURE

Please return our entries. We will contact you regarding costs.

**MAIL ENTRIES TO:**

**MerComm/QSR**  
500 Executive Boulevard, Ste. 200  
Ossining-on-Hudson, NY 10562 USA  
P 1-914-923-9400  
F 1-914-923-9484  
E info@mercommawards.com