

BEST CREATIVES • BEST CONCEPTS • BEST COMPETITION



EXTENDED DEADLINE: MARCH 3RD, 2025

~~ENTRY DEADLINE: JANUARY 31ST, 2025~~



The Award Season Begins with ASTRID.

For 35 years, the ASTRIDs have valued the challenges of creation, discovering solutions, and transforming a concept into a unique finished product.

“Thank you for the ASTRID competition – an incredibly important asset to our business. It is a litmus test for how our work holds up on a global scale. We could not be prouder of our staff and clients for trusting us to do the best work we can!”

STUDIO 210, Norwalk, CT, USA

As we celebrate our 35th anniversary, we continue to honor the thrill of creative design and the joy of achievement. Inspire & encourage your clients and creative team.

Begin The Year With A Win!

Reni L. Witt, President & Founder

P.S. Enter your superlative work in the first – and best – design competition of the year!

Deadline: ~~January 31, 2025~~ **Final Deadline:** ~~March 3, 2025~~

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.

MerComm's award programs are now celebrating thirty-five years, with entries from around the world:

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

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

ENTRY INFORMATION

WHAT TO SUBMIT

The following must be included with your entry:

- **Completed Entry Form**
- **3 Copies* of Printed Entries**
- **Entry Fee**

**Online entries, submit only Entry Form with Dropbox, Google Drive, link, URL or WeTransfer to info@mercommawards.com.*

IMPORTANT: Send originals if at all possible. Judges cannot always evaluate your work properly in PDF or poor quality copies. An original printed piece certainly has a better impact on the judges!

ELIGIBILITY

Any material produced or dated from January 1, 2024 to January 31, 2025 is eligible to be entered.

NOMINATOR

The person submitting the entry will be our permanent contact throughout the course of the competition. The nominator will receive acknowledgement that the entry was received, all information and announcements, as well as any prizes received.

AWARD CERTIFICATES

Should your entry place as an award winner, your certificate will be personalized in the following format:

Nominating Company
CLIENT COMPANY
"Title of Entry"

If you would prefer any variation of this format, you must let us know in writing on the entry form.

IMPORTANT DATES

Deadline for entries/ **March 3, 2025**
Date of posting: ~~January 31, 2025~~

Jurying: February/March 2025

Winners notified: March 31, 2025

Best of Category

Winners announced: April 25, 2025

VISIT OUR WEBSITE

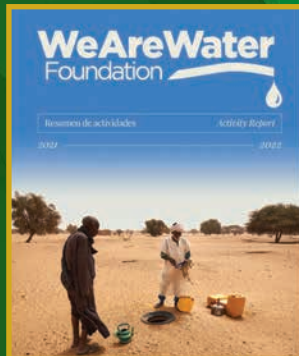
Additional entry information can be seen at:
www.mercommawards.com

2024 ASTRID GRAND WINNERS



BEST OF PROMOTION

Studio 210, LLC
Mastercard, Inc.
Mastercard/2023 Rugby World Cup B2B Venue Design
 (USA)



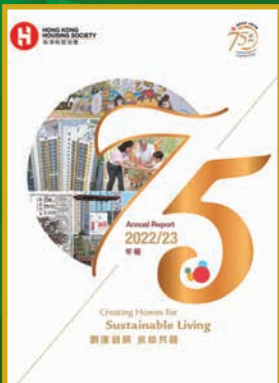
BEST OF ANNUAL REPORTS - NON-PROFIT

Ulled Asociados
WE ARE WATER FOUNDATION
Activity Report 2021-2022
 (SPAIN)



BEST OF PHOTOGRAPHY

GenNex Financial Media Limited
WHARF REAL ESTATE INVESTMENT COMPANY LIMITED
Annual Report 2022
 (HONG KONG SAR)



BEST OF ANNUAL REPORTS - SUSTAINABILITY

Hong Kong Housing Society
Annual Report 2022/23 - Creating Homes for Sustainable Living
 (HONG KONG SAR)



BEST OF CALENDARS

KILLING MARIO 2.0
LOTTE GROUP, DAEHONG COMMUNICATIONS
NON-FUNGIBLE 2024
Eco-Planner Package
 (REPUBLIC OF KOREA)



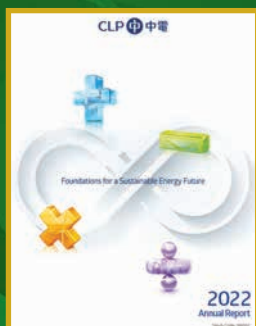
BEST OF ANNUAL REPORTS - ONLINE

Wardour
RENEWI
Annual Report and Accounts 2023
 (UNITED KINGDOM)



BEST OF SPECIAL PROJECTS and BEST OF TOURISM/TRAVEL

Ngong Ping 360 Limited
Double Ducks@Ngong Ping 360
 (HONG KONG SAR)



BEST OF ANNUAL REPORTS - CORPORATE

CLP Holdings Limited
CLP 2022 Annual Report
(HONG KONG SAR)



BEST OF SELF-PROMOTION

Studio 210, LLC
MASTERCARD, INC.
Mastercard/The Open Championship
2023 Sustainability and Legacy
(USA)



BEST OF WEBSITES

CLP Holdings Limited
A Snapshot of 2022 Annual Report
(HONG KONG SAR)



BEST OF MAGAZINES

South China Morning Post
Style by South China
Morning Post
(HONG KONG SAR)



BEST OF BOOKS

Stan Gellman Graphic Design
Precious Metal Classic
Car Collection Volume 3
(USA)



BEST OF ADVERTISEMENTS

Sunny Idea (HK) Limited
HANG SENG BANK LIMITED
Be a Game Changer and "Carry" Yourself
(HONG KONG SAR)

2024 BEST OF SHOW

BEST OF GRAPHIC DESIGN and BEST OF VIDEO

Hong Kong Air Cargo Terminals Limited (Hactl)
Hactl's mascots "The Best Team"
(HONG KONG SAR)



CATEGORIES & CLASSIFICATIONS

A. ADVERTISEMENTS

01. Billboard
02. Campaign
03. Single Ad
04. Other/Misc.

B. ANNUAL REPORTS

- Covers
01. Artistic
 02. Die-Cut
 03. Graphics & Text
 04. Illustrations
 05. People & Portraits
 06. Special Treatment
 07. Unique Format
 08. Other/Misc.

C. ANNUAL REPORTS

- Corporate - Traditional
01. Asia/Pacific
 02. Europe
 03. HONG KONG SAR
 04. The Americas

D. ANNUAL REPORTS

- Corporate - Non-Traditional
01. Boxed/Sleeve
 02. Dual Language
 03. Extraordinary Presentation
 04. Horizontal/Landscape
 05. Special Printing Techniques (Die-Cuts, Special Paper, Spot UV, Textured Effects, etc.)
 06. Two-Parts
 07. Unique Format
 08. Other/Misc.

E. ANNUAL REPORTS

- Not-for-Profit Organizations
01. Association
 02. Government
 03. Non-Traditional (Horizontal, Die-Cuts, Wraps, 2-Parts, Oversize, etc.)
 04. Racing Club
 05. Traditional
 06. University
 07. Vocational Training
 08. Other/Misc.

F. ANNUAL REPORTS

- Online
01. Chairman's Letter/Presentation
 02. Corporations
 03. Design/Graphics
 04. Home Page
 05. Non-Profit Organizations
 06. Photography/Video
 07. Sustainability & ESG Reporting
 08. Other/Misc.

G. ANNUAL REPORTS

- Specialized - Print
01. Combined Annual & Sustainability Report
 02. CSR - Corporate Social Responsibility Report
 03. Integrated AR & CSR
 04. Integrated AR & ESG
 05. Social and Public Responsibility
 06. Sustainability Report
 07. Other/Misc.

H. ANNUAL REPORTS

- Specialized - Online
01. Interactive
 02. PDF
 03. Other/Misc.

I. BOOKS

- Hardcover
01. Anniversary Edition
 02. Brand Book
 03. Lifestyle
 04. Special Project
 05. Other/Misc.

J. BROCHURES

01. Corporate
02. Employer Branding
03. Living & Housing
04. Special Purpose
05. Other/Misc.

K. CALENDARS

01. Airport
02. Animals
03. Corporate - with Illustrations
04. Corporate - with Photography
05. Non-Profit Organizations
06. Self-Promotion
07. Other/Misc.

L. CAMPAIGNS

01. Brand Awareness Campaign
02. Cause Awareness Campaign
03. Corporate Social Responsibility Practices
04. Employee Engagement
05. Employer Branding
06. Festival/Celebration
07. Legacy & Sustainability
08. Marketing Communications
09. Publicity Campaign
10. Tourism/Destination
11. Youth Directed Campaign
12. Other/Misc.

M. COVERS

- Books, Magazines, Publications
01. Die-Cut
 02. Illustration/Graphics
 03. People/Portrait
 04. Products/Places
 05. Other/Misc.

N. CUSTOM PUBLICATIONS

01. Automobile
02. Beauty/Hair
03. Children's
04. Educator's Guide
05. Health
06. Lifestyle
07. Renewable Energy
08. Special Edition
09. Travel/Entertainment
10. Other/Misc.

O. EMPLOYEE PUBLICATIONS

01. e-Newsletter
02. Internal Communications
03. Magazines
04. Specialty Chemicals
05. Other/Misc.

P. GRAPHIC DESIGN

01. Animation/Animated Clips
02. Corporate Design/Identity
03. Illustrations
04. Leadership Team Building
05. Public Space Installation
06. Other/Misc.

Q. MAGAZINES

01. Arts & Culture
02. Automotive
03. Business-to-Business
04. Corporate
05. Customer
06. Healthcare
07. Luxury/Lifestyle
08. Technology
09. Travel/Lifestyle
10. Other/Misc.

R. MISCELLANEOUS/ OTHER

01. (Please describe on Entry Form.)

S. NON-PROFIT ORGANIZATIONS

01. Crime Prevention
02. NGO Charitable Organization
03. Posters
04. Scam Awareness
05. Special Project
06. Vocational Training
07. Other/Misc.

T. PHOTOGRAPHY

01. Annual Reports
02. Brochures
03. Calendar
04. Covers
05. Custom Publications
06. Magazines
07. Other/Misc.

U. PROMOTION

01. Event/Opening
02. Financial Services
03. Food Related
04. Gift Box
05. Shopping Mall
06. Sports Sponsorship
07. Tourism
08. Venue Design
09. Other/Misc.

V. SELF-PROMOTION

01. Anniversary
02. Consumer Activation
03. Souvenir
04. Sustainability & Legacy
05. Other/Misc.

W. SPECIAL PROJECTS

01. Anniversary Celebration
02. Corporate Social Responsibility Practices
03. Cross-Media Editorial Storytelling
04. Holiday Event
05. Integrated Campaign
06. Multimedia Experience
07. Public Space Installation
08. Seasonal Promotion
09. Social Media Campaign
10. Tourism Campaign
11. Other/Misc.

X. TOURISM/TRAVEL

01. Advertising
02. Brochure
03. Campaign
04. Design
05. Magazine
06. Promotion/Marketing
07. Special Events
08. Video
09. Website
10. Other/Misc.

Y. VIDEO/DVD, ONLINE & USB

01. Anti-Deception
02. Automotive
03. Child Protection
04. Climate Change
05. Crime Prevention
06. Event Video
07. Instagram Reels
08. Marketing Communication
09. Promotional
10. Road Safety
11. Social Media
12. Stakeholder Communication
13. Weibo Publicity
14. Video - Blog
15. Other/Misc.

Z. WEBSITES

01. App
02. Corporate
03. Customer Magazine
04. Investor Relations
05. Microsite
06. Redesign/Relaunch
07. Travel/Tourism
08. Other/Misc.

THE JUDGES

33 Visual - MEXICO
A. Plus Financial Press Limited
- HONG KONG SAR
Above the Line Company Limited -
HONG KONG SAR
AIR - USA
Airport Authority
- HONG KONG SAR
Akademie Deutscher
Genossenschaften E.V.
- GERMANY
ANTA Sports Product Ltd.
- HONG KONG SAR
Avila Creative, Inc. - USA
Bank of China
- HONG KONG SAR
Beijing Pengtu Culture & Art
Communication Co., Ltd. - PRC
BESO by LLYC - SPAIN
BGA Publishing - USA
Brains Marken und Design GmbH
- AUSTRIA
Bright Visuals - SLOVENIA
Burgess Strategic Marketing
Services - USA
California Water Services Group
- USA

CD Communications Group
SDN BHD - MALAYSIA
China Communications Services
Corporation Limited
- HONG KONG SAR
China Telecom Corporation Ltd.
- HONG KONG SAR
China Unicom
- HONG KONG SAR
CODE Red - GERMANY
concept c media GmbH - GERMANY
COPE Content Performance
Group GmbH - AUSTRIA
Cre8 (Greater China) Limited
- HONG KONG SAR
Creative Creature Company Limited
- HONG KONG SAR
Curran & Connors, Inc. - USA
Daniel Kennedy Communications
Services - USA
Design Kommune - GERMANY
DNA KOMUNIKA - INDONESIA
EDICO Financial Press Services
Ltd. - HONG KONG SAR
Elegance Financial
Communications Limited
- HONG KONG SAR

Equity Financial Press Ltd.
- HONG KONG SAR
Far East Consortium International
Ltd. - HONG KONG SAR
Fast Retailing Co., Limited - JAPAN
FGI Design - USA
Finar Kurumsal - TÜRKIYE
Fulkrum Studio - USA
Genesis Energy - NEW ZEALAND
GenNex Financial Press Limited
- HONG KONG SAR
Granato Creative Group - USA
Great Thinks GmbH - GERMANY
HeterMedia Services Ltd.
- HONG KONG SAR
HGB Hamburger Geschäftsberichte
GmbH & Co. KG - GERMANY
HNB Assurance PLC - SRI LANKA
Hong Kong Metropolitan University
- HONG KONG SAR
Hong Kong Police Force
- HONG KONG SAR
Hong Kong Tourism Board
- HONG KONG SAR
Hypheon Group - SOUTH KOREA
Hyundai Motor Group
- SOUTH KOREA

i.LINK Group Limited
- HONG KONG SAR
Inbrax - CHILE
Insight Creative - NEW ZEALAND
IONE Financial Press Limited
- HONG KONG SAR
Jessica Qian - USA
Journal International The Home
of Content GmbH - GERMANY
JUJU Studio - USA
Jungheinrich - GERMANY
Kanro Inc. - JAPAN
KDI Designagentur - GERMANY
Kerry Properties
- HONG KONG SAR
Killing Mario - SOUTH KOREA
KMW - GERMANY
KPR - SOUTH KOREA
Kreatif Fabrika - TÜRKIYE
KW Communications - GERMANY
Lin Young - MALAYSIA
LLYC - SPAIN
Lorraine Gregory
Communications - USA
M Digital Partners Company Limited
- HONG KONG SAR
M-1 Studios - USA
M&M - HONG KONG SAR

Mag & Me - GERMANY
Mark Joseph Photography - USA
Media Genesis - USA
Mensalia GmbH - AUSTRIA
MetaFusion Pte. Ltd. - SINGAPORE
Milenio 3 - MEXICO
MM Partners - SOUTH KOREA
Ngong Ping 360
- HONG KONG SAR
Nova Fusion - MALAYSIA
NZ Post - NEW ZEALAND
Ocean Park Corporation
- HONG KONG SAR
Orange Financial Printing Limited
- HONG KONG SAR
PepperClub - GERMANY
Profilwerkstatt - GERMANY
PRATT Institute - USA
Quaker Houghton - USA
RBK Advertising & Design - USA
REF Financial Press Limited
- HONG KONG SAR
Reginald Paffley
- UNITED KINGDOM
REthink - MALAYSIA
ringzwei - GERMANY
Sakaguchi Corp. - JAPAN

Sequel - USA
SHIAN Inc. - JAPAN
Six Group Services AG
- SWITZERLAND
Smart Media - SRI LANKA
Solomon Financial Press
- HONG KONG SAR
SSDM - USA
Stan Gellman Graphic
Design Inc. - USA
Studio 210, LLC - USA
Symrise AG - GERMANY
Tayburn - TÜRKIYE
Territory - GERMANY
The Hong Kong Society for the Aged
- HONG KONG SAR
Toppan Nexus Limited
- HONG KONG SAR
Ulled Asociados - SPAIN
United Therapeutics - USA
Walker Publicity Consulting - USA
Wynk Design, Inc. - USA
X_Design - MEXICO
Yellow Creative (HK) Limited
- HONG KONG SAR
Zeev Zamir - USA

ENTRY FORM

#Log No.
Official Use Only
Do not write in this area

ENTRY INFORMATION *Fill out this column for each entry*

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

Category-Classification Code: ☐-☐☐ Example M-05 (See other page for codes.)

Category-Classification: _____
(Please write out)

Other/Misc. _____
(Describe entry)

Format: ☐ App/Web ☐ CD/DVD/USB
☐ Mixed Media ☐ Print/Paper

Language: ☐ English ☐ Chinese ☐ German
☐ Korean ☐ Spanish ☐ Other _____

URL http://_____

Briefly define objective and intended audience:
(You may type on separate sheet of paper. Please, one-page description only.)

NOMINATOR'S INFORMATION *(Agency, Company, Self-Nomination)*

Nominated by: (Mr. / Ms.) _____
First/Given Name Last/Family Name

Job Description / Title: _____

Nom. Organization: _____
(Please write out as it should appear on winning certificate.)

Address: _____

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

Country: _____

Telephone: _____
Country Code City/Area Code Number

E-mail: _____

Website: _____

CLIENT INFORMATION *(if different from Nominator)*

Client Name: (Mr. / Ms.) _____
First/Given Name Last/Family Name

Job Description / Title: _____

Client Company: _____
(Please write out as it should appear on winning certificate.)

Address: _____

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

Country: _____

Telephone: _____
Country Code City/Area Code Number

E-mail: _____

Website: _____

PAYMENT INFORMATION *Fill out this column once for all entries*

Total Number of Entries:

Entry Fee @ \$355.00 per entry; Subtotal \$ _____

☐ 5-9 Entries, 5% Discount \$ _____

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

☐ 20+ Entries, 20% Discount \$ _____

Total Fees Paid \$ _____
(U.S. Dollars - Drawn on U.S. Banks only.)

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

☐ American Express

--

Expiry Date - mm/yy

☐ MasterCard/Visa

Expiry Date - mm/yy

Cardholder's Name _____

Cardholder's Signature _____

IMPORTANT: Send **three** copies of each printed/physical entry. Online entries need send only one copy of the Entry Form along with any links or URLs, by email to info@mercommawards.com. Upon receipt, entries become the property of MerComm Inc., and may be used for exhibition and promotional purposes.

Make checks payable and mail to:

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

For More Information:

T: 1-914-923-9400

F: 1-914-923-9484

E: info@mercommawards.com

www.mercommawards.com

DEADLINE:
JANUARY 31, 2025
LAST CHANCE! MARCH 3RD!

SHIPPING INSTRUCTIONS: Include entry materials along with entry forms and fees together in one package. Send by courier, DHL Express, FedEx, TNT or UPS, no later than deadline. To hasten your package through customs, please affix or mark in bold lettering outside the package - "Contest Material. No Commercial Value."