The 37th Annual Competition

Honoring International Excellence in Corporate Communications Design

ASTRID AWARDS 2027

CALL FOR ENTRIES

Entry Deadline: January 27th, 2027

ENTRY INFORMATION | GRAND GALLERY | THE JUDGES | KUDOS & MISSION | CATEGORIES & CLASSIFICATIONS | ENTRY FORM

ASTRID AWARDS 2027

The Award Season Begins with ASTRID!

Since 1990, the ASTRIDs have valued the challenges of creation, discovering solutions, and transforming a concept into a unique finished product.

Capturing an ASTRID Award can be a vital measure of success for your business. It is the ultimate litmus test of how your work impresses on the world stage.

As we celebrate our 37th year, 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!



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

Deadline: January 27, 2027

Entry Information

WHAT TO SUBMIT

PRINT ENTRIES:
Please send:

- 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.

SHIPPING INSTRUCTIONS

To avoid shipping/tariff issues, mark your Waybill with "Corporate materials applying for competition. No commercial value." Note Item Value at $1.00 USD per package. To hasten your package through customs, please affix or mark in bold and clear lettering outside the package "CONTEST MATERIAL. NO COMMERCIAL VALUE."

IMPORTANT DATES

JANUARY	MARCH	APRIL
27	29	19
Deadline for Entries	Winners Notified	Grand Winners Announced

ELIGIBILITY

Any material produced or dated from January 1, 2026 to January 27, 2027 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 acknowledgment 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:

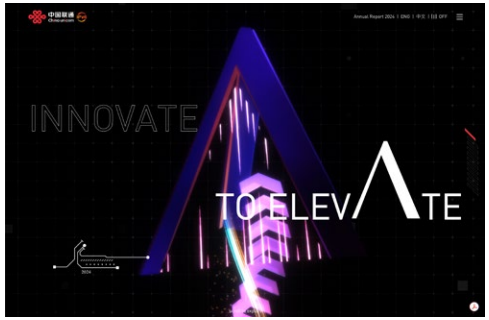
Nominating Company
CLIENT COMPANY
"Title of Entry"

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

VISIT OUR WEBSITE!

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

2026 Grand Award Winners



BEST OF ONLINE ANNUAL REPORTS
China Unicom (Hong Kong) Limited
Innovate to Elevate
(HONG KONG SAR)



BEST OF PROMOTION
Miramar Group
Cuisine Cuisine Mooncake Box 2025
(HONG KONG SAR)

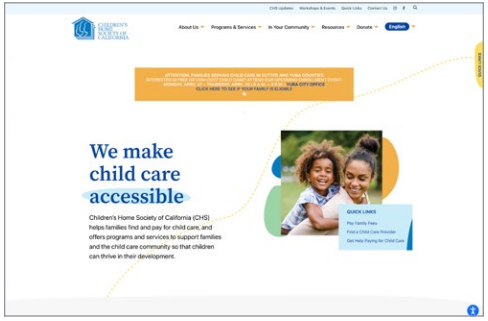


BEST OF CAMPAIGNS
Ogilvy Hong Kong
HONG KONG TOURISM BOARD
2025 Hong Kong Halloween Campaign
(HONG KONG SAR)





BEST OF SELF-PROMOTION
Studio 210, LLC
MASTERCARD
Mastercard/The Open Championship
(USA)



BEST OF WEBSITES
Children's Home Society of California
2025 Website Redesign
(USA)

BEST OF SHOW



BEST OF VIDEO
United Therapeutics
UTHR 2024 ON TRACK
(USA)

The Judges

JUDGING CRITERIA

Each entry is judged against itself, to the degree that the individual entry achieves its intended purpose. Judging is based not on budget, but on the values of creativity, effectiveness, performance and success.

JUDGING PROCESS

Each entry is evaluated three times by three different judging organizations during the preliminary judging rounds. The three sets of scores are then averaged into a single score for the individual entry. Awards are given to the top third scoring entries. 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 the Grand Awards. In addition, one Best of Show Award will be presented to the top entry among all the classifications.

33 Visual – MEXICO

A. Plus Financial Press Limited – HONG KONG SAR

Aimclear – USA

AIR – USA

Ananda Jagoda – SRI LANKA

ANTA Sports Products Ltd. – HONG KONG SAR

Artnexus Design Pte. Limited – SINGAPORE

Avila Creative, Inc. – USA

Bank of China – HONG KONG SAR

Beijing Pengtu Culture & Art Communication Co., Ltd. – PRC

BGA Publishing – USA

Burgess Strategic Marketing Services – USA

By J Design Group – SOUTH KOREA

California Water Services Group – USA

Catalyst Media Factory – USA

China Communications Services Corporation Limited – HONG KONG SAR

China Unicom – HONG KONG SAR

COPE Content Performance Group GmbH – AUSTRIA

Cre8 (Greater China) Limited – HONG KONG SAR

Curran & Connors, Inc. – USA

Daniel Kennedy Communications Services – USA

DNA KOMUNIKA – INDONESIA

EDICO Financial Press Services Ltd. – HONG KONG SAR

Elegance Financial Communications Limited – HONG KONG SAR

Emagewise (Pvt) Ltd – SRI LANKA

Equity Financial Press Ltd. – HONG KONG SAR

Fanda – UAE

Fast Retailing Co., Limited – JAPAN

FGI Design – USA

Finar Kurumsal – TÜRKIYE

Full Funnel Growth – USA

Genesis Energy – NEW ZEALAND

GenNex Financial Press Limited – HONG KONG SAR

Granato Creative Group – USA

HeterMedia Services Ltd. – HONG KONG SAR

HNB Assurance – SRI LANKA

Hong Kong Air Cargo Terminals Ltd. – HONG KONG SAR

Hong Kong Metropolitan University – HONG KONG SAR

Hong Kong Police Force – HONG KONG SAR

Hong Kong Tourism Board – HONG KONG SAR

Hyphen Group – SOUTH KOREA

Inbrax – CHILE

Insight Creative – NEW ZEALAND

iONE Financial Press Limited – HONG KONG SAR

Jessica Qian – USA

Jungheinrich – GERMANY

Kanro Inc. – JAPAN

Kerry Properties – HONG KONG SAR

Killing Mario 2.0 – SOUTH KOREA

KMW – GERMANY

KPR – SOUTH KOREA

Kreatif Fabrika – TÜRKIYE

Lin Young – MALAYSIA

Lorraine Gregory Communications – USA

M&M Consulting Ltd. – HONG KONG SAR

Mark Joseph Photography – USA

Media Genesis – USA

MetaFusion Pte. Ltd. – SINGAPORE

Milenio 3 – MEXICO

Mitragrafia (PT Mitra Gagasemha Kreasi) – INDONESIA

MM Partners – SOUTH KOREA

Nakama Media Publishing – GERMANY

Nancy Burgess Strategic Marketing, Inc. – USA

National and University Library – SLOVENIA

Ngong Ping 360 – HONG KONG SAR

Nova Fusion – MALAYSIA

NZ Post – NEW ZEALAND

Oakland Schools MI – USA

Orange Financial Printing Limited – HONG KONG SAR

Palguin Consulting – USA

PepperClub – GERMANY

Petronas Chemicals Group Berhad – MALAYSIA

Quaker Houghton – USA

RBK Advertising & Design – USA

REF Financial Press Limited – HONG KONG SAR

RE:think – MALAYSIA

Sakaguchi Corp. – JAPAN

Sequel – USA

Shian Inc. – JAPAN

SiliconPlus Communications Pte Ltd – SINGAPORE

Six Group Services AG – SWITZERLAND

Smart Media – SRI LANKA

Stan Gellman Graphic Design Inc. – USA

Studio 210, LLC – USA

Suvie – USA

Sydinvest – DENMARK

Symrise – GERMANY

Tayburn – TÜRKIYE

Territory – GERMANY

The Hong Kong Society for the Aged – HONG KONG SAR

Tom, Dick & Harry Creative – USA

TOPPAN Nexus Limited – HONG KONG SAR

Ulled Asociados – SPAIN

United Therapeutics – USA

Virtus Asia – HONG KONG SAR

Wynk Design, Inc. – USA

XD_Networks – MEXICO

Yellow Creative (HK) Limited – HONG KONG SAR

Zeev Zamir – USA

Kudos to All!

"It is wonderful news to hear that we have been selected for the Grand Award! **This recognition will move us forward to create new ideas** for our forthcoming report. We truly appreciate the ASTRID Award – Thank you!"

CHINA UNICOM (HONG KONG) LIMITED
Hong Kong SAR

"We are delighted to learn about the **good news** of our Grand win. We will share the news with our team and through appropriate channels. Looking forward to receiving the award trophy."

MIRAMAR GROUP
Hong Kong SAR

"We just received our **ASTRID trophy – and just love it!** So grateful…so proud!"

STUDIO 210
Norwalk, Connecticut USA

"Thank you for the honor to be selected for both the Grand Award and the BEST OF SHOW for the 2026 ASTRID Awards. It is **thrilling to know that people do appreciate our efforts** to inform, educate and entertain through our (non-traditional) annual reports. Thanks to the MerComm staff for all their work to facilitate this competition!! Always creative, interesting & FUN!"

UNITED THERAPEUTICS
Washington D.C. USA

MISSION STATEMENT

MerComm Inc. was founded in 1987 with the principal purpose of advancing excellence in the communications industry. We strive to establish and promote high standards of individual and collective achievement. Our mission is to honor the professionals whose work has made an outstanding contribution to their organization, corporation, or client.

WORLDWIDE PARTICIPATION

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

Categories & Classifications

A ADVERTISEMENTS
01 Billboards (Static & Digital)
02 Campaign
03 Mail Advertising
04 Posters
05 Single Ad
06 Other/Misc.

B ANNUAL REPORTS COVERS
01 Artistic
02 Graphics & Text
03 Illustrations
04 People & Portraits
05 Special Treatment
06 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 Dual Language
02 Horizontal/Landscape
03 Multi-Element
04 Special Printing Techniques (Die-Cuts, Special Paper, Spot UV, Textured Effects, etc.)
05 Two-Parts
06 Unique Format
07 Other/Misc.

E ANNUAL REPORTS NON-PROFIT ORGANIZATIONS
01 Government
02 Non-Traditional (Horizontal, Die-Cuts, Wraps, 2-Parts, Oversize, etc.)
03 Traditional
04 University
05 Vocational Training
06 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 & ESG
04 Social and Public Responsibility
05 Sustainability Report
06 Other/Misc.

H ANNUAL REPORTS SPECIALIZED - ONLINE
01 Interactive
02 PDF
03 Video
04 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 Corporate
03 Non-Profit Organizations
04 Self-Promotion
05 Other/Misc.

L CAMPAIGNS
01 Brand Awareness Campaign
02 Cause Awareness Campaign
03 Festival/Celebration
04 Marketing Communications
05 Publicity Campaign
06 Tourism/Destination
07 Youth Directed Campaign
08 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 Special Edition
06 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 Annual Report
03 Corporate Design/Identity
04 Illustrations
05 Public Space Installation
06 Other/Misc.

Q MAGAZINES
01 Arts & Culture
02 Automotive
03 Business-to-Business
04 Corporate
05 Luxury/Lifestyle
06 Other/Misc.

R MISCELLANEOUS/OTHER
01 (Please Describe on Entry Form.)

S NON-PROFIT ORGANIZATIONS
01 Anniversary
02 Crime Prevention
03 Magazine
04 NGO Charitable Organization
05 Private/Religious School
06 Special Project
07 Travel/Tourism
08 Vocational Training
09 Youth-Directed
10 Other/Misc.

T PHOTOGRAPHY
01 Annual Reports
02 Brochures
03 Calendar
04 Magazines
05 Other/Misc.

U PROMOTION
01 Event/Opening
02 Food Related
03 Gift/Give-Away
04 Marketing Campaign
05 Shopping Mall
06 Sports Sponsorship
07 Tourism
08 Other/Misc.

V SELF-PROMOTION
01 Anniversary
02 Consumer Activation
03 Sustainability & Legacy
04 Other/Misc.

W SPECIAL PROJECTS
01 Anniversary Celebration
02 Corporate Social Responsibility Practices
03 Holiday Event
04 Integrated Campaign
05 Multimedia Experience
06 Public Space Installation
07 Seasonal Promotion
08 Tourism Campaign
09 Youth-Oriented Campaign
10 Other/Misc.

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

Y VIDEO/DVD, ONLINE & USB
01 Annual Report
02 Automotive
03 Crime Prevention
04 Event Video
05 Instagram Reels
06 Marketing Communication
07 Promotional
08 Social Media
09 Video – Blog
10 Other/Misc.

Z WEBSITES
01 Corporate
02 Investor Relations
03 Microsite
04 Redesign/Relaunch
05 Travel/Tourism
06 Other/Misc.

ASTRID AWARDS 2027 Entry Form

For Office Use Only
Log No. #

NOMINATOR INFORMATION

NAME (MR. / MS.)

TITLE / JOB DESCRIPTION

AGENCY / COMPANY

ADDRESS

CITY PROV./STATE POSTAL CODE

COUNTRY

PHONE

EMAIL

WEBSITE

CLIENT INFORMATION

NAME (MR. / MS.)

TITLE / JOB DESCRIPTION

CLIENT COMPANY

ADDRESS

CITY PROV./STATE POSTAL CODE

COUNTRY

PHONE

EMAIL

WEBSITE

ENTRY INFORMATION

TITLE OF ENTRY

CATEGORY CODE (EX. "O-01") CLASSIFICATION (PLEASE WRITE OUT)

"OTHER / MISC." (DESCRIPTION)

FORMAT: ○ APP/WEB ○ CD/DVD/USB ○ MIXED MEDIA ○ PRINT/PAPER

URL

LANGUAGE (IF OTHER THAN ENGLISH)

PURPOSE AND INTENDED AUDIENCE
(MAY BE TYPED ON SEPARATE SHEET, OR UPLOAD ON THE ONLINE ENTRY FORM)

PAYMENT INFORMATION

Total Number of Entries: 0 @ $375 per Entry = $ 0.00

○ 5-9 Entries, 5% Discount - $ 0.00

○ 10-19 Entries, 10% Discount - $ 0.00

○ 20+ Entries, 20% Discount - $ 0.00

TOTAL FEES PAID (U.S. Dollars) $ **0.00**

○ Check enclosed, payable to: MerComm / AST

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

OR... Click here for our secure Online Entry Form!

○ American Express

Exp.

○ MasterCard/Visa

Exp.

CARD HOLDER'S NAME

CARD HOLDER'S SIGNATURE

DEADLINE: JANUARY 27, 2027

Contact Information:

MerComm/AST
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

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**.

See Shipping Instructions on the Entry Information page.