



2014 GALAXY Awards
Grand Winners
Book

Creative & Production Credits

Sponsored by:

MerComm, Inc.

500 Executive Boulevard, Suite 200

Ossining, NY 10562 USA

T. 914.923.9400 – F. 914.923.9484

www.mercommawards.com

2014 GALAXY Awards Judges

BANK OF CHINA (HONG KONG) LIMITED

Central, HONG KONG

Angel Yip Lai Lai – Asst. General Manager,
Corporate Communications

C.J. GRAPHICS INC.

Toronto, Ontario CANADA

Michael Hilton – Account Executive
Lynda Mullen – Account Executive
Ward Spencer – President, C.J. Digital

CHINA TELECOM CORPORATION LIMITED

Wanchai, HONG KONG

Michelle Lam – Administrative Executive

CURRAN & CONNORS, INC.

Hauppauge, NY

Larry Baronciani, PhD. – Art Director
Nick Cornella – Designer
John Einemann – Creative Director
Megan Lukas – Designer
Criz Malonzo – Designer
Mike McMurray – Sr. Art Director
Jamie Neville – V.P., Creative Services
Lindsay Reynolds – Designer

DANIEL KENNEDY COMMUNICATIONS SERVICES

New York, NY

Daniel Kennedy – President

GENNEX FINANCIAL MEDIA LIMITED

Central, HONG KONG

Corrin Chan – CEO, Executive Director & Head
of Business Development
Claudia Choi – Associate Business Development
Director
Kelvin Chung – Creative Director
Jay Lee – Associate Technical Director, Business
Development
King Wong – Associate Creative Director
Maxx Wong – Art Director

i.LINK GROUP LIMITED

Central, HONG KONG

Hidy Shum – Sales Director
Emmy Sin – Art Director

iONE FINANCIAL PRESS LIMITED

Central, HONG KONG

Cyrus Chan – Associate Sales Director
Man Chan – Art Director
Daniel Fok – Art Director
Dennis Ho – Sales Director
Davy Li – Sales Director
Epo Lai – Head of Sales
Terence Lau – Managing Director
Terry Lai – Art Director
Axel Kiang – Creative Director
Eric Ko – Sales Manager

M&M CONSULTANCY

Shatin, HONG KONG

Mike Moulders – Principal, Brand Design Consultant

PARAGRAPHS, LLC.

Chicago, IL

Tera Duckhorn – Sr. Designer
Hannah Kim – Designer
Kari Magda – Assistant
Rachel Radtke – Sr. Vice President
Dora Rodriguez – Sr. Designer

REF FINANCIAL PRESS LIMITED

Central, HONG KONG

Alex Choi – Associate Creative Director
Loretta Lam – Sales Coordinator
Alan So – Creative Director

RINGZWEI

Hamburg, GERMANY

Dirk Linke – Creative Director

**RR DONNELLEY ROMAN
FINANCIAL LIMITED**

Central, HONG KONG

Jacky Cheng – Senior Designer
Rachel Choi – Senior Designer
Larry Lam – Composition Manager

RTL GROUP

LUXEMBOURG

Janine Neves – Communications Manager

STAN GELLMAN GRAPHIC DESIGN

St. Louis, MO

Daniel Frumhoff – Designer
Bryan Wakeland – Designer
Teresa Thompson – President

THE CHARLES NYC

New York, NY

Shao Yen Chiang – Designer
Samantha Edwards – Creative Director
Kim Nguyen – Designer
Ashley Ruen – Designer
Samuel Wilkes – Creative

TOPPAN VITE LIMITED

Kowloon, HONG KONG

Wilson Kwan – Creative Director
Derek Ma – Assistant Art Director
Nicky Wong – Art Director
Peter Yeo – Assistant General Manager

YELLOW CREATIVE (HK) LIMITED

North Point, HONG KONG

Rebecca So Yuk Yee – Managing Partner
Ellen Zee – Managing Partner

Best of Show

MERCEDES-AMG

AMG Calendar 2014 "Expanding Physics"

NOMINATOR

Ms. Sonia Krüger
BRUCE B. CORPORATE COMMUNICATION GMBH
Augustenstrasse 87
70199 Stuttgart, Baden-Württemberg
GERMANY
sk@bruce-b.com
www.bruce-b.com

CLIENT

Mr. Greg Clark
Manager – Marketing Communications, Branding & Brand Events
MERCEDES-AMG
Daimlerstrasse 1
71563 Affalterbach, Baden- Württemberg
GERMANY
marketing-amg@daimler.com
www.mercedes-amg.com

Best of Advertising

NWS HOLDINGS LIMITED

Connecting Lives • Building Futures

NOMINATOR

Ms. Sheila Tang

General Manager – Corporate Communications

NWS HOLDINGS LIMITED

28/F, New World Tower

18 Queens Road, Central

HONG KONG

sheilatang@nws.com.hk

www.nws.com.hk

Best of Annual Reports

UNITED THERAPEUTICS

Periodic Tablecloth of UTElements

NOMINATOR

Mr. Bill Rock
Creative Director
1040 Spring Street
Silver Spring, MD 20910
USA
bill@unither.com
www.unither.com

Best of Apps

HONG KONG TOURISM BOARD

My Hong Kong Guide

NOMINATOR

Mr. Chris Pun

Assistant Manager, Digital Marketing

HONG KONG TOURISM BOARD

9-11/F, Citicorp Centre

18 Whitfield Road, North Point

HONG KONG

chris.pun@hktb.com

www.discoverhongkong.com

Best of Brochures

PINSKER DRUCK UND MEDIEN GMBH *Schwarze Kunst*

NOMINATOR

Ms. Ludmilla Eckert
Executive Assistant
C3 CREATIVE CODE AND CONTENT GMBH
Heiligegeistkirchplatz 1
10178 Berlin
GERMANY
awards@c3.co
www.c3.co

CLIENT

Ms. Conny Pinsker
Managing Director
PINSKER DRUCK UND MEDIEN GMBH
Pinskerstrasse 1
84048 Mainburg
GERMANY
conny@pinsker.de
www.pinsker.de

Best of Copywriting

GULFSTREAM MARKETING COMMUNICATIONS *Nonstop Magazine*

NOMINATOR

Mr. Randy Bolinger
Director, Marketing Services
GULFSTREAM AEROSPACE
500 Gulfstream Road
Savannah, GA 31408
USA
randy.bolinger@gulfstream.com
www.gulfstream.com

CLIENT

Ms. Laura Thomson
GULFSTRAM MARKETING COMMUNICATIONS
500 Gulfstream Road
Savannah, GA 31408
USA
laura.thomson@gulfstream.com
www.gulfstream.com

Best of Design – *Annual Reports*

MIRAMAR GROUP *Annual Report 2013*

NOMINATOR

Ms. Carol Hui
Assistant Marketing Manager, Corporate Communications
MIRAMAR GROUP
15/F, Miramar Tower
132 Nathan Road, Tsimshatsui
HONG KONG

Best of Design – *Magazines*

BMW GROUP

e-Drive – The BMW i Magazine

NOMINATOR

Ms. Kerrin Nausch
Creative Director
PREMIUMMEDIA/KDGROUP
Mörikestrasse 15
70178 Stuttgart
GERMANY
kerrin.nausch@kdgroup.com
www.kdgroup.com

CLIENT

Mr. Cypselsus von Frankenberg
Kozernkommunikation & Politik
BMW GROUP
Petuelring 130
80788 Munich
GERMANY
cypselsus.von-frankenberg@bmw.de
www.bmwgroup.com

Best of Promotion

MERCEDES-AMG

AMG Calendar 2014 "Expanding Physics"

NOMINATOR

Ms. Sonia Krüger
BRUCE B. CORPORATE COMMUNICATION GMBH
Augustenstrasse 87
70199 Stuttgart, Baden-Württemberg
GERMANY
sk@bruce-b.com
www.bruce-b.com

CLIENT

Mr. Greg Clark
Manager – Marketing Communications, Branding & Brand Events
MERCEDES-AMG
Daimlerstrasse 1
71563 Affalterbach, Baden- Württemberg
GERMANY
marketing-amg@daimler.com
www.mercedes-amg.com

Best of Publicity

ACCENTURE

Client Success Stories

NOMINATOR

Mr. Gerardo Moreno
Account Executive
TBWA\CHIAT\DAY
488 Madison Avenue
New York, NY 10022
USA
gerardo.moreno@tbwachiat.com
www.tbwachiat.com

CLIENT

Mr. Quantas Ginn
Global Image – Senior Analyst
ACCENTURE
161 North Clark Street
Chicago, IL 60601
USA
quantas.l.ginn@accenture.com
www.accenture.com

Best of Special Events

AUDI AG

Audi Opening Event CES, Las Vegas

NOMINATOR

Mr. Jörg Willhauck
Creative Director
PURE PERFECTION GMBH
Gutenbergplatz 3
65187 Weisbaden
GERMANY
jw@pureperfection.com

CLIENT

Ms. Silke Hatz
AUDI AG
I/GP-P2
85045 Ingolstadt
GERMANY
silke.hatz@audi.de
www.audi.de

GRAPHIC ARTIST

Mr. Oliver Adams
CREATORS
Nieder-Ramstädter-Strasse 146
64285 Darmstadt
GERMANY
info@cre-ators.com
www.cre-ators.com

MANAGING DIRECTOR

Mr. Jan Rogozinski
PURE PERFECTION GMBH
Gutenbergplatz 3
65187 Weisbaden
GERMANY
www.pureperfection.com

Best of Sustainability Reports

VOLKSWAGEN AG *Sustainability Report 2013*

NOMINATOR

Mr. Marcel Teine
Creative Director
3ST KOMMUNIKATION GMBH
Taunusstrasse 69-61
55120 Mainz
GERMANY
info@3st.de
www.3st.de

CLIENT

Mr. Daniel-Sascha Roth
VOLKSWAGEN AG
Berliner Ring 2
38440 Wolfsburg
GERMANY
www.volkswagenag.com

ART DIRECTOR

Ms. Sarah Pilgrim
3ST KOMMUNIKATION GMBH
Taunusstrasse 69-61
55120 Mainz
GERMANY
info@3st.de
www.3st.de

Best of Trade Show Exhibits

GE POWER & WATER

EP&M International – Wind Power 2014

NOMINATOR

Ms. Deborah Flack
Marketing Director
EP&M INTERNATIONAL
24 North Third Street
Albany, NY 12204
USA
deb.flack@epmexhibits.com
www.epmexhibits.com

CLIENT

Ms. Lindsay Theile
Renewables Communications Manager
GE POWER & WATER
1 River Road, Bldg. 53
Schenectady, NY 12345
USA
lindsay.theile@ge.com
www.ge-energy.com/wind

Best of Video

TELEFÓNICA GERMANY GMBH & CO. OHG
LANDMARK Magazine

NOMINATOR

Ms. Antje Brueckner
C3 CREATIVE CODE AND CONTENT GMBH
Heiligegeistkirchplatz 1
10178 Berlin
GERMANY
awards@c3.co
www.c3.co

CLIENT

TELEFÓNICA GERMANY GMBH & CO. OHG
Georg-Brauchle-Ring 23-25
80992 Munich
GERMANY
www.telefonica.de

Best of Websites

AUDI AG

Cargo Lufthanseat 01/2014

NOMINATOR

Ms. Kerrin Nausch
Creative Director
KÖCKRITZDÖRRICH/KDGROUP
Mörikestrasse 15
70178 Stuttgart
GERMANY
kerrin.nausch@kdgroup.com
www.kdgroup.com

CLIENT

Mr. Martin Primus
Leiter Finanzkommunikation/Finanzanalytik
AUDI AG
Ettinger Strasse
85045 Ingolstadt
GERMANY
martin.primus@audi.de
www.audi.de

MANAGING DIRECTOR

Mr. Berthold Dörrich
KÖCKRITZDÖRRICH/KDGROUP
Mörikestrasse 15
70178 Stuttgart
GERMANY
berthold.doerrich@kdgroup.com
www.kdgroup.com

WEB DEVELOPER

Mr. Marcus Reiser
21TORR GMBH
Rotebuehlstrasse 87 E
70178 Stuttgart
GERMANY
m.reiser@21torr.com
www.21torr.com