



2010/11 MERCURY AWARDS

Grand Winners

BLUE BOOK

Creative and Production Credits

Sponsored by:
MerComm, Inc.
500 Executive Boulevard
Ossining-on-Hudson, NY 10562 U.S.A.
914/923-9400 or Fax: 914/923-9484
www.mercommawards.com

MERCURY AWARDS 2010/2011

JUDGES

33 VISUAL

Mexico City, MEXICO

Federico Cavia – Projects Associate
Rafael Monroy – Partner/Project Dir.
Martin L. Vargas – Partner/Director

AHA DESIGN/AHA GROUP

Vienna, AUSTRIA

Benno Flotzinger – Agency Owner

AIR HEALTH

Silver Spring, MD

Martha Mater – Manager, Creative Services
John Stapp – Graphic Designer

C.J. GRAPHICS

Toronto, ON, CANADA

Jay Mandarino – President
Pauline McGarrigle – Executive Assistant

COYNE PUBLIC RELATIONS

Parsippany, NJ

Meredith DeSanti – Account Supervisor
Jill Kleiner – Account Supervisor
Kevin Lamb – Vice President

CURTIS GROUP

Bloomfield Hills, MI

Paige Curtis – Owner/Creative Director
Cathy Hunter – Art Director
Pat Maloney – Marketing Director

DANIEL KENNEDY COMMUNICATIONS SERVICES

New York, NY

Daniel Kennedy – President

FIRST RABBIT GmbH

Köln, NRW, GERMANY

Julia Hunloh – Senior Art Direction
Brigitte Lässer- Röhricht – Creative
Direction

Jens Tappe – Senior Art Direction

I.LINK GROUP LTD.

HONG KONG

Hidy Shum – Sales Director
Walter Yu – Art Director

IN-DESIGN HK LIMITED

HONG KONG

Johnny Law Kwok Wah – Executive
Director
Ivan Ng Kwok Wah – Art Director
Jose Wong Bik Ling – Sr. Account Manager

IONE FINANCIAL PRESS LIMITED

HONG KONG

(team 1)

Corrin Chan – CEO/Head of Sales
Claudia Choi – Sales Manager
Dennis Ho - Sales Director
Jay Lee – Sales Support Manager
David Li – Sales Director Design
Tiffany Ngan – Mktg. Communications &
PR Manager

(team 2)

Cyrus Chan – Assistant Sales Manager
Kelvin Chung – Art Director
Axel Kiang – Head of Design
Epo Lai – Sales Director
Terry Tam – Art Director

JIM BARBER STUDIO

Sandy Hook, CT

Jim Barber – Principal

MIND (21) FACTORY

Stuttgart, GERMANY

Georg Flachbart – Creative Director

KÖCKRITZDÖRRICH GmbH

Reutlingen, GERMANY

Berthold Dorrich – CEO

RINGZWEI

Hamburg, GERMANY

Dirk Linke – Creative Director

SHOEMAKE PHOTOGRAPHY

Boonton Township, NJ

Allan Shoemake – President

SMART MEDIA

Colombo, SRI LANKA

Asiri Abeyratne – Director Account
Management

Lalith Blok – Head of Delivery

Ananda Jagoda – Creative Director

SRP

Phoenix, AZ

Jeryl Jones – Designer

Dawn Cricton – Sr. Graphic Designer

**STAN GELLMAN GRAPHIC DESIGN
INC.**

St. Louis, MO

Britni Eggers – Graphic Designer

Barry Tilson – President

Brian Wakeland – Graphic Designer

STUDIO 210

Norwalk, CT

James Mouro – Productioun Director

Karen Krieger – CEO

Michelle Yandrich – Designer

THE DESIGN ASSOCIATES LTD.

Chaiwan, HONG KONG

Victor Cheong – President

Vicky Lee – Account Director

Jennifer Tam – Account Executive

THEMA COMMUNICATIONS AG

Frankfurt, GERMANY

Michael Geiss – CEO

Almut Riebe – Senior Art Director

Martin Weber – Senior Art Director

TIME, INC. CONTENT SOLUTIONS

New York, NY

Laura Morgenstern – Sr. Art Manager

TOPPAN VITE LIMITED

Kowloon, HONG KONG

Wilson Kwan – Art Director

Ian Yap – Creative Director

Peter Yeo – Marketing Director

YELLOW CREATIVE (HK) LIMITED

HONG KONG

Wong Chun Hong – Creative Director

Rebecca So Yuk Yee – Director

XANADU COMMUNICATIONS

New York, NY

Paul Froehlich – President

BEST OF SHOW

HONG KONG HOUSING AUTHORITY *Light & Shade: life passé in old estates*

COMPANY CONTACT INFORMATION:

Teresa Ng
Chief Publicity Manager
HONG KONG HOUSING AUTHORITY
4/F, Block 1
33 Fat Kwong Street, Kowloon
HONG KONG
Tel: 852 2761 7119 - Fax: 852 2761 7641
teresa.ng@housingauthority.gov.hk

BEST OF WRITING

CREDIT SUISSE *Credit Suisse Bulletin - Movement*

COMPANY CONTACT INFORMATION:

Daniel Huber
Editor-in-Chief
CREDIT SUISSE
Bleicherweg 33
Zürich, 8070
SWITZERLAND
Tel: 41 44 334 52 58
daniel.huber@credit-suisse.com

BEST OF DESIGN

~Annual Reports~

THE HONG KONG JOCKEY CLUB

Annual Report 2009/10

COMPANY CONTACT INFORMATION:

June Teng

Head of Public Affairs

THE HONG KONG JOCKEY CLUB

One Sports Road, Happy Valley

HONG KONG

Tel: 852 2966 8508

raymond.yy.wong@hkjc.org.hk

BEST OF DESIGN

~Magazines~

RED INDIANS PUBLISHING GMBH & CO. KG *ramp #12 - "Forever Young"*

COMPANY CONTACT INFORMATION:

Micheal Köckritz
Chief Editor/Publisher
RED INDIANS PUBLISHING GMBH & CO. KG
Obere Waessere 3
72764 Reutlingen
GERMANY
Tel: 49 7121 433 04 40 - Fax: 49 7121 433 04 710
ap@ramp-magazin.de

BEST OF DESIGN
~Various~

HENKEL AG & CO. KGAA
We love hair

NOMINATING COMPANY:

Ludmilla Eckert
Executive Assistant
BURDAYUKOM PUBLISHING GMBH
Konrad-Zuse-Platz 11
81829, Munich
GERMANY
Tel: 49 89 30620 311 - Fax: 49 89 30620 102
ludmilla.eckert@burdayukom.de

CLIENT COMPANY

Christian Melcher
Marketing Manager - International
HENKEL AG & CO. KGAA
Henkelstr. 67
40191, Düsseldorf
GERMANY
Tel: 49 211 7979826
christian.melcher@henkel.com

BEST OF ADVERTISING

DR. ING. H.C. F. PORSCHE AG *Hairdryer*

NOMINATING COMPANY:

Lars Vollert
Creative Director
KEMPER KOMMUNIKATION GMBH
Alexanderstr. 65
60489, Frankfurt
GERMANY
Tel: 49 69 978803 0 - Fax: 49 69 978803-22
jeanette_kohl@keko.de

CLIENT COMPANY:

Anja Ziegler
DR. ING. H.C. F. PORSCHE AG
Porschestr. 15-10
71634, Ludwigsburg
GERMANY
Tel: 49 711 78517 - Fax: 49 711 78028
anja.ziegler@porsche.de

DIRECTOR:

Juergen Lewandowski
MARKENFILM
Schulauer Moorweg 25
22880, Wedel
GERMANY

WRITER:

Benedikt Huettel
KEMPER KOMMUNIKATION GMBH
Alexanderstr. 65
60489, Frankfurt
GERMANY
Tel: 49 69 978803 0 - Fax: 49 69 978803-22

PRODUCTION MANAGER:

Dominik Meis
MARKENFILM
Schulauer Moorweg 25
22880, Wedel
GERMANY

BEST OF ANNUAL REPORTS

~Asia~

361 DEGREES INTERNATIONAL LIMITED *Annual Report 2009/10*

NOMINATING COMPANY:

Cavin Chan
Sales Director
I.LINK GROUP LIMITED
20/F, The Chinese Bank Building
61-65 Des Voeux Road, Central
HONG KONG
Tel: 852 2901 1818 - Fax: 852 2827 8823
cavin.chan@ilinkfin.com

CLIENT COMPANY:

Virginia Choi
361 DEGREES INTERNATIONAL LIMITED
Room 3901, 39/F COSCO Tower
183 Queen's Road, Central
HONG KONG
www.361sport.com

BEST OF ANNUAL REPORTS
~Europe~

DEUTSCHE WELTHUNGERHILFE E.V.
Global Hunger Index 2010

NOMINATING COMPANY:

Stefanie Moers
Consultant
MUEHLHAUSMOERS KOMMUNIKATION GMBH
Invalidenstr. 112
10115, Berlin
GERMANY
Tel: 49 30 2576072 13 - Fax: 49 30 2576072 60
s.moers@muehlhausmoers.com

CLIENT COMPANY:

Constanze von Oppeln
Project Manager - Food Aid & Food Security Policy
DEUTSCHE WELTHUNGERHILFE E.V.
Friedrich-Ebert-Str. 1
53173, Bonn
GERMANY
Tel: 49 228 2288431 - Fax: 49 228 2288188
constanze.vonoppeln@welthungerhilfe.de

BEST OF CUSTOM PUBLICATIONS

HONG KONG HOUSING AUTHORITY *Light & Shade: life passé in old estates*

COMPANY CONTACT INFORMATION:

Teresa Ng
Chief Publicity Manager
HONG KONG HOUSING AUTHORITY
4/F, Block 1
33 Fat Kwong Street, Kowloon
HONG KONG
Tel: 852 2761 7119 - Fax: 852 2761 7641
teresa.ng@housingauthority.gov.hk

BEST OF MAGAZINES

AUTOMOBILI LAMBORGHINI APA *Lamborghini Magazine*

NOMINATING COMPANY:

Berthold Doerrich

CEO

KOECKRITZDOERRICH GMBH

Obere Waessere 3

72764 Reutlingen

GERMANY

Tel: 49 7121 433 04 40 - Fax: 49 7121 433 04 710

berthold.doerrich@gokd.net

CLIENT COMPANY:

Manfred Fitzgerald

Marketing Director

AUTOMOBILI LAMBORGHINI

Via Modena 12

40019, Sant'Agda

ITALY

Tel: 39 546818611 - Fax: 39 546817644

www.lamborghini.com

BEST OF WEBSITES

HONG KONG HERITAGE PROJECT *www.hongkongheritage.org*

COMPANY CONTACT INFORMATION:

Melanie Li
Project Officer
HONG KONG HERITAGE PROJECT
1610-11 Tower 1
Grand Century Place
Mongkon, Kowloon
HONG KONG
Tel: 852 2678 8088 - Fax: 852 2678 8077
melanie@clp.com.hk

BEST OF PROMOTION

MASTERCARD WORLDWIDE *MasterCard/Rugby World Cup 2011 Sales Tool Kit*

NOMINATING COMPANY:

Karen Krieger
CCO
STUDIO 210
19 Pine Hill Avenue
Norwalk, CT 06855
Tel: (203) 899-0210 - Fax: (203) 286-2369
karen@studio210.net

CLIENT COMPANY:

Alison Giordano
Business Leader - V.P. Global Sponsorships
MASTERCARD WORLDWIDE
2000 Purchase Street
Purchase, NY 10577
Tel: (914) 249-2000
alison_giordano@mastercard.com

BEST OF PUBLICITY

~Celebrity Campaign~

HARD ROCK INTERNATIONAL *Hard Rock International Celebrates Ringo Starr's 70th Birthday*

NOMINATING COMPANY:

Meredith DiSanti
Account Supervisor
COYNE PUBLIC RELATIONS
14 Walsh Drive
Parsippany, NJ 07054
Tel: (973) 316-1665 - Fax: (973) 316-6568
mdesanti@coynepr.com

CLIENT COMPANY:

Brian Siemienas
Head of Global Marketing
HARD ROCK INTERNATIONAL
6100 Old Park Lane
Orlando, FL 32835
Tel: (407) 445-7625 - Fax: (407) 445-7869
brian_siemienas@hardrock.com

BEST OF PUBLICITY
~Crisis Communications~

AMERICAN AIRLINES
American Airlines & the OneWorld Alliance
Win the Battle for Japan Airlines

COMPANY CONTACT INFORMATION:

Lauren Pichler
WEBER SHANDWICK
1717 Main Street
Ste. 1600
Dallas, TX 75201
Tel: (469) 375-0201 - Fax: (469) 375-0201
bhorton@webershandwick.com

BEST OF SPECIAL EVENTS

HETERMEDIA SERVICES LIMITED *"New" HeterMedia Hong Kong Office Open House*

COMPANY CONTACT INFORMATION:

Belinda Chow
Development Specialist
HETERMEDIA SERVICES LIMITED
10/F Infinitus Plaza
199 Des Voeux Road, Central
HONG KONG
Tel: 852 3906 7824 - Fax: 852 2180 9367
belinda.chow@hetermedia.com

BEST OF SPECIAL PROJECTS

BEAUMONT HOSPITALS *Ernst Center Opening*

NOMINATING COMPANY:

Paige Curtis
Owner/Creative Director
CURTIS GROUP
685 Hillcrest Drive
Bloomfield Hills, MI 48304
Tel: 248-644-7016 - Fax: 248-644-7409
paigecurtis@hotmail.com

CLIENT COMPANY:

Michael Killian
Vice President - Marketing & Public Relations
BEAUMONT HOSPITALS
3711 W. Thirteen Mile Road
Royal Oak, MI 48073
Tel: (248) 551-0672 - Fax: (248) 551-8446
mkillian@beaumont-hospitals.com

BEST OF CAMPAIGNS
~Non-Profit~

HHS OFFICE ON WOMEN'S HEALTH
"Best Bones Forever"

NOMINATING COMPANY:

Cecily Naron
Account Executive
HAGER SHARP INC.
1030 15TH Street NW
Ste. 600E
Washington, DC 20005
Tel: (202) 842-3600 - Fax: (202) 842-4032
cnaron@hagerssharp.com

CLIENT COMPANY:

HHS OFFICE ON WOMEN'S HEALTH
200 Independence Ave. SW
Washington, DC 20201

BEST OF CAMPAIGNS
~Corporate~

KERRY PROPERTIES LIMITED
Bringing Smart Living to SOHO

NOMINATING COMPANY:

Selina Chow
Assistant Communication Manager
KERRY COMMUNICATION LIMITED
25/F, Kerry Centre
683 King's Road, Quarry Bay
HONG KONG
Tel: 852 2967 2382 - Fax: 852 2967 2938
selinachow@kerryprops.com

CLIENT COMPANY:

Michelle Lam
GM - Corporate Communications
KERRY PROPERTIES LIMITED
25/F, Kerry Centre
683 King's Road, Quarry Bay
HONG KONG
Tel: 852 2967 2323
michellelam@kerryprops.com