



# MERCURY

## EXCELLENCE AWARDS

2020 | 2021

### 2020/21 MERCURY Awards Grand Winners Book

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# 2020/21 MERCURY Awards Judges

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## **ACE DESIGN**

*Seoul, SOUTH KOREA*

Miseoh An – CEO & Chief Director

Suhyun Cho – Content Manager

## **AIR**

*Maryland, USA*

Martha Mater – Manager, Creative Services

Matt Mowczko – Graphic Designer

Lesla Rowe – Art Direction

## **ATREVIA COMUNICACION**

*Madrid, SPAIN*

Maria Madrigal – Director of Publications

Rebecca Rico – Big Data Director

Asuncion Soriano – CEO

## **BANK OF CHINA (HONG KONG)**

*HONG KONG*

Angel Yip – Deputy General Manager

## **BP CONTENT**

*Hamburg, GERMANY*

Leonard Prinz – Managing Director

## **BURGESS STRATEGIC MARKETING SERVICES**

*Michigan, USA*

Sandra J. Burgess - Owner

## **CHINA UNICOM (HONG KONG) LIMITED**

*HONG KONG*

Joeling Law – Manager, Investor Relations

Enrica Lee – Assistant Company Secretary

## **DEVON TITLE**

*Michigan, USA*

Dan Baron – Marketing Director

## **DFIN**

*HONG KONG*

Fan Fung – Senior Designer

Ling Ma – Senior Designer

Ying Tsui – Designer

## **FIDUCIA & GAD IT AG**

*Karlsruhe, GERMANY*

Maika-Alexander Stangenberg – SVP Corporate Communications/Marketing

## **GENNEX FINANCIAL MEDIA LIMITED**

*HONG KONG*

Sunday Ko – Art Director

Laetitia Wong – Associate Creative Director

Maxx Wong – Associate Creative Director

## **HETERMEDIA SERVICES LIMITED**

*HONG KONG*

William Chan – Chief Executive Officer

Orling Orr – Business Development Director

## **I.LINK GROUP LIMITED**

*HONG KONG*

Adrienne Chan – Creative Director

Tony Man – Assistant Art Director

Lammy Yeung – Assistant Art Director

## **INBRAX**

*Santiago, CHILE*

Cristian Chavez - Creative Director

Rodrigo Gallardo – Art Director

**KERRY PROPERTIES LIMITED**

*HONG KONG*

Michelle Lam – Senior Director Sustainability & Communications

**KPR**

*Seoul, KOREA*

Jooho Kim – President

**LOVED GMBH**

*Hamburg, GERMANY*

Valeri Bachert – Managing Editor

Nadine Kaminski - Editor

Julia Kerschbaum – Creative Director

**M&M DESIGN**

*HONG KONG*

Mike Moulders – Brand Design Consultant

**MEDIA GENESIS, INC.**

*Michigan, USA*

Antoine Dubeauclard - President

**MM PARTNERS**

*Seoul, SOUTH KOREA*

Sang-Hyeon Lee – Art Director

Young-Il Kim –Senior Director

Jong-Kook Yi –Chief Director

**REF FIANCIAL PRESS LIMITED**

*HONG KONG*

Alex Choi – Creative Director

Natasha Fung – Marketing Executive

Loretta Lam – Project Manager

**SSDM**

*Michigan, USA*

Laura Oliveto – Vice President of Public Relations & Communications

**STAN GELLMAN GRAPHIC DESIGN**

*Missouri, USA*

Maria Muehlemann – Designer

Teresa Thompson – President

Bryan Wakeland – Senior Designer

**STUDIO 210, LLC**

*Connecticut, USA*

Richard Colin – Accountant

Karen Krieger – Founder, CCO

Juan Wen – Bookkeeper

**TOPPAN MERRILL LIMITED**

*HONG KONG*

Ma Shek Pui, Derek – Senior Art Director

Lam I Wai, Iris – Assistant Art Director

Li Yu Kwan, Gary – Art Director

**UNITED THERAPEUTICS**

*Maryland, USA*

Bill Rock – Executive Creative Director

Randy Scopa – Media Specialist

**VA BENE PUBLISHING GMBH**

*Munchen, GERMANY*

Gunter Marie Bregulla – General Manager

**YELLOW CREATIVE (HK) LIMITED**

*HONG KONG*

Rebecca So – Managing Partner

Ellen Zee – Managing Partner

# Best of Show

---

SYMRISE AG

*Team Spirit – The Symrise Employee Magazine*

<https://teamspirit.symrise.com/en-02-2020/home/>

## NOMINATOR/DESIGN/WEB DESIGN

KAMMANN ROSSI GMBH

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## SPECIAL RECOGNITION

ENGLISH BUSINESS TRANSLATION

Hamburg, GERMANY

## SPECIAL RECOGNITION

Wieners & Wieners Translation

Hamburg, GERMANY

# Best of Writing

---

SIX

*RED – the Magazine from SIX*

<https://www.six-group.com/dam/download/company/red/2020/red-02-2020-en.pdf>

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# Best of Design

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RAMP.SPACE GMBH & CO. KG  
*Rampstyle #20 Sunny Side Up*

## NOMINATOR

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# Best of Advertising

---

VAKIFBANK

*Gift from the Legend to the Girl Child*

<https://we.tl/t-iV4dBZ5s9b>

## NOMINATOR

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Social Media Group Head

PAPILLON ISTANBUL ILETISIM VE BILISIM HIZMETLERI LTD. STI

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# Best of Annual Reports - *Cover Design*

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## FORTUNE REAL ESTATE INVESTMENT TRUST *Sharing Success* *Accumulating Fortune*

[https://www.fortunereit.com/reports/annual\\_report\\_2019/eng/](https://www.fortunereit.com/reports/annual_report_2019/eng/)

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# Best of Annual Reports – *Interior Design*

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## CHINA OVERSEAS PROPERTY HOLDINGS LIMITED *Annual Report 2019*

[http://chinaoverseasproperty.todayir.com/attachment/202006091657521751995734\\_en.pdf](http://chinaoverseasproperty.todayir.com/attachment/202006091657521751995734_en.pdf)

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# Best of Annual Reports– *Overall Presentation*

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## KÖLNER FREIWILLIGEN AGENTUR *Jahresbericht 2019*

<https://www.koeln-freiwillig.de/wp-content/uploads/2020/06/Jahresbericht-2019.pdf>

### NOMINATOR

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# Best of Annual Reports – *Specialized*

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## HYUNDAI MOTOR GROUP *2019 HMG Global CSR Report*

[https://www.hyundaimotorgroup.com/sc/sc150Down.hub?searchKey=277&menuId=sc150&exp\\_yn=y](https://www.hyundaimotorgroup.com/sc/sc150Down.hub?searchKey=277&menuId=sc150&exp_yn=y)

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# Best of Annual Reports – *Online*

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HONG KONG TOURISM BOARD

*Annual Report 2018/19 - Best of All It's in Hong Kong*

<https://www.discoverhongkong.com/eng/about-hktb/annual-reports/annual-report-20182019/>

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# Best of Brochures

---

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# Best of Custom Publications– *Business-to-Business*

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## VERBAND DEUTSCHER UNTERNEHMERINNEN E.V. (VdU) *UNTERNEHMERIN*

[https://www.vdu.de/fileadmin/user\\_upload/News/Publikationen/2020-01\\_UNTERNEHMERIN\\_VdU-Sommer-Ausgabe\\_01.pdf](https://www.vdu.de/fileadmin/user_upload/News/Publikationen/2020-01_UNTERNEHMERIN_VdU-Sommer-Ausgabe_01.pdf)

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# Best of Custom Publications– *General Audience*

---

## DEUTSCHE BANK WEALTH MANAGEMENT *WERTE*

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# Best of Employee Publications

---

OMV AKTIENGESELLSCHAFT

*OMV "flash" Employee Magazine on Climate Change*

NOMINATOR

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# Best of Magazines – *Design*

---

DONAU-UNIVERSITÄT KREMS

*upgrade - Das Magazin für Wissen und Weiterbildung*

[https://www.donau-uni.ac.at/dam/jcr:f55829ac-7adc-4d2e-adf9-26dbcbd74dc6/upgrade\\_3\\_20\\_DS%2072dpi.pdf](https://www.donau-uni.ac.at/dam/jcr:f55829ac-7adc-4d2e-adf9-26dbcbd74dc6/upgrade_3_20_DS%2072dpi.pdf)

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# Best of Magazines – *Overall Presentation*

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MUEHLHAUSMOERS CORPORATE  
COMMUNICATIONS GMBH  
*mPaper #3*

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# Best of Social Media

---

VAKIFBANK

*Social Media Community Management*

<https://we.tl/t-iV4dBZ5s9b>

## NOMINATOR

Soner Sezer

Social Media Group Head

PAPILLON ISTANBUL İLETİSİM VE BİLİSİM HİZMETLERİ LTD. STİ

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# Best of Video

---

HONG KONG CONVENTION AND EXHIBITION CENTRE  
(MANAGEMENT) LIMITED

*Video: Onwards & Upwards - HML Activities &  
Achievements since July 2019*

<https://bit.ly/HMLactivitiesandachievements>

## NOMINATOR

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# Best of Websites

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*Team Spirit – The Symrise Employee Magazine*

<https://teamspirit.symrise.com/en-02-2020/home/>

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ENGLISH BUSINESS TRANSLATION

Hamburg, GERMANY

## SPECIAL RECOGNITION

Wieners & Wieners Translation

Hamburg, GERMANY

# Best of Promotion/Marketing

---

AUDIBLE ESPAÑA  
*Audible.ES Launch*

<https://drive.google.com/file/d/1FSZaqLfoFCSBqjYbQGu1OZaFRJYYLukT/view>

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## CLIENT

AUDIBLE ESPAÑA

# Best of Special Events

---

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

*9:11 Magazine by Porsche: Episode 15 "THE BEAUTY"*

<https://911-magazine.porsche.com/en/the-beauty>

## NOMINATOR

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# Best of Campaigns

---

## MARSH & MCLENNAN COMPANIES

### *Crossing the Line: Identifying Sexual Harassment*

#### NOMINATOR / SPECIAL RECOGNITION

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