

MERCURY

EXCELLENCE AWARDS

2019 | 2020

DEADLINE: NOVEMBER 15, 2019

DEAR COLLEAGUE,

For over three decades, the MERCURY Awards have celebrated the creative professionals whose exceptional intelligence, hard work, creativity and style have made a difference in this industry.

In 1987, the MERCURY Awards was founded with a singular mission: to promote excellence in public relations. The competition remains unique. It is the world's only independent awards organization. We accept no advertising, no membership fees, or outside sponsors. As such, you are guaranteed fairness and impartiality.

The annual award was named after the Roman messenger of the gods. The MERCURY Awards symbolizes the spirit of the message communicated. We believe in the human spark of creativity which serves to advance standards of excellence.

As we enter our 33rd year, we pledge our best to give you honor and recognition!

Wishing you stellar success!



Reni L. Witt
President and Founder



CALENDAR

November - 2019

15

Deadline for
Entries

February - 2020

14

Winners
Notified

March - 2020

20

Grand Winners
Announced

COUNTRIES COMPETING:

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

BEST OF CATEGORY 2018/19 | GRAND WINNERS



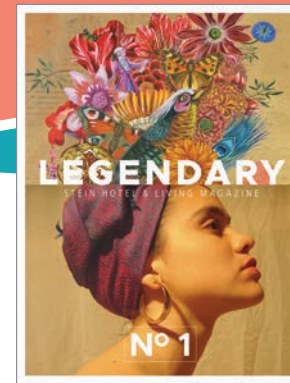
WEBSITES
China Unicom (Hong Kong) Limited
Investor Relations Website
(HONG KONG)



ANNUAL REPORTS - Overall Presentation
United Therapeutics
Annual Report 2017
(USA)



PROMOTION
Hong Kong Tourism Board
Old Town Central
(HONG KONG)



MAGAZINES - Design
BrandsOnSpeed GmbH
AMADEUS HOTELS
LEGENDARY Hotel Stein
Magazine #01
(AUSTRIA)



DESIGN
ramp.space GmbH & Co. KG
DR. ING. H.C. F. PORSCHE AG
70 Jahre PORSCHE SPORTWAGEN
"We love the way you are" & "Keep on running"
(GERMANY)



BROCHURES
IM creative
HYUNDAI MOTOR COMPANY
2018 Hyundai Blue Waves
(SOUTH KOREA)



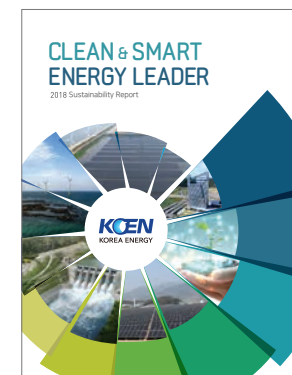
EMPLOYEE PUBLICATIONS
C3 Creative Code and Content GmbH
BUNDESWEHR
"I want you - Love, Lust und Partnership"
(GERMANY)



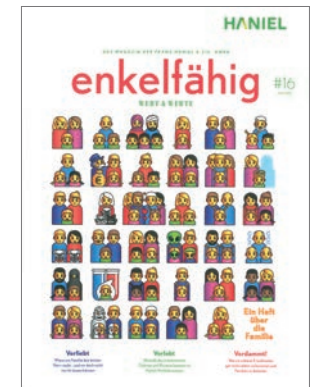
MAGAZINES
- Overall Presentation
KNSKB+ GmbH
EVONIK INDUSTRIES AG
ELEMENTS
(GERMANY)



ANNUAL REPORTS - Online
concept c media / va bene publishing GmbH
FIDUCIA & GAD IT AG
Geschäftsbericht 2017 Die vierte Dimension
(GERMANY)



PUBLICITY
Lucre Inc.
KOREA SOUTH-EAST POWER
(KOEN)
Clean & Smart Energy Leader
(SOUTH KOREA)



CUSTOM PUBLICATIONS
- Business-To-Business
C3 Creative Code and Content GmbH
FRANZ HANIEL & CIE. GMBH
enkelfähig
(GERMANY)



CUSTOM PUBLICATIONS
- General Audience
bp Content
DEUTSCHE BANK
WEALTH MANAGEMENT
WERTE
(GERMANY)



ANNUAL REPORTS - Cover Design
concept c media /
va bene publishing GmbH
FIDUCIA & GAD IT AG
Geschäftsbericht 2017
Die vierte Dimension
(GERMANY)



SPECIAL EVENTS
Lobby PR
ISTANBUL SABIHA GOKCEN
INTERNATIONAL AIRPORT
IZEV Animals and Us
(TURKEY)



VIDEO
PRH Hamburg Kommunikation GmbH
DAIMLER AG
TAKE OFF Mercedes-Benz Trucks
(GERMANY)



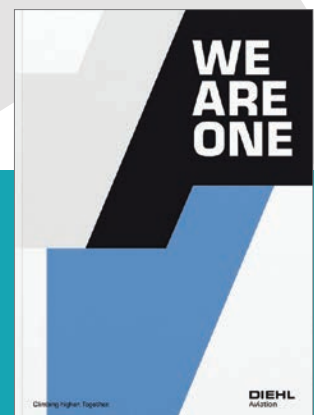
CAMPAIGNS
Marco de Comunicación
CONFORAMA
#ACTIVATUBIENESTAR
(SPAIN)



ADVERTISING
Hong Kong Tourism Board
CNY 2018 "Good Fortune Everywhere"
(HONG KONG)

BEST OF SHOW

WRITING
BrandsOnSpeed GmbH
DIEHL AVIATION
"We are One" Employee Book
(GERMANY)



JUDGING PROCEDURES

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.

THE JUDGES

33 Visual - MEXICO	Fiducia & GAD IT AG - GERMANY	PRATT Institute - USA
A. Plus Financial Press Limited - HONG KONG	Finar Kurumsal - TURKEY	PRH Hamburg Kommunikation GmbH - GERMANY
Addison - USA	First Rabbit GmbH - GERMANY	Profilwerkstatt GmbH - GERMANY
AIR - USA	Fuhrmann Films - GERMANY	Protop Financial Press Limited - HONG KONG
An-Najah National University - PALESTINE	GENNEX Financial Media Limited - HONG KONG	PT Garuda Indonesia (Persero) Tbk - INDONESIA
Armaceff International S.A - LUXEMBOURG	Graffiti- TURKEY	Publik. Agentur Für Kommunikation GmbH - GERMANY
Artist Estate Studio - USA	Grupo Insud - ARGENTINA	q30 design, Inc. - CANADA
Atrevia - PORTUGAL	h2h Consulting - USA	Rahofer Werbeagentur - AUSTRIA
Atrevia - SPAIN	HeterMedia Services Ltd. - HONG KONG	Raymond Ltd. - INDIA
Avila Creative, Inc. - USA	HGB Hamburger Geschäftsberichte GmbH & Co. KG - GERMANY	REF Financial Press Ltd. - HONG KONG
Bank of China - HONG KONG	Hong Kong Broadband Network, Ltd - HONG KONG	ringzwei - GERMANY
Berenberg - GERMANY	IFC - USA	S/O Project - KOREA
BGA Publishing - USA	i.LINK Group Limited - HONG KONG	Sakaguchi Corp - JAPAN
BrandBook LLC - USA	Ideas on Purpose - USA	Sedgwick Richardson - HONG KONG
BrandsOnSpeed GmbH - GERMANY	Inbrax - CHILE	Sequel - USA
Bring, LLC - USA	Inc. Design - USA	Shian Inc. - JAPAN
Burgess Strategic Marketing Services - USA	Informa PLC - UNITED KINGDOM	Signi Design - MEXICO
C3 Creative Code & Content - GERMANY	Insight Creative - NEW ZEALAND	Silicon Plus Communications PTE Limited - SINGAPORE
CD Corporate Reports SDN BHD - MALAYSIA	iONE Financial Press - HONG KONG	SinoMedia Holding Limited - CHINA
CHC Enterprises - USA	IR & Mehr - AUSTRIA	Smart Media - SRI LANKA
China Communications Services Corporation Limited - HONG KONG	IZ Iletisim - TURKEY	Solomon Financial Press - HONG KONG
China Telecom Corporation Limited - HONG KONG	John Madere Photography - USA	SS Digital Media - USA
China Unicom - HONG KONG	Jolly Good Films - NEW ZEALAND	Stagg & Friends GmbH - GERMANY
CITIC Limited - HONG KONG	KDI Designagentur - GERMANY	Stan Gellman Graphic Design Inc. - USA
Citizens Development Business Finance PLC - SRI LANKA	Kerry Properties - HONG KONG	Studio 210, LLC - USA
Colonial First State Global Asset Mgmt - AUSTRALIA	KorteMaerzWolff Kommunikation - GERMANY	süden ad agency - GERMANY
ComfortDelGro Corporation Limited - SINGAPORE	loved GmbH - GERMANY	Sydivest - DENMARK
Craib Design + Communications - CANADA	Luke Communications Group - USA	Tayburn - TURKEY
Cre8 (Greater China) Limited - HONG KONG	M&M Consultancy - HONG KONG	The Charles NYC - USA
CSR Consulting & Design - KOREA	M-1 Studios - USA	The Dubs - AUSTRALIA
Curran & Connors, Inc. - USA	Media Genesis - USA	The Hong Kong Society for the Aged - HONG KONG
Daimler AG - GERMANY	Mensalia GmbH - AUSTRIA	The Open University of Hong Kong - HONG KONG
Daiwa House Industry Co., Ltd. - JAPAN	Mense - LUXEMBOURG	Toppan Merrill Limited - HONG KONG
Daniel Kennedy Communications Services - USA	mensemedia - GERMANY	Troy Chamber of Commerce - USA
Devon Title - USA	MerchantCantos - UNITED KINGDOM	United Therapeutics - USA
Donnelley Financial Solutions - HONG KONG	MerchantCantos - USA	VOK Dams Events & Live Marketing - GERMANY
DOTPLUS Communications SDN BHD - MALAYSIA	MetaFusion Pte Ltd - SINGAPORE	Wachovia Securities - USA
EDICO Financial Press Services Ltd. - HONG KONG	Michigan Door - USA	Wendy's Bloggers - USA
Eisbrenner Public Relations - USA	Milenio 3 - MEXICO	WILO SE - GERMANY
Engage Media Pte. Ltd - HONG KONG	Miramar Group - HONG KONG	Workplace Safety & Prevention Services - CANADA
Equity Financial Press Ltd. - HONG KONG	MM Partners - KOREA	Wynk Design, Inc. - USA
Excel Communication and Perception Management - TURKEY	MS Optics R&D - JAPAN	X_Design - MEXICO
Fast Retailing Co., Limited - JAPAN	Mubadala Investment Company - UAE	Xanadu Communications - USA
FGI Design - USA	Newport3 Communications - GERMANY	Yellow Creative (HK) Limited - HONG KONG
	Next Digital Limited - HONG KONG	
	Nine Labs - USA	
	Nova Fusion - MALAYSIA	
	OMV Aktiengesellschaft - AUSTRIA	
	Paragraphs - USA	
	Parcel Design - CANADA	
	Pauffley & Company - UNITED KINGDOM	
	People's Leasing & Finance PLC - SRI LANKA	
	PETRANIX Corporate and Financial Communication - SWITZERLAND	
	Plan P. GmbH - GERMANY	
	PlusX - KOREA	

ENTRY INFORMATION

WHO

Professionals from agencies, associations, corporations, government agencies, non-profit groups, and organizations from countries worldwide, are invited to compete.

WHAT

The following must be included in order to process your entry:

- ✦ Completed Entry Form
- ✦ 3 Copies of each Entry Submitted
- ✦ Entry Fee
 - Send 3 sets of originals if at all possible. An original printed hard copy certainly has a better impact on the judges! A photocopy or a PDF does not always convey the quality of the project. Give your work the best chance!
 - Web-site submissions need only provide URL.
 - For Promotion, Publicity, Special Events & Campaigns Categories (S, T, U, V & W) send accompanying materials - brochures, t-shirts, banners, videos, images, on-line screens, press releases, press kits, and any other collateral material - along with coverage. Impress the judges!

WHEN

All entries postmarked by November 15, 2019 are eligible. The nominator will be notified upon receipt. Any material produced or dated from November 16, 2018 to November 15, 2019 is eligible to be entered.

WHERE

Send the fee, entry form, and entry submission to: MerComm Inc., 500 Executive Boulevard, Ossining, NY 10562 USA. To expedite delivery, send via DHL Express, FedEx, TNT, or UPS. Make checks payable to MerComm/MRA. Fees must be payable in U.S. Dollars and drawn on a U.S. based bank. Please contact us for details concerning bank transfers. Credit card payment is also accepted via telephone: 914-923-9400, FAX: 914-923-9484, or email: info@mercommawards.com.

WHY

The annual award is named after the Roman messenger of gods. The Mercury Award symbolizes the spirit of the message communicated. It is the creativity, originality, and talent of the individuals involved to whom the program is dedicated.

ENTRY FEES

The fee for each individual entry in Categories A-R is \$325. The fee is \$390 for Categories S-W. Fees include shipping and handling during the judging rounds, preparation costs for winners' book, website presentations, award certificate, plaque or trophy (according to level of win), plus the judges' evaluation forms and comments.

RETURNS

If you must send irreplaceable material, every effort will be made to have your entry carefully returned. We will contact you of the costs for shipping. We cannot be held liable for the replacement costs of the entry(ies). Please contact our offices if you have special concerns. All entries become the property of MerComm, Inc. and may be used by the MERCURY Awards for display, exhibition and promotional purposes.

CATEGORIES/ CLASSIFICATIONS

A. WRITING

Annual Report

- A01 Asia/Pacific
- A02 Europe
- A03 The Americas
- A04 Other Countries

Chairman's Letter

- A05 Corporation
- A06 Non-Profit Org.
- A07 Employee Book
- A08 Feature Article
- A09 Magazines - Overall
- A10 Sustainability Report
- A11 Other/Misc.

B. DESIGN

- B01 3-D Assembly
- B02 Anniversary Book
- B03 Calendar
- B04 Environmental Report
- B05 Illustration
- B06 Interim Report
- B07 Photography
- B08 Tourist Booklet
- B09 Tourist Map
- B10 Other/Misc.

C. ADVERTISING

- C01 Print Ads
- C02 Public Service Announcement
- C03 Television Ads
- C04 Other/Misc.

D. ANNUAL REPORTS - Cover Design

- D01 Abstract/Graphics
- D02 Boxed/Sleeve Set
- D03 Die Cuts
- D04 Drawings/Illustrations
- D05 People/Portrait
- D06 Places/Products
- D07 Special Treatments
- D08 Sustainability Report
- D09 Other/Misc.

E. ANNUAL REPORTS - Interior Design

- E01 Artistic/Unique
 - E02 Non-Traditional
 - E03 Special Production Techniques
- Traditional Format
- E04 Asia/Pacific
 - E05 Europe
 - E06 The Americas
 - E07 Other Countries

F. ANNUAL REPORTS - Overall Presentation

- F01 Agriculture
- F02 Annual Magazine
- F03 Automobiles
- F04 Banks
- F05 Beverages
- F06 Chemicals
- F07 Construction
- F08 Consumer Goods
- F09 Co-Operative Association
- F10 CSR - Corp. Social Responsibility Report

- F11 Department Store
- F12 Diverse Business
- F13 Energy
- F14 Finance Company
- F15 Flavor & Nutrition
- F16 Gov't Agencies & Offices
- F17 Holding Company
- F18 Housing Dev. & Sales
- F19 Infrastructure & Services
- F20 Insurance
- F21 Integrated Annual Report
- F22 Internet Content Services
- F23 Internet Services Provider
- F24 Multi-Industry
- F25 Non-Profit - Human Welfare
- F26 Non-Profit - Various
- F27 Pharmaceuticals
- F28 Port Management
- F29 Property Development
- F30 Real Estate Developer
- F31 REIT
- F32 Retail
- F33 Specialty Chemicals & Medicine
- F34 Sustainability Report
- F35 Technology
- F36 Telecommunications
- F37 Tourism
- F38 Trading & Distribution
- F39 University
- F40 Other/Misc.
- Specify on Entry Form

G. ANNUAL REPORTS - Online

- G01 Interactive
- G02 Non-Profit Organization
- G03 PDF
- G04 Sustainability Report
- G05 Other/Misc.

H. APPS

- H01 Airline
- H02 e-book
- H03 Energy
- H04 Magazine
- H05 Tourism
- H06 Other/Misc.

I. BROCHURES

- I01 Company Brochure
- I02 Educational Guide
- I03 Health/Hospitals
- I04 Image Brochure
- I05 University Brochure
- I06 Other/Misc.

J. CUSTOM PUBLICATIONS - Business-to-Business

- J01 Air Freight/Cargo
- J02 Banking/Finance
- J03 Bus Operators & Transportation Companies
- J04 CEO Leadership Network
- J05 Construction
- J06 Customer Magazine
- J07 Information Technology
- J08 Luxury Buses & Coaches
- J09 Tax Magazine
- J10 Tourism/Travel

- J11 Trade & Industry
- J12 White Paper
- J13 Other/Misc.

K. CUSTOM PUBLICATIONS - General Audience

- K01 Automobiles
- K02 Beauty
- K03 Cross-Media Concept
- K04 Customer
- K05 Financial Services
- K06 Food
- K07 Lifestyle
- K08 Pregnancy through Infancy
- K09 Retail
- K10 Special Audience
- K11 Tourism/Travel
- K12 Other/Misc.

L. EMPLOYEE PUBLICATIONS

- L01 Bank Industry
- L02 Company Re-branding
- L03 Employee Information Book
- L04 Employee Loyalty Program
- L05 Internal
- L06 Magazine
- L07 Multi-Channel Communications
- L08 Oil & Gas Industry
- L09 Ship Management
- L10 Other/Misc.

M. MAGAZINES - Design

- M01 Alumni Magazine
- M02 Auto/Car Enthusiasts
- M03 Customer
- M04 Tourism/Travel
- M05 Other/Misc.

N. MAGAZINES - Overall Presentation

- N01 Automobiles
- N02 Customer
- N03 Employee/Staff
- N04 IT Services
- N05 Non-Profit
- N06 Special Audience
- N07 Sports
- N08 Travel/Tourism
- N09 Other/Misc.

O. OTHER/MISC./ SPECIAL PROJECTS

- O01 Please specify on form

P. SOCIAL MEDIA

- P01 Blogs
- P02 Campaigns
- P03 Consumer Awareness
- P04 Facebook
- P05 Influencer Relations
- P06 Instagram
- P07 Integrated Concept - Online Platform & Print
- P08 Internet Forums
- P09 Podcasts
- P10 WeChat/Weibo
- P11 Wikipedia
- P12 YouTube
- P13 Other/Misc.

Q. VIDEO - DVD/Online

- Q01 Auto Enthusiast
- Q02 Corporate Identity
- Q03 Educational/Informational
- Q04 Holiday
- Q05 In-House Production
- Q06 Investor Relations
- Q07 On-line Video
- Q08 Promotional/Documentary
- Q09 Public Awareness Campaign
- Q10 Special Project
- Q11 Sports
- Q12 Tourism/Travel
- Q13 Other/Misc.

R. WEBSITES/ MOBILE MEDIA

- R01 Corporate
- R02 Customer Magazine
- R03 Digital Customer Magazine
- R04 E-Annual Report
- R05 Employee Magazine
- R06 Event Site
- R07 e-zine
- R08 Investor/Shareholder Relations Site
- R09 Microsite
- R10 On-line Magazine
- R11 Redesign/Relaunch/Media
- R12 Travel/Tourism
- R13 Other/Misc.

S. PROMOTION/ MARKETING

- S01 Awareness Campaigns
- S02 Branding/Re-branding
- S03 Brochure/Mailer
- S04 Calendar
- S05 Christmas Campaign
- S06 Event Sponsorship
- S07 Home Furnishing
- S08 Product Awareness
- S09 Social Media Campaigns
- S10 Tourism
- S11 Other/Misc.

T. PUBLICITY

- T01 Brand Awareness
- T02 Client Product Launch
- T03 Media Exposure
- T04 Social Media Influences
- T05 Sustainability Awareness
- T06 Other/Misc.

U. SPECIAL EVENTS

- U01 Anniversary
- U02 Brand Awareness/Recognition
- U03 Children's Entertainment
- U04 Diversity & Inclusion
- U05 Food Trade Exhibition
- U06 Furniture Marketing
- U07 Industry Symposium
- U08 People with Disabilities
- U09 Press Conference
- U10 Shopping Mall
- U11 Tourism
- U12 VIP Celebration
- U13 Other/Misc.

V. CAMPAIGNS - Non Profit/Public Affairs

- V01 Corporate/Non-Profit Partnerships
- V02 Event/Festival Highlights
- V03 Marketing Communications
- V04 Public Affairs/Cause Issue
- V05 Tourism
- V06 Volunteers Special Project
- V07 Other/Misc.

W. CAMPAIGNS - Corporate/Commercial

- W01 Cause Branding Campaign
- W02 Community Relations
- W03 Corporate-Community Partnership
- W04 Corporate Social Responsibility Practices
- W05 Green/Environmental Practices
- W06 Green Focus Event
- W07 Media Relations
- W08 Product Awareness
- W09 Other/Misc.

IMPORTANT!! AWARDS CERTIFICATES:

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

To: **Nominating Company**
For: **CLIENT COMPANY**
"Title of Entry"

If you would prefer any variation of the official format, kindly let us know, in writing, attached to the Entry Form.

ENTRY FORM



TITLE OF ENTRY: _____
(Please write out title as it should appear on winning certificate.)

Category-Classification Code: - **Example S-09**
(See other page for codes)

Category-Classification: _____

Other/Misc-Please describe: _____

Format: DVD/USB Mixed Media Print Only App/Web

App/Website url: _____

Theme or goal: (Be brief! You may type on a separate sheet of paper.)

Nominated by: Mr./Ms. _____

Nominator's Job Title: _____

NOMINATING CO: _____
(Please write out as it should appear on winning certificate.)

Address: _____

City: _____ Prov./State: _____

Postal Code/Zip: _____

Country: _____

Telephone: _____
Country Code City/Area Code Number

Fax: _____
Country Code City/Area Code Number

E-Mail: _____

Website: _____

Client's Name: Mr./Ms. _____

Client's Job Title: _____

CLIENT COMPANY: _____
(If different from Nominating Co. - Please write out as it should appear on winning certificate.)

Address: _____

City: _____ Prov./State: _____

Postal Code/Zip: _____

Country: _____

Telephone: _____
Country Code City/Area Code Number

Fax: _____
Country Code City/Area Code Number

E-Mail: _____

Website: _____

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

NUMBER OF ENTRIES:

_____ @\$325 - Categories A - R \$ _____

_____ @\$390 - Categories S - W \$ _____

_____ **Total Entries** **Fee Subtotal** \$ _____

5-9 Entries, 5% Discount \$ _____

10-19 Entries, 10% Discount \$ _____

20+ Entries, 20% Discount \$ _____

TOTAL FEES PAID \$ _____

(U.S. Dollars only - checks from non-US banks cannot be accepted)

We prefer to pay by:

Check Enclosed Bank-to-Bank Transfer

American Express

- -

Exp. -

MasterCard/Visa

- - -

Exp. -

Cardholder's Name _____

Company _____

Cardholder's Signature _____

Please return my entry(ies).

We will notify you of approximate costs prior to shipping.

IMPORTANT: For judging purposes, please send **THREE COPIES** of printed material per entry. Online or Web entries need submit only link or URL. Upon receipt this entry becomes the property of MerComm, Inc., and may be used for display, exhibition and promotional purposes.

Make checks payable and mail to:

MerComm/MRA
500 Executive Boulevard, Ste. 200
Ossining-on-Hudson, NY 10562 USA

For more information:

PH: 1-914-923-9400 | FX: 1-914-923-9484

info@mercommawards.com

www.mercommawards.com

SHIPPING INSTRUCTIONS: Send entry materials along with entry forms and fees via DHL Express, FedEx, TNT, or UPS. To hasten your package through customs, please affix or mark in bold lettering outside the package "Contest Material. No Commercial Value."

DEADLINE: NOVEMBER 15, 2019