



2023  
questar  
AWARDS

~~Entry Deadline: March 23, 2023~~  
Extended Deadline: April 19

## Celebrating Video Communications

- Ads • Arts & Culture • Campaigns
- Corporations • Event Promotion
- Government • Interactive Annual Reports
- Microsites • Non-Profits • Special Projects
- Tourism • YouTube • Websites



# 2023 questar AWARDS

Celebrating Video Communications

Dear Colleague,

The **QUESTAR Awards** showcase the most artistic, creative and effective videos produced for companies, non-profits and government entities.

This global competition provides an important international forum to celebrate excellence in video content, honoring the best Apps, Commercials, Documentaries, Interactive Annual Reports, Mobile Media, Social Media and Web-links from around the world.

Winners receive stunning personalized foil-stamped award certificates. Best of Category winners are presented with prestigious brushed aluminum plaques. The BEST OF SHOW winner takes the impressive **QUESTAR** trophy, an internationally recognized symbol of excellence.

This unique awards program uplifts and celebrates the agencies and craftspeople leading the way in their fields.

*Let your work shine!*

Wishing you ultimate success!

Cheers,



Ren L. Witt  
President and Founder



Extended Deadline: April 19

CALENDAR	<b>March</b>	<b>May</b>	<b>June</b>
	<del>23</del>	9	6
	Deadline for Entries	Winners Notified	Grand Winners Announced

### MISSION STATEMENT

MerComm Inc. was founded in 1987 with the principal purpose of advancing the arts and sciences of communications in an international arena. MerComm strives to establish and promote high standards of individual and collective achievement. Our mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation, or client.

### WORLDWIDE PARTICIPATION

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



**BEST OF ADVERTISING - Video Campaign**  
 M:7 Agency  
 Allegheny Intermediate Unit  
 (USA)



**BEST OF SPECIAL PROJECTS**  
 Ngong Ping 360 Limited  
 LEAD ON ASIA LIMITED  
 Ngong Ping Outdoor ARTcation  
 (HONG KONG SAR PRC)



**BEST OF GOVERNMENT**  
 Hong Kong Correctional Services  
 "Be a law-abiding citizen, and you'll have more choices in life."  
 (HONG KONG SAR PRC)



**BEST OF MOBILE MEDIA**  
 Hong Kong Correctional Services  
 Recruitment Campaign – Encourage Ethnic Minority to Join CSD  
 (HONG KONG SAR PRC)

## BEST OF SHOW



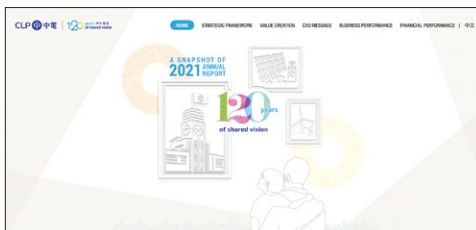
**BEST OF ADVERTISING - Multi-Platform Campaign,**  
**BEST OF ARTS & CULTURE,**  
**& BEST OF TOURISM/TRAVEL**  
 Hong Kong Tourism Board  
 Hong Kong Neighbourhoods: West Kowloon  
 (HONG KONG SAR PRC)



**BEST OF EVENT PROMOTION**  
 Fourthirds Image Works  
 KAI (KOREA AEROSPACE INDUSTRIES, LTD.)  
 KF-21: Korea's first home-grown fighter jet  
 (SOUTH KOREA)



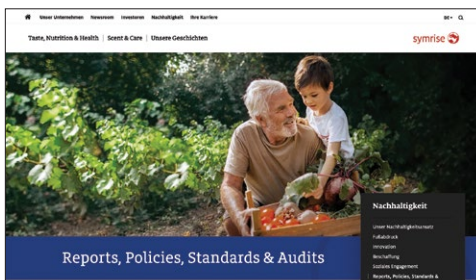
**BEST OF IN-HOUSE PRODUCTIONS**  
 Hong Kong Correctional Services  
 My Mummy is a Correctional Officer  
 (HONG KONG SAR PRC)



**BEST OF MICROSITES**  
 CLP Holdings Limited  
 A Snapshot of CLP's 2021 Annual Report  
 (HONG KONG SAR PRC)



**ONLINE ANNUAL REPORTS - Non-Profit Organization**  
 International Organization for Migration (IOM)  
 World Migration Report Interactive  
 (SWITZERLAND)



**BEST OF ONLINE ANNUAL REPORTS - Corporation**  
 3st kommunikation GmbH  
 SYMRISE AG  
 Online Annual Report 2020  
 (GERMANY)

# Kudos ALL AROUND!

"It's an honor to participate in the very renowned QUESTAR Awards. It's an important and famous festival."

**AUDI AG**  
 Ingolstadt, GERMANY

"We are glad to be honored by the QUESTAR Awards."  
**BUNDESDRUCKEREI GmbH**  
 Berlin, GERMANY

"Thank you for the Grand Award Plaque."  
**COMPETITION COMMISSION**  
 HONG KONG SAR PRC

"BEST OF SHOW!!! This is incomprehensible. Thank you. We are so happy!"  
**FUHRMANN FILM**  
 München, GERMANY

"Thank you so much for the excellent news that we captured the Grand Award! We are so happy and honored for this recognition."  
**GRUPO INSUD**  
 Buenos Aires, ARGENTINA

"Thanks for the three awards! It is great news."  
**HONG KONG POLICE FORCE**  
 HONG KONG SAR PRC

"Thanks for the Silver Award."  
**INPOINT DIGITAL**  
 Causeway Bay, HONG KONG

"Winning the Silver Prize is great news!"  
**JCDECAUXMEA**  
 Dubai, UNITED ARAB EMIRATES

"Thank you very, very much for the Best of Advertisements Grand Prize. We are deeply honored!!"  
**KROPAC MEDIA GmbH**  
 Ingolstadt, GERMANY

"Thank you very much. We are most pleased to take the Gold Award."  
**MESSMER & MEYER, AGENTUR FÜR KOMMUNIKATION GMBH**  
 Munich, GERMANY

"We are so happy to receive the good news of our prize!"  
**NEW MEDIA GROUP PUBLISHING LTD.**  
 Kwun Tong, HONG KONG

"Thank you for the good news of our three wins."  
**PAN AMERICAN ENERGY**  
 Buenos Aires, ARGENTINA

"Many thanks for bringing us such great news regarding our Grand Award!"  
**REDTEAM**  
 HONG KONG SAR PRC

"Thank you for the great news! We are forwarding it to our film-making colleagues!"  
**STYRIA CONTENT CREATION GMBH & CO. KG**  
 Vienna, AUSTRIA

"Thank you so much for the wonderful news of our Grand win! We are thrilled!"  
**THE WAR AMPS**  
 Ottawa, Ontario CANADA

"Thank you very much for the great news of our Gold win. We are very happy!"  
**ZONE Media GmbH**  
 Vienna, AUSTRIA

# Ready...Set...Win!



## WHO

The **QUESTAR Awards** creates a level playing field for all entrants including large international agencies, as well as small and regional ones. It's the creativity and quality of work that counts

## WHAT

The following must be included in order to process your entry: (You may enter online\*)

- Completed Entry Form
- 3 Copies of DVDs and USBs (or simply the link or URL)
- Entry Fee

## WHEN

**Last Call! April 19**

Date of posting must be **March 23, 2023**.

## WHERE

Send DVDs or USB submissions via DHL Express, FedEx, TNT or UPS to:

MerComm/QSR, 500 Executive Blvd., Ste. 200  
Ossining, NY 10562 USA

\* Send online entries with URL, entry form and fee to: [info@mercommawards.com](mailto:info@mercommawards.com).

Payment may be made by check payable to MerComm/QSR. American Express, MasterCard and VISA accepted. Please contact our offices for information concerning bank-to-bank transfers.

## THE JUDGES

The distinguished panels of judges recognize the art of communications in a global economy and the science of the new technologies which enable the world-wide exchange of ideas and information. Members of the judging faculty will evaluate the entries based on the standards of international excellence through the measures of creativity and craft.

## JUDGING

The **QUESTAR Awards** is unique in that each entry is judged against itself, to the degree that the individual entry achieves its intended purpose. Entries from large or small organizations have an equal chance at winning; judging is based not on budget, but on the values of creativity, craft, and skill, as symbolized by the **QUESTAR Awards**.

Each entry is evaluated three separate times during the preliminary rounds. The three sets of scores are then averaged into a single score for the individual entry. A certain minimum score must be achieved to qualify for an award. Only one Gold, Silver or Bronze 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 a Grand Award. In addition, one Best of Show Award will be presented to the one entry that best exemplifies the spirit of the **QUESTAR Awards**.

## ENTRY FEES

The fee for entries is \$290 per entry. Fees include handling and preparation costs for the judging sessions, the judge's score sheets with written comments, plus a complete Winner's Pack with award certificates for the winners, as well as plaques and trophies for the Grand Awards.

## ELIGIBILITY

Any material produced, screened, aired, displayed or marketed from **March 23, 2022 to March 23, 2023** is eligible, as well as any previously produced material which is still appearing or has been re-introduced during the eligible time.

## CATEGORIES

Five major categories are offered. Nominators may enter their work in any combination of categories and classifications. A separate fee must be sent for each entry or category/classification selection.

## NON-ENGLISH LANGUAGE ENTRIES

If the program soundtrack is not English, please provide a synopsis in English. On the Entry Form, kindly note the language. We will send it to judges who are native speakers.

## NOMINATOR

The person submitting the entry will be our contact throughout the course of the competition, and will receive all information and announcements concerning award status.

## USE OF MATERIAL

All entries submitted to the competition may be used for promotional purposes by MerComm, Inc.

## FOR MORE INFO:

**P** 1-914-923-9400

**F** 1-914-923-9484

**E** [info@mercommawards.com](mailto:info@mercommawards.com)

## VISIT OUR WEBSITE!

[MerCommAwards.com](http://MerCommAwards.com)

33 Visual – MEXICO  
A. Plus Financial Press Limited – HONG KONG SAR PRC  
Above The Line Company Limited – HONG KONG SAR PRC  
ACE Design – SOUTH KOREA  
Ad Fortune Communications Limited – HONG KONG SAR PRC  
AIR – USA  
Airport Authority – HONG KONG SAR PRC  
Akademie Deutscher Genossenschaften E.V. – GERMANY  
ANTA Sports Product Ltd. – HONG KONG SAR PRC  
Armaceil International S.A. – LUXEMBOURG  
Artist Estate Studio – USA  
Atravia – PORTUGAL  
Atravia – SPAIN  
Atruvia – GERMANY  
Autlan – MEXICO  
Avila Creative, Inc. – USA  
Bank of China – HONG KONG SAR PRC  
Berenberg – GERMANY  
BESO by LLYC – SPAIN  
BGA Publishing – USA  
BP Content – GERMANY  
Brands Marken und Design GmbH – AUSTRIA  
BrandsOnSpeed GmbH – GERMANY  
Burgess Strategic Marketing Services – USA  
CD Communications Group SDN BHD – MALAYSIA  
CHC Enterprises – USA  
China Communications Services Corporation Limited – HONG KONG SAR PRC  
China Telecom Corporation Ltd. – HONG KONG SAR PRC  
China Unicom – HONG KONG SAR PRC  
Christian Rahofer GmbH – AUSTRIA  
CITIC – HONG KONG SAR PRC  
Citizens Development Business Finance PLC – SRI LANKA  
CODE Red – GERMANY

ComfortDelGro Corporation Limited – SINGAPORE  
Concept C Media GmbH – GERMANY  
Coolgray Design Workshop Ltd. – HONG KONG SAR PRC  
COPE Content Performance Group GmbH – AUSTRIA  
Cre8 (Greater China) Limited – HONG KONG SAR PRC  
Creative Creature Company Limited – HONG KONG SAR PRC  
Curran & Connors, Inc. – USA  
Daimler – GERMANY  
Daiwa House Industry Co., Ltd. – JAPAN  
Devon Title – USA  
DNA KOMUNIKA – INDONESIA  
Donnelley Financial Solutions – HONG KONG SAR PRC  
Doosan Infracore Ltd. – SOUTH KOREA  
Dotplus Communications SDN. BHD – MALAYSIA  
EDICO Financial Press Services Ltd. – HONG KONG SAR PRC  
Elegance Financial Communications Limited – HONG KONG SAR PRC  
Equity Financial Press Ltd. – HONG KONG SAR PRC  
Far East Consortium International Ltd. – HONG KONG SAR PRC  
Fast Retailing Co., Limited – JAPAN  
FGI Design – USA  
Finar Kurumsal – TURKEY  
GENNEX Financial Press Limited – HONG KONG SAR PRC  
Gimmick Box Limited – HONG KONG SAR PRC  
Global Reporting Services – AUSTRALIA  
Granato Creative Group – USA  
Great Thinks GmbH – GERMANY  
h2h Consulting – USA  
HeterMedia Services Ltd. – HONG KONG SAR PRC  
HGB Hamburger Geschäftsberichte GmbH & Co. KG – GERMANY  
Hong Kong Broadband Network, Ltd. – HONG KONG SAR PRC  
Hong Kong Metropolitan University – HONG KONG SAR PRC

Hyundai Motor Group – SOUTH KOREA  
i.LINK Group Limited – HONG KONG SAR PRC  
Ideas On Purpose – USA  
Inbrax – CHILE  
Insight Creative – NEW ZEALAND  
iONE Financial Press Limited – HONG KONG SAR PRC  
IR & Mehr – AUSTRIA  
Jungheinrich – GERMANY  
Kanro Inc. – JAPAN  
Karin Und Walter Gedächtnisstiftung – GERMANY  
Kerry Properties – HONG KONG SAR PRC  
Killing Mario – SOUTH KOREA  
KMW – GERMANY  
Korte Maerz Wolf Communications – GERMANY  
KPR – SOUTH KOREA  
KW Communications – GERMANY  
Lin Young – MALAYSIA  
Little Book Studio – USA  
loved GmbH – GERMANY  
Luke Communications Group – USA  
M&M Consulting Ltd. – HONG KONG SAR PRC  
Media Genesis – USA  
Mens Creation Limited – HONG KONG SAR PRC  
Mensalia GmbH – AUSTRIA  
Mercedes-Benz AG – GERMANY  
MetaFusion Pte. Ltd. – SINGAPORE  
Milenio 3 – MEXICO  
Miramar Group – HONG KONG SAR PRC  
MM Partners – SOUTH KOREA  
MSI – LUXEMBOURG  
Newport3 Communications – GERMANY  
Ngong Ping 360 – HONG KONG SAR PRC  
Noon Creative – USA  
Nova Fusion – MALAYSIA  
OH!!! Organisation for Human Health & Happiness Foundation – GERMANY  
Orange Financial Printing Limited – HONG KONG SAR PRC  
Pan American Energy – ARGENTINA

Paradise Group – SOUTH KOREA  
Paragraphs – USA  
PepperClub – GERMANY  
Profilwerkstatt – GERMANY  
PRATT Institute – USA  
Protop Financial Press Limited – HONG KONG SAR PRC  
Red Caffeine – USA  
REF Financial Press Limited – HONG KONG SAR PRC  
Reginald Pauffley – UNITED KINGDOM  
Rethink – MALAYSIA  
ringzwei – GERMANY  
Sakaguchi Corp. – JAPAN  
Sequel – USA  
Shian Inc. – JAPAN  
Shoemake Photography – USA  
Six Group Services AG – SWITZERLAND  
Smart Media – SRI LANKA  
Solomon Financial Press – HONG KONG SAR PRC  
SSDM – USA  
Stan Gellman Graphic Design Inc. – USA  
Studio 210, LLC – USA  
süden ad agency – GERMANY  
Sydinvest – DENMARK  
Symrise – GERMANY  
Tayburn – TURKEY  
The Boeing Company – USA  
The Charles NYC – USA  
The Hong Kong Society for the Aged – HONG KONG SAR PRC  
Toppin Merrill Limited – HONG KONG SAR PRC  
Troncom KG – AUSTRIA  
Troy Chamber of Commerce – USA  
Ulled Asociados – SPAIN  
USA Writing Services – USA  
United Therapeutics – USA  
Walker Publicity Consulting – USA  
Wynk Design, Inc. – USA  
X\_Design – MEXICO  
Xanadu Communications – USA  
Yellow Creative (HK) Limited – HONG KONG SAR PRC  
Zeev Zamir – USA



**A** ADVERTISEMENTS/  
COMMERCIALS

- 01 Animated Ad
- 02 Brand Image
- 03 Campaign  
– Multi-platform
- 04 Campaign – Video only
- 05 Holiday
- 06 Promotional Campaign
- 07 Real Estate/Property
- 08 Single Ad
- 09 TV Ad – Campaign
- 10 Other/Misc.  
(Please specify)

**B** ANNUAL REPORTS –  
INTERACTIVE

- 01 Automobile
- 02 Chairman’s Presentation
- 03 Corporate Social  
Responsibility Report
- 04 Design/Graphics
- 05 Energy
- 06 Home Page
- 07 Microsite
- 08 Mobile Media
- 09 Non-Profit Organizations
- 10 Photography/Video
- Overall Presentation –  
Corporations**
  - 11 Asia/Pacific
  - 12 Europe
  - 13 The Americas
- 14 Tourism
- 15 Other/Misc.  
(Please specify)

**C** CORPORATIONS

- 01 Animation
- 02 Anniversary Celebration
- 03 Automotive
- 04 Awareness Campaign
- 05 Brand Experience
- 06 Community Involvement
- 07 Conglomerate
- 08 Content Marketing
- 09 Corporate Identity
- 10 COVID Response
- 11 Digital Event
- 12 Documentary
- 13 Educational & Informative
- 14 Employee Event
- 15 Environmental
- 16 Event Promotion
- 17 Food Related
- 18 History & Anniversary

**D** NON PROFIT  
ORGANIZATIONS

- 19 Holiday Event
- 20 Internal Communications
- 21 Marketing & Sales
- 22 New Product Introduction
- 23 Product/Service Promotion
- 24 Promotion
- 25 Public Awareness
- 26 Shopping Mall
- 27 Special Project
- 28 Sports
- 29 Stakeholder  
Communications
- 30 Sustainability/  
Corporate Responsibility
- 31 Travel/Tourism
- 32 Video Campaign
- 33 Video Story Telling
- 34 Other/Misc.  
(Please specify)
- 01 Arts/Culture
- 02 Brand Image Campaign
- 03 Charity
- 04 Crime Prevention
- 05 Government
- 06 Green/Environmental
- 07 Holiday
- 08 In-house Production
- 09 Public Awareness
- 10 Safety
- 11 Special Project
- 12 Tourism/Travel
- 13 Vocational Training
- 14 Other/Misc.  
(Please specify)

**E** MOBILE MEDIA

- 01 Annual Report
- 02 Brand Promotion
- 03 Corporate Website
- 04 Customer Magazine
- 05 Digital Games
- 06 Employee Related
- 07 Graphics
- 08 Infographics
- 09 Investor Relations
- 10 Magazine
- 11 Microsite
- 12 Mobile Sites
- 13 Social Media
- 14 Tourism/  
Attractions/Events
- 15 Video
- 16 YouTube
- 17 Other/Misc.  
(Please specify)

**DEADLINE**

~~March 23, 2023~~

Last Call! April 19



**2023 questar AWARDS**  
~~Deadline March 23, 2023~~  
**Extended Deadline: April 19**

For Office Use Only  
 Log No. #

**AWARD CERTIFICATES**

Should your entry win an award, your certificate will be personalized in the adjacent format.

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

**Nominating Company**  
**CLIENT COMPANY**  
*Title of Entry*

**NOMINATOR INFORMATION**

NAME (MR. / MS.)

TITLE / JOB DESCRIPTION

AGENCY / COMPANY

ADDRESS

CITY PROV./STATE POSTAL CODE

COUNTRY

PHONE

EMAIL

WEBSITE

**ENTRY INFORMATION**

TITLE OF ENTRY

CATEGORY CODE (ex. "C-23") CLASSIFICATION (Please write out)

"OTHER / MISC." DESCRIPTION

FORMAT:  App  DVD  USB  WEB

URL: \_\_\_\_\_

LANGUAGE (If other than English): \_\_\_\_\_

PURPOSE AND INTENDED AUDIENCE: (May be typed on separate sheet)

**IMPORTANT:** For judging purposes, please send three copies of physical materials per entry (such as DVDs and USB sticks). **For Apps and Web-links, only the URL is needed. You may send by email.** Upon receipt, this entry becomes the property of MerComm, Inc. and may be used for display and exhibition purposes.

**SHIPPING INSTRUCTIONS:** For apps or web content, simply send one copy of the Entry Form by email, fax, or regular mail. For physical entries, such as DVDs, USB sticks, etc., send your package by a courier service such as 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:** Send by email, courier, service or postal by ~~March 23~~ April 19

**CLIENT INFORMATION**

NAME (MR. / MS.)

TITLE / JOB DESCRIPTION

CLIENT COMPANY

ADDRESS

CITY PROV./STATE POSTAL CODE

COUNTRY

PHONE

EMAIL

WEBSITE

**PAYMENT INFORMATION**

Total Number of Entries: \_\_\_\_\_ @ \$290 per Entry = \$ \_\_\_\_\_

5-9 Entries, 5% Discount - \$ \_\_\_\_\_

10-19 Entries, 10% Discount - \$ \_\_\_\_\_

20+ Entries, 20% Discount - \$ \_\_\_\_\_

Total Fees Paid (U.S. Dollars) \$ \_\_\_\_\_

Check enclosed (Drawn on U.S. Banks Only) payable to: MerComm / QSR

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

American Express

□□□□-□□□□□□-□□□□□□

Exp. □□-□□

MasterCard/Visa

□□□□-□□□□-□□□□-□□□□

Exp. □□-□□

CARD HOLDER'S NAME

CARD HOLDER'S SIGNATURE

**MAIL ENTRIES TO:**

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

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**E** info@mercommawards.com