



~~Entry Deadline: March 25, 2025~~
Extended Deadline: April 25

Celebrating Video Communications

- Ads • Arts & Culture • Brand Image
- Campaigns • Corporations • Event Promotion
- Government • Interactive Annual Reports
- Mobile Media • Non-Profits • Promotion
- Public Awareness • Special Projects
- Tourism • YouTube • Websites
- Plus 35 NEW Categories!



2025 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. Winning brings such a positive impact on your creative team – and impresses clients.

“Thank you for the wonderful news! We are thrilled and deeply honoured to be selected for the QUESTAR Awards.”

COMPETITION COMMISSION
Hong Kong SAR


This unique awards program uplifts and celebrates the agencies and craftspeople leading the way in their fields. *Let your work shine!*

Wishing you stellar success!

Cheers,



Reni L. Witt
President and Founder



Go for the win!
ENTER NOW!

Extended Deadline: April 25

CALENDAR

March

~~25~~

Deadline for
Entries

May

20

Winners
Notified

June

10

Grand Winners
Announced

MISSION STATEMENT

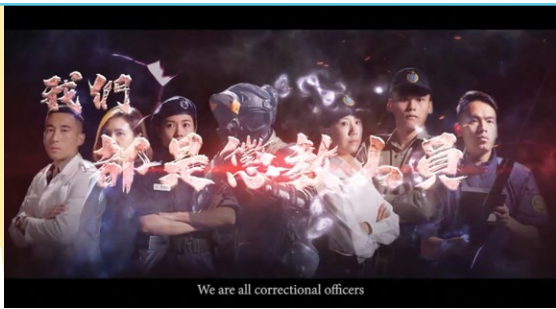
MerComm Inc. was founded in 1987 with the principal purpose of advancing excellence in the communications industry. We strive to establish and promote high standards of individual and collective achievement. Our mission is to honor the professionals whose work has made an outstanding contribution to their organization, corporation, or client.

WORLDWIDE PARTICIPATION

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

BEST OF BRAND IMAGE

Hong Kong Correctional Services Department
We are all correctional officers - Works Section
(HONG KONG SAR PRC)

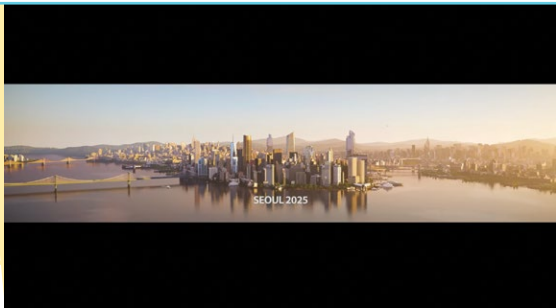


BEST OF INTERACTIVE ANNUAL REPORTS

China Unicom (Hong Kong) Limited
Shifting Gears
(HONG KONG SAR PRC)

BEST OF PROMOTION

JD Digital Studios
HANWHA SYSTEMS
We create a better and safer world
(REPUBLIC OF KOREA)



BEST OF PUBLIC AWARENESS

Competition Commission
"The Price Setter" TV Advertisement
(HONG KONG SAR PRC)



BEST OF ADVERTISEMENTS
BEST OF CAMPAIGNS
BEST OF MOBILE MEDIA
BEST OF TOURISM

Hong Kong Tourism Board
Hello Hong Kong
Recovery Campaign
(HONG KONG SAR PRC)

BEST OF SHOW



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 SAR PRC

"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 SAR PRC

"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 25

Date of posting must be **March 25, 2025**.

WHERE

Send online entries with URL, entry form and fee to: info@mercommawards.com.

Send DVDs or USB submissions (3 copies) via DHL Express, FedEx, TNT or UPS to:
MerComm/QSR, 500 Executive Blvd., Ste. 200
Ossining, NY 10562 USA

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.

ENTRY FEES

The fee for entries is \$295 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 26, 2024 to March 25, 2025** 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

VISIT OUR WEBSITE!

MerCommAwards.com

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**.

33 Visual – MEXICO
A. Plus Financial Press Limited – HONG KONG SAR
Above The Line Company Limited – HONG KONG SAR
AIR – USA
Airport Authority – HONG KONG SAR
Akademie Deutscher Genossenschaften E.V. – GERMANY
ANTA Sports Product Ltd. – HONG KONG SAR
Avila Creative, Inc. – USA
Bank of China – HONG KONG SAR
Beijing Pengtu Culture & Art Communication Co., Ltd. – PRC
BESO by LLYC – SPAIN
BGA Publishing – USA
Brains Marken und Design GmbH – AUSTRIA
Bright Visuals – SLOVENIA
Burgess Strategic Marketing Services – USA
California Water Services Group – USA
CD Communications Group SDN BHD – MALAYSIA
China Communications Services Corporation Limited – HONG KONG SAR
China Telecom Corporation Ltd. – HONG KONG SAR
China Unicom – HONG KONG SAR
CODE Red – GERMANY
Concept C Media GmbH – GERMANY
COPE Content Performance Group GmbH – AUSTRIA
Cre8 (Greater China) Limited – HONG KONG SAR
Creative Creature Company Limited – HONG KONG SAR

Curran & Connors, Inc. – USA
Daniel Kennedy Communications Services – USA
Design Kommune – GERMANY
DNA KOMUNIKA – INDONESIA
EDICO Financial Press Services Ltd. – HONG KONG SAR
Elegance Financial Communications Limited – HONG KONG SAR
Equity Financial Press Ltd. – HONG KONG SAR
Far East Consortium International Ltd. – HONG KONG SAR
Fast Retailing Co., Limited – JAPAN
FGI Design – USA
Finar Kurumsal – TÜRKIYE
Fulkrum – USA
Genesis Energy – NEW ZEALAND
GenNex Financial Press Limited – HONG KONG SAR
Granato Creative Group – USA
Great Thinks GmbH – GERMANY
HeterMedia Services Ltd. – HONG KONG SAR
HGB Hamburger Geschäftsberichte GmbH & Co. KG – GERMANY
HNB Assurance PLC – SRI LANKA
Hong Kong Metropolitan University – HONG KONG SAR
Hong Kong Police Force – HONG KONG SAR
Hong Kong Tourism Board – HONG KONG SAR
Hyphen Group – SOUTH KOREA
Hyundai Motor Group – SOUTH KOREA
i.LINK Group Limited – HONG KONG SAR
Inbrax – CHILE
Insight Creative – NEW ZEALAND

iONE Financial Press Limited – HONG KONG SAR
Jessica Qian – USA
Journal International The Home of Content GmbH – GERMANY
JUJU Studio – USA
Jungheinrich – GERMANY
Kanro Inc. – JAPAN
KD1 Designagentur – GERMANY
Kerry Properties – HONG KONG SAR
Killing Mario – SOUTH KOREA
KMW – GERMANY
KPR – SOUTH KOREA
Kreatif Fabrika – TÜRKIYE
KW Communications – GERMANY
Lin Young – MALAYSIA
LLYC – SPAIN
Lorraine Gregory Communications – USA
M-1 Studios – USA
M&M Consulting Ltd. – HONG KONG SAR
Mag & Me – GERMANY
Mark Joseph Photography – USA
M Digital Partners Company Limited – HONG KONG SAR
Media Genesis, Inc. – USA
Mensalia GmbH – AUSTRIA
MetaFusion Pte. Ltd. – SINGAPORE
Milenio 3 – MEXICO
MM Partners – SOUTH KOREA
Nakama Media Publishing – GERMANY
Ngong Ping 360 – HONG KONG SAR
Nova Fusion – MALAYSIA
NZ Post – NEW ZEALAND
Ocean Park Corporation – HONG KONG SAR
Orange Financial Printing Limited – HONG KONG SAR

PepperClub – GERMANY
Profilwerkstatt – GERMANY
PRATT Institute – USA
Quaker Houghton – USA
RBK Strategic Brand Marketing – USA
REF Financial Press Limited – HONG KONG SAR
Reginald Pauffley – UNITED KINGDOM
RE:think – MALAYSIA
ringzwei – GERMANY
Sakaguchi Corp. – JAPAN
Sequel – USA
Shian Inc. – JAPAN
Six Group Services AG – SWITZERLAND
Smart Media – SRI LANKA
Solomon Financial Press – HONG KONG SAR
SSDM – USA
Stan Gellman Graphic Design Inc. – USA
Studio 210, LLC – USA
Sydinvest – DENMARK
Symrise – GERMANY
Tayburn – TÜRKIYE
Territory – GERMANY
The Hong Kong Society for the Aged – HONG KONG SAR
Toppan Nexus Limited – HONG KONG SAR
Ulled Asociados – SPAIN
United Therapeutics – USA
Walker Publicity Consulting – USA
Wynk Design, Inc. – USA
X_Design – MEXICO
Yellow Creative (HK) Limited – HONG KONG SAR
Zeev Zamir – USA

A ADVERTISEMENTS/
COMMERCIALS

- 01 Ad – Single
- 02 Ad – Campaign
- 03 Animated Ad
- 04 App/Online/YouTube Campaign
- 05 Brand Image
- 06 Campaign – Multi-platform
- 07 Holiday
- 08 Promotional Campaign
- 09 Tourism/Travel
- 10 Other/Misc. (Please specify)

B ANNUAL REPORTS –
INTERACTIVE

- 01 Chairman's Presentation
- 02 Combined Annual & ESG Report
- 03 Combined Annual & Sustainability Report
- 04 Corporate Social Responsibility Report
- 05 Design/Graphics
- 06 ESG – Environmental, Social & Governance Report
- 07 Home Page
- 08 Integrated AR & CSR
- 09 Integrated AR & ESG
- 10 Non-Profit Organizations
- 11 Photography/Video
- 12 Overall Presentation – Corporations
- 13 Summary Annual Review
- 14 Sustainability Report
- 15 Other/Misc. (Please specify)

C CORPORATIONS

- 01 Aerospace & Defense
- 02 Animation
- 03 Automotive
- 04 Awareness Campaign
- 05 Banking & Financial Services
- 06 Brand Experience
- 07 Chemicals
- 08 Content Marketing
- 09 Corporate Identity
- 10 Documentary
- 11 Educational & Informative
- 12 Energy & Power
- 13 Food Related
- 14 Holiday Event
- 15 Insurance
- 16 Internal Communications
- 17 Logistics
- 18 Manufacturing
- 19 New Product Introduction

D NON PROFIT
ORGANIZATIONS

- 20 Network Services & Comms.
- 21 Oil & Gas Production
- 22 Pharmaceuticals
- 23 Product/Service Promotion
- 24 Promotion
- 25 Public Awareness
- 26 Real Estate Development/Investment
- 27 Retail
- 28 Shipping Services
- 29 Special Project
- 30 Stakeholder Communications
- 31 Telecommunications
- 32 Travel/Tourism
- 33 Video Campaign
- 34 Video Story Telling
- 35 Other/Misc. (Please specify)
- 01 Arts/Culture
- 02 Brand Image Campaign
- 03 Charitable Organization
- 04 Conservation & Education
- 05 Crime Prevention
- 06 Cultural Organization
- 07 Government Agencies & Offices
- 08 Holiday
- 09 In-house Production
- 10 International Development & Finance Institution
- 11 Public Awareness
- 12 Social Service Organization
- 13 Special Project
- 14 Tourism/Travel
- 15 University
- 16 Other/Misc. (Please specify)

E MOBILE MEDIA

- 01 Annual Report
- 02 Brand Promotion
- 03 Customer Magazine
- 04 Digital Games
- 05 Employee Related
- 06 Graphics
- 07 Investor Relations
- 08 Product Launch
- 09 Social Media
- 10 Tourism/Attractions/Events
- 11 Video
- 12 YouTube
- 13 Other/Misc. (Please specify)

DEADLINE~~March 25, 2025~~**Last Call! April 25**

