



2018/19 MERCURY Awards Grand Winners Book

Creative & Production Credits

Sponsored by:

MerComm, Inc.

500 Executive Boulevard, Suite 200

Ossining, NY 10562 USA

T. 914.923.9400 – F. 914.923.9484

www.mercommawards.com

2018/19 MERCURY Awards Judges

ATREVIA

Libson, PORTUGAL

Ava Margarida Ximenes - President

ATREVIA

Madrid, SPAIN

Natalia Carrascosa – Audio Visual Mgr.

Maria Madrigal – Creativity Mgr.

Alejandro Rodriguez – Innovation Mgr.

Gema Roman – Key Account

Asuncion Soriano – CEO

BRANDSONSPEED GmbH

Stuttgart, GERMANY

Lidija Flidz - Editor

Kerrin Nausch – Creative Director

Vera Uchityl – Creative Director

CHINA UNICOM

Central, HONG KONG

Enrica Lee – Assistant Company Secretary

DANIEL KENNEDY COMMUNICATIONS SERVICES

New York, NY

Daniel Kennedy – President

DONNELLEY FINANCIAL SOLUTIONS

Central, HONG KONG

Fan – Senior Designer

Ma Ling – Senior Designer

Jason Tai – Senior Designer

EDICO FINANCIAL PRESS SERVICES LIMITED

Central, HONG KONG

Amy Donati – CEO

Stella Kwok – Director-C&G Department

Vicky Lee – Corporate Sales & Services Dept.

Ricky Tse – Director Print Bind/Logistic Dept.

HETERMEDIA

Central, HONG KONG

Orling Or – Business Development Director

i.LINK GROUP LIMITED

Central, HONG KONG

Hidy Shum – Assistant General Manager

INBRAX

Santiago, CHILE

Rodrigo Gallardo – Art Director

Tomas Klemencic – Art Director

Claudio Sciaraffia – Art Director

IZ ILETISIM

Istanbul, TURKEY

Ozge Aksoy Turker – Group Director

KD1 DESIGNAGENTUR

Cologne, GERMANY

Prof. Rüdiger Quass von Deyen –

Partner/Creative Director

KERRY PROPERTIES LIMITED

Quarry Bay, HONG KONG

Michelle Lam – Director Corporate & Marketing Communications

LOVED GmbH

Hamburg, GERMANY

Peter Matz – Managing Partner

Alexander Nuesfens – Creative Director

Gesche Sander – Creative Director

MM PARTNERS

Seoul, SOUTH KOREA

Sang-Hyeon Lee – Art Director

Young-il Kim –Senior Director

Jong-kook Yi –Chief Director

NEWPORT 3 GMBH & CO. KG

Hamburg, GERMANY

Peter Pfaff – Client Service Director

Stefan Westphal – Managing Partner

Gerd Wolf – Creative Director

PARAGRAPHS, LLC.

Chicago, IL

Carrie Ceresa – Senior Designer

Dora Rodrigues – Senior Designer

Rachel Radtke – President

Zach Zvonck – Project Manager

STUDIO 210, LLC

Norwalk, CONNECTICUT

Richard Colin - Accountant

Karen Krieger - CCO

Juan Wen – Business Manager Assistant

SUDEN AD AGENCY

Stuttgart, GERMANY

Sven Ruhs - Creative Director

SYDINVEST

Aabenraa, DENMARK

Tine Lund – Senior Vice President

TAYBURN

Istanbul, TURKEY

Ronaldo Manosa - CEO

Volkan Satıcı - Designer

Nilgun Yilmazcan - Director

TOPPAN MERRILL LIMITED

Kowloon, HONG KONG

Hui Mei Fung Harry – Senior Designer

Ling Ka Tim – Graphic Designer

Wong Siu Mei Iris – Senior Art Director

WENDY'S BLOGGERS

New York, NY

Wendy Hirschhorn – CEO

YELLOW CREATIVE (HK) LIMITED

North Point, HONG KONG

Wong Chun Hong– Executive Creative Director

Ellen Zee – Managing Partner

Best of Show

DIEHL AVIATION

"We are One" Employee Book

NOMINATOR

Kerrin Nausch
Creative Director
BRANDSONSPEED GMBH
Möríkstraße 15
70178 Stuttgart
GERMANY
kerrin.nausch@brandspeed.com
www.brandsonspeed.com

CLIENT

Guido van Geenen
Head of Communication Aircraft Systems
DIEHL AVIATION
An der Sandelmühle 13
60439 Frankfurt
GERMANY
guido.vangeenen@diehl.com
www.diehl.com/aviation

Best of Writing

DIEHL AVIATION

"We are One" Employee Book

NOMINATOR

Kerrin Nausch
Creative Director
BRANDSONSPEED GMBH
Möríkstraße 15
70178 Stuttgart
GERMANY
kerrin.nausch@brandspeed.com
www.brandspeed.com

CLIENT

Guido van Geenen
Head of Communication Aircraft Systems
DIEHL AVIATION
An der Sandelmühle 13
60439 Frankfurt
GERMANY
guido.vangeenen@diehl.com
www.diehl.com/aviation

Best of Design

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

70 Jahre PORSCHE SPORTWAGEN

"We love the way you are" & "Keep on running"

NOMINATOR

Michael Koeckritz

Publisher/Editor-in-Chief

RAMP.SPACE GMBH & CO. KG

Obere Waessere 5

72764 Reutlingen

GERMANY

lm@ramp.space

www.ramp.space

CLIENT

Dr. Josef Arweck

Manager, Mercedes-Benz Trucks

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

Porscheplatz 1

70435 Stuttgart

GERMANY

www.porsche.com

Best of Advertising

HONG KONG TOURISM BOARD

CNY 2018 "Good Fortune Everywhere"

NOMINATOR

Tina Chao
General Manager, Marketing
HONG KONG TOURISM BOARD
9-11/F, Citicorp Centre,
18 Whitfield Road
North Point
HONG KONG
tina.chao@hktb.com
www.discoverhongkong.com

Best of Annual Reports - *Cover Design*

FIDUCIA & GAD IT AG

Geschäftsbericht 2017 Die vierte Dimension

NOMINATOR/EDITOR

Antonio De Mitri
Managing Director
CONCEPT C MEDIA / VA BENE PUBLISHING GMBH
Linprunstr. 23a
80335 München
GERMANY
info@vabene.biz
www.vabene.biz

CLIENT

Maika-Alexander Stangenberg
Head of Communication & Marketing
FIDUCIA & GAD IT AG
GAD-Str. 2-6
48136 Münster
GERMANY
beate.fenneker@fiduciagad.de
www.fiduciagad.de

ART DIRECTOR

Claudia Reidl
VA BENE PUBLISHING GMBH
Linprunstr. 23a
80335 München
GERMANY
info@vabene.biz
www.vabene.biz

PRINT/PRODUCTION MANAGER

Günter Maria Bregulla
VA BENE PUBLISHING GMBH
Linprunstr. 23a
80335 München
GERMANY
info@vabene.biz
www.vabene.biz

Best of Annual Reports– *Overall Presentation*

UNITED THERAPEUTICS *Annual Rapport 2017*

NOMINATOR

Bill Rock
Creative Director
UNITED THERAPEUTICS
1040 Spring Street
Silver Spring, MD 20910
USA
bill@unither.com
www.unither.com

Best of Annual Reports – *Online*

FIDUCIA & GAD IT AG

Geschäftsbericht 2017 Die vierte Dimension

NOMINATOR/EDITOR

Antonio De Mitri
Managing Director
CONCEPT C MEDIA / VA BENE PUBLISHING GMBH
Linprunstr. 23a
80335 München
GERMANY
info@vabene.biz
www.vabene.biz

CLIENT

Maika-Alexander Stangenberg
Head of Communication & Marketing
FIDUCIA & GAD IT AG
GAD-Str. 2-6
48136 Münster
GERMANY
beate.fenneker@fiduciagad.de
www.fiduciagad.de

ART DIRECTOR

Claudia Reidl
VA BENE PUBLISHING GMBH
Linprunstr. 23a
80335 München
GERMANY
info@vabene.biz
www.vabene.biz

PRINT/PRODUCTION MANAGER

Günter Maria Bregulla
VA BENE PUBLISHING GMBH
Linprunstr. 23a
80335 München
GERMANY
info@vabene.biz
www.vabene.biz

Best of Brochures

HYUNDAI MOTOR COMPANY *2018 Hyundai Blue Waves*

NOMINATOR

Jung-Ah Lee
Design
IM CREATIVE
32-17, 3F, Yanghwa-ro 8-gil, Mapo-gu
Seoul 04044
SOUTH KOREA
imp@im-c.co.kr
<http://im-c.co.kr>

CLIENT

Min-ju Kwak
Manager
HYUNDAI MOTOR COMPANY
12, Heonneung-ro, Seocho-gu
Seoul 06797
SOUTH KOREA
mjkwack@hyundai.com
<https://www.hyundaimotorgroup.com>

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

FRANZ HANIEL & CIE. GMBH
enkelfähig

NOMINATOR

Laura Kozlowski
Lead Communications Manager
C3 CREATIVE CODE AND CONTENT GMBH
Heiligegeistkirchplatz 1
10178 Berlin
GERMANY
awards@c3.co
www.c3.co

CLIENT

Silke Droste
Communications
FRANZ HANIEL & CIE. GMBH
Franz-Haniel-Platz 1
47119 Duisburg
GERMANY
www.haniel.de

Best of Custom Publications— *General Audience*

DEUTSCHE BANK WEALTH MANAGEMENT *WERTE*

NOMINATORS

Leonard Prinz & Thomas Elmenhorst
Senior Project Manager / Art Director
BP CONTENT
Waitzstrasse 27
22607 Hamburg
GERMANY
info@bpcontent.com
www.bpcontent.com

CLIENT

Christina Brix
Marketing Director
DEUTSCHE BANK WEALTH MANAGEMENT
Taunusanlage 12
60325 Frankfurt
GERMANY
<https://deutschewealth.com>

Best of Employee Publications

BUNDESWEHR

"I want you - Love, Lust und Partnership"

NOMINATOR

Laura Kozlowski
Lead Communications Manager
C3 CREATIVE CODE AND CONTENT GMBH
Heiligegeistkirchplatz 1
10178 Berlin
GERMANY
awards@c3.co
www.c3.co

CLIENT

Jan Marberg
Managing Editor
BUNDESWEHR
Reinhardstraße
10117 Berlin
GERMANY
jan.marberg@y-magazin.de
www.bundeswehr.de

Best of Magazines – *Design*

AMADEUS HOTELS

LEGENDARY Hotel Stein Magazine #01

NOMINATOR

Kerrin Nausch
Creative Director
BRANDSONSPEED GMBH
Mörlikstraße 15
70178 Stuttgart
GERMANY
kerrin.nausch@brandspeed.com
www.brandspeed.com

CLIENT

Margot Weinhofer
Hotel Direction & Marketing
AMADEUS HOTELS
Linzer Gasse 43-45
Salzburg 5020
AUSTRIA
mw@hotelamadeus.at
www.amadeushotels.at

Best of Magazines – *Overall Presentation*

EVONIK INDUSTRIES AG
ELEMENTS

NOMINATOR

Solveigh Reck
KNSKB+ GMBH
An der Alster
20099 Hamburg
GERMANY
solveigh.reck@knskb.plus
www.knskb.plus

CLIENT

EVONIK INDUSTRIES AG
Rellinghauser Straße 1—11
45128 Essen
GERMANY
www.evonik.com

Best of Video

DAIMLER AG

TAKE OFF Mercedes-Benz Trucks

NOMINATOR

Stefan Heinzl
Senior Executive
PRH HAMBURG KOMMUNIKATION GMBH
Burchardstrasse 13
20095 Hamburg
GERMANY
office@prhamburg.com
www.prhamburg.com

CLIENT

DAIMLER AG
GERMANY
<https://www.daimler.com/>

Best of Websites

CHINA UNICOM (HONG KONG) LIMITED *Investor Relations Website*

NOMINATOR/MARKETING EXECUTIVE

Joeling Law
Manager, Investor Relations
CHINA UNICOM (HONG KONG) LIMITED
75/F, The Center, 99 Queen's Road Central
HONG KONG
joeling.law@chinaunicom.com.hk
<https://www.chinaunicom.com.hk>

ART DIRECTOR

Kelvin Chung
SOLOMON FINANCIAL PRESS LIMITED
Rm. 1703-1704, World-wide House
19 Des Voeux Road Central
HONG KONG
kelvin.chung@solomon-press.com
www.solomon-press.com

EDITOR/WRITER

Ivan Wong
CHINA UNICOM (HONG KONG) LIMITED
75/F, The Center,
99 Queen's Road Central
HONG KONG
ivanw@chinaunicom.com.hk
<https://www.chinaunicom.com.hk>

PHOTOGRAPHER

Alan Soo
ALAN SOO PHOTOGRAPHY
Unit 2, 3/F, Phase II, Chai Wan Industrial City, Chai Wan
HONG KONG
alansoo@netvigator.com

PUBLIC RELATIONS MANAGER

iPR OGILVY & MATHER
23/F, The Centre
99 Queen's Road Central
HONG KONG
www.iprogilvy.com

WEB DESIGNER

IRASIA.COM LIMITED
20/F, Cigna Tower
482 Jaffe Road, Causeway Bay
HONG KONG
www.irasia.com

Best of Promotion

HONG KONG TOURISM BOARD *Old Town Central*

NOMINATOR

Tina Chao
General Manager, Marketing
HONG KONG TOURISM BOARD
9-11/F, Citicorp Centre,
18 Whitfield Road
North Point
HONG KONG
tina.chao@hktb.com
www.discoverhongkong.com

Best of Publicity

KOREA SOUTH-EAST POWER (KOEN) *Clean & Smart Energy Leader*

NOMINATOR

Eun H. Lee
Principal
2Fl. 55 Gangnam-daero 95-gil Seocho-gu
Seoul 06530
SOUTH KOREA
ehlee@lucrebeyond.com
www.lucrebeyond.com

CLIENT

KOREA SOUTH-EAST POWER (KOEN)
32, Sadeul-ro 123 beon-gil, Jinju-si
Gyeongsangnam-do
SOUTH KOREA
www.koenergy.kr

Best of Special Events

ISTANBUL SABIHA GOKCEN INTERNATIONAL AIRPORT *IZEV Animals and Us*

NOMINATOR

Cagri Okatan
Consultant
LOBBY PR
Siklamen Sokak No: 1 Levent/Besiktas
Istanbul 34340
TURKEY
cagriokatan@lobby-pr.com
www.lobby-pr.com

CLIENT

Canan Soysal
Corporate Communications Manager
ISTANBUL SABIHA GOKCEN INTERNATIONAL AIRPORT
Sanayi Mahallesi Pendik
Istanbul 34906
TURKEY
csoysal@sgia.aero
www.sabihagokcen.aero

Best of Campaigns

CONFORAMA
#ACTIVATUBIENESTAR

NOMINATOR

Didier Lagae
CEO & Founder
MARCO DE COMUNICACIÓN
Calle Caleruega, 81
Madrid 28033
SPAIN
gerard@marcodecomunicacion.com
www.marcodecomunicacion.com

CLIENT

CONFORAMA
<https://www.conforama.es/>