



MERCURY

EXCELLENCE AWARDS

2023 | 2024

2023/24 MERCURY Awards Grand Winners Book

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2023/24 MERCURY Awards Judges

33 VISUAL

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Rafael Monroy – Project Director

ABOVE THE LINE COMPANY LIMITED

HONG KONG

Candy Tong Ka Yan – Director

Vivien Wong Ho Ying – Director

AIR

USA

Martha Mater – Manager, Creative Services

Matt Mowczko – Graphic Design

Lesa Rowe – Art Direction

AVILA CREATIVE

USA

John Avila - Principal

BANK OF CHINA (HONG KONG)

HONG KONG SAR PRC

Angel Yip – Deputy General Manager

BURGESS STRATEGIC MARKETING SERVICES

USA

Sandra J. Burgess - Owner

CHINA UNICOM (HONG KONG) LIMITED

HONG KONG SAR PRC

Michelle Lam – Senior Manager, Company Secretary
Department

Enrica Lee – Assistant Company Secretary

CRE8 (GREATER CHINA) LIMITED

HONG KONG SAR PRC

Wayne Cheung – Creative Director

Jefferson Chiu – Senior Art Director

Iris Lam – Art Director

Davy Li – Managing Director

CURRAN & CONNORS

USA

Brenda Mayo – Senior Art Director

Michael McMurray – Creative Director

FULKRUM STUDIO & PINK POINT MEDIA

USA

Dan Baron – Account/Project Director

GENNEX FINANCIAL MEDIA LIMITED

HONG KONG SAR PRC

Corrin Chan – CEO, Managing Partner

Laetitzia Wong – Associate Creative Director

Maxx Wong – Associate Creative Director

HETERMEDIA SERVICES LIMITED

HONG KONG SAR PRC

Orling Or – Business Development Director

INBRAX

CHILE

Cristian Chavez - Creative Director

Rodrigo Gallardo – Art Director

JOURNAL INTERNATIONAL THE HOME OF CONTENT

GMBH (Team A)

GERMANY

Stefan Endros – CEO

Gerd Giesler – CEO

Frank Kruger – Art Director

Anna Levin – Assistant to the CEOs

JOURNAL INTERNATIONAL THE HOME OF CONTENT

GMBH (Team B)

GERMANY

Dagmar Ortc – Head of Graphic Design

Isabel Schiller – Editorial Management (Head)

Simon Schmidt – Digital Head

Sandy Schneider – Graphic Design

KERRY PROPERTIES LIMITED

HONG KONG SAR PRC

Michelle Lam – Senior Director, Sustainability & Communications

KPR

SOUTH KOREA

Joocho Kim - President

M&M

HONG KONG

Mike Moulders – Brand Design Consultant

MEDIA GENESIS

USA

Antoine Dubeauclard - President

MM PARTNERS

SOUTH KOREA

Jong-Kook Yi – CEO

NGONG PING 360 LIMITED

HONG KONG SAR PRC

Garrick Lam – Marketing Manager

Sharon Law – Senior Manager, Marketing & Corporate Communications

PEPPER-CLUB

GERMANY

Sven Ruhs – Creative Director

REF FINANCIAL PRESS LIMITED

HONG KONG SAR PRC

Shing Chan – Creative Director

Alex Choi – Creative Director

Emmy Sin – Head of Design

SHIAN INC.

JAPAN

Jeffrey Canaday – Senior Editor/Writer

Kelly Mundt – Editor/Writer

Rob Nielsen – Editor

SIX GROUP SERVICES AG

SWITZERLAND

Matthias Bill – Head Content & Publishing, SIX

SSDM

USA

Laura Oliveto - Manager

STAN GELLMAN GRAPHIC DESIGN

USA

Mary Muehlemann – Designer

Teresa Thompson – President

Bryan Wakeland – Senior Designer

STUDIO 210, LLC

USA

Richard Colin – Accountant

Karen Krieger – Founder, CCO

Juan Wen – Bookkeeper

SYMRISE AG

GERMANY

Dominik Rzepka – Director Corporate Communications

THE HONG KONG SOCIETY FOR THE AGED

HONG KONG SAR PRC

Chan Ka Hei, Isabel – Administration Officer

Cheung Wing Wai, Ava – Corporate Communications C

Kam Shuk Hang, Diana – Executive Director

Leung Pik Ki, Erica – Senior Officer (Administration)

Tang Shuk Yan, Rita – Senior Officer (Corporate Service

TOPPAN NEXUS LIMITED

HONG KONG SAR PRC

Charlie Chan – Assistant Art Director

Jac Lam – Assistant Art Director

Sam Lam – Art Director

UNITED THERAPEUTICS

USA

Bill Rock – Executive Creative Director

Randy Scope – 2D, 3D Media Specialist

YELLOW CREATIVE (HK) LIMITED

HONG KONG SAR PRC

Rebecca So – Managing Partner

Ellen Zee – Managing Partner

Best of Show

NGONG PING 360 LIMITED

The Grand Launch Campaign of Ngong Ping 360 "Crystal+"

https://drive.google.com/file/d/1TqYxl08TlJtbOMXq8WAtXTJ8GbLE7_D/view?usp=sharing

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Best of Writing

WASHINGTON GAS

Gala Speech, "Angels Among Us"

<https://tinyurl.com/mercury-wg>

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Best of Design

RAMP.SPACE GMBH & CO. KG
The Lamborghini Book

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Best of Annual Reports - *Cover Design*

NEW WORLD DEVELOPMENT COMPANY LTD. *2023 Annual Report*

https://cms.nwd.com.hk/downloadIR/report/202/2023annualreport_EN_0.pdf

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Best of Annual Reports– *Overall Presentation*

HEEP HONG SOCIETY

*“Walk Together for 60 years, Nurturing Seedlings for a
Brighter Future” 2022-2023 Annual Report*

<https://www.heephong.org/eng/tools-and-resources/publications/annual-report/annual-report-2022-23>

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Best of Annual Reports—*Specialized*

BEIJING ENTERPRISES URBAN RESOURCES GROUP LIMITED

2022 Environmental, Social and Governance Report

<https://www1.hkexnews.hk/listedco/listconews/sehk/2023/0427/2023042703755.pdf>

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Best of Annual Reports– *Online - Interactive*

GCL TECHNOLOGY HOLDINGS LIMITED *Annual Report 2022*

<https://ar2022.gcltech.com/>

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Best of Brochures

LAND NIEDERÖSTERREICH *DRINNEN & DRAUSSEN*

https://www.noegv.at/noe/Wohnen-Leben/D-D_1-23_HighRes.pdf

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<https://www.noegv.at>

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

PROPELLETS AUSTRIA *das pellet*

<https://styriacontentcreation.com/flipbooks/das%20pellet%201-23/>

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www.propellets.at

Best of Custom Publications— *General Audience*

LAND STEIERMARK, FACHABTEILUNG A6
ZWEI UND MEHR - Steirisches Familienmagazin

https://media.steiermark.at/flexpaper/Zwei_und_Mehr/Ausgabe51/index.html

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Best of Employee Publications

HELVETIA VERSICHERUNGEN AG

einblicke. The magazine for Helvetia employees

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<https://www.helvetia.com/>

Best of Magazines – *Design*

RAMP.SPACE GMBH & CO. KG
ramp - Porsche Le Mans Special

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Best of Magazines – *Overall Presentation*

RAMP.SPACE GMBH & CO. KG
ramp#62 - Wild Things

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Best of Non-Profit Organizations

HONG KONG TOURISM BOARD

Hello Hong Kong Recovery Campaign

Project Details

https://drive.google.com/file/d/103QpgKrrCZxoqNG_uymPVvL7x87WzzOe/view?usp=sharing

Case video

https://drive.google.com/drive/folders/11vuYF3vMjHpTOfWrH4sKl_Y9m4invup4?usp=sharing

Supplementary Videos

<https://drive.google.com/drive/folders/1BgoRb0onWyKTcZGH1bKi18KN11TFwYSe?usp=sharing>

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Best of Social Media

NGONG PING 360 LIMITED

The Grand Launch Campaign of Ngong Ping 360 "Crystal+"

https://drive.google.com/file/d/1TqYxI08TIJtbOMXq8WAtXTJ8GblE7_D/view?usp=sharing

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Best of Video

BENTLEY MOTORS LIMITED

Three20pm x Bentley: Craftsmanship

https://www.instagram.com/reel/Cyvx4a2KRKd/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA

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Best of Websites

THALIA

Relaunch Thalia Corporate Website

<https://unternehmen.thalia.de/>

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Best of Promotion/Marketing

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Best of Special Events

MASTERCARD, INC.

*Mastercard/ The Open Championship
Sustainability and Legacy: B2B and Consumer
Activation Reduced Carbon Footprint*

https://files.studio210.net/_oppQF4AwAIZIER

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Best of Tourism/Travel

NGONG PING 360 LIMITED
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<https://drive.google.com/drive/folders/1M7RGsot9dsXSdsAd-rExGnMhuEHAoZWk?usp=sharing>

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Best of Campaigns

HANWHA

Hanwha Stationery Package 2024

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