

Public Relations Premiere Competition



# MERCURY

## EXCELLENCE AWARDS

2011 | 2012

~~DEADLINE: NOVEMBER 11, 2011~~

EXTENDED TO: DECEMBER 12<sup>TH</sup>

# Silver Jubilee Celebration



## 25 Years Later...

...and we are still singing the praises for the world's best in corporate communications!

For a quarter of a century, the **MERCURY Awards** have celebrated the creative professionals whose exceptional intelligence, innovation, 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, quality and performance in the various fields of 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, we guarantee fairness and impartiality.

The annual award was named for the Roman god who was the messenger of the other gods. The **MERCURY Award** symbolizes the spirit of the message communicated. We remain committed to the human spark of creativity which serves to advance standards of excellence.

As we celebrate our 25<sup>th</sup> anniversary, we'd like to thank the agencies, companies and organizations who have submitted the best of their work over the years.

We look forward to the opportunity to dedicate our best efforts to you for decades to come.



Wishing honor, kudos and success!

A handwritten signature in orange ink that reads "Reni Witt".

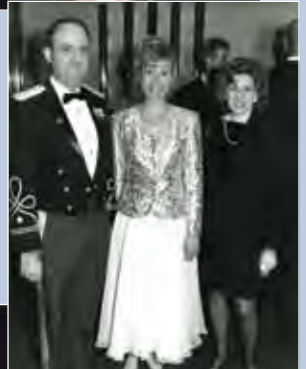
Reni L. Witt  
President

**P.S. Remember, the DEADLINE is ~~November 11, 2011~~  
THERE'S STILL TIME - DECEMBER 12<sup>TH</sup>**



# 25 Years OF EXCELLENCE

1987 \* 2012



# 2010/11 BEST OF CATEGORY WINNERS



## BEST OF SHOW

### HONG KONG HOUSING AUTHORITY

*Light & Shade:  
life passé in old estates*  
(Hong Kong)

#### WRITING

**Credit Suisse**  
*Credit Suisse Bulletin – Movement*  
(Switzerland)

#### DESIGN *Annual Reports*

**The Hong Kong Jockey Club**  
*Annual Report 2009/10*  
(Hong Kong)

#### DESIGN *Magazines*

**Red Indians Publishing GmbH Co. KG**  
*ramp #12 Forever Young*  
(Germany)

#### DESIGN *Various*

**BurdaYukom Publishing GmbH**  
Henkel AG & Co. KGaA  
*We love hair*  
(Germany)

#### ADVERTISING

**Kemper Kommunikation GmbH**  
Dr. Ing. H.C.F. Porsche AG  
*Hairdrying*  
(Germany)

#### ANNUAL REPORTS *Asia*

**i.Link Group Limited**  
361 Degrees International Limited  
*Annual Report 2009/10*  
(Hong Kong)

#### ANNUAL REPORTS *Europe*

**Muehlhausmoers kommunikation GmbH**  
Deutsche Welthungerhilfe E.V.  
*Global Hunger Index 2010*  
(Germany)

#### CUSTOM PUBLICATIONS

**Hong Kong Housing Authority**  
*Light & Shade: life passé in old estates*  
(Hong Kong)

#### MAGAZINES

**koeckritzdoerrich GmbH**  
Automobilia Lamborghini spA  
*Lamborghini Magazine*  
(Germany)

#### WEBSITES

**Hong Kong Heritage Project**  
[www.hongkongheritage.org](http://www.hongkongheritage.org)  
(Hong Kong)

#### PROMOTION

**Studio 210**  
Mastercard Worldwide  
*Mastercard/Rugby World Cup  
Sales Tool kit*  
(USA)

#### PUBLICITY *Celebrity Campaign*

**Coyne Public Relations**  
Hard Rock International  
*Hard Rock International  
Celebrates Ringo Starr's 70<sup>th</sup> Birthday*  
(USA)

#### PUBLICITY *Crisis Communications*

**Weber Shandwick**  
American Airlines  
*American Airlines & The One World  
Alliance Win the Battle for Japan Airlines*  
(USA)

#### SPECIAL EVENTS

**HeterMedia Services Limited**  
*"New" HeterMedia Hong Kong Office  
Open House Invitation*  
(Hong Kong)

#### SPECIAL PROJECTS

**Curtis Group**  
Beaumont Hospitals  
*Ernst Center Opening*  
(USA)

#### CAMPAIGNS *Non-Profit*

**Hager Sharp Inc.**  
HHS Office on Women's Health  
*Best Bones Forever!*  
(USA)

#### CAMPAIGNS *Corporate*

**Kerry Communications Limited**  
Kerry Properties Limited  
*Bringing Smart Living to SOHO*  
(Hong Kong)

## CALENDAR OF EVENTS

### LAST CALL - DECEMBER 12<sup>TH</sup>

<del>NOVEMBER 11, 2011</del> .....	DEADLINE
DECEMBER - JANUARY .....	JURYING
FEBRUARY 12, 2012 .....	WINNERS NOTIFIED
MARCH 22, 2012 .....	WINNERS RECEPTION & BANQUET

# JUDGING PROCEDURES

## JUDGING CRITERIA

The **MERCURY Awards** Competition 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, effectiveness, performance and success.

Some of the elements to be considered in the judging process are: how effectively the material meets the stated objectives; how well the material is communicated to the designated audience; use of imaginative and original solutions; the use of material to illustrate and clarify the information; and the overall expression of the message.

## JUDGING PROCESS

Each entry is evaluated three times 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. Point totals will qualify entries for specific awards. 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.

## SPECIAL NOTES ABOUT JUDGING

Each entry will be judged on its own merit without regard to apparent cost of producing the communications piece. Entries are judged in the absolute, according to a predefined set of criteria, each against itself, instead of relative superiorities.

## AWARDS CEREMONY & DISPLAY

A Champagne Reception with the display of all the award winning entries is presently planned for March 2012 in New York City.

## 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.

By way of recognizing the multi-disciplines involved in professional communications, MerComm, Inc. sponsors six award programs:

ASTRID Awards — Design  
QUESTAR Awards — Video  
ARC Awards — Annual Reports  
GALAXY Awards — Marketing  
iNOVA Awards — Websites  
MERCURY Awards — Public Relations

MerComm's award programs are now in their twenty-fifth year drawing entries from around the world: Afghanistan, Antigua West Indies, Argentina, Australia, Austria, Bahrain, Belgium, Bermuda, Brazil, Canada, Chile, Croatia, Denmark, France, French West Indies, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Liechtenstein, Luxembourg, Macau, Malaysia, Malta, Mexico, the Netherlands, New Zealand, Norway, Pakistan, People's Republic of China, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Russia, Saudi Arabia, Scotland, Singapore, Slovenia, South Africa, Spain, Sri Lanka, Sultanate of Oman, Sweden, Switzerland, Trinidad, Turkey, United Arab Emirates, United Kingdom, United States, Venezuela, Vietnam, Yugoslavia, and Zimbabwe. Our Mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation, or client.

VISIT OUR WEBSITE  
[WWW.MERCOMMWARDS.COM](http://WWW.MERCOMMWARDS.COM)

## THE JUDGES

The International Academy of Communication Arts and Sciences (IACAS) was founded by MerComm to set high standards for the various communications specialties and to give professionals in the fields higher status by establishing the definitions of excellence. Membership in the Academy is considered an international Who's Who in the communications industry.

33 Visual - MEXICO  
Abbott Laboratories  
Addison  
Affno - SRI LANKA  
AHA Design - AUSTRIA  
AIR Health  
Alex Schkrutz Consultancy  
AND Partners  
Arnold Saks Associates, Inc.  
Asia Public Relations Agency  
- HONG KONG  
Bank of China - HONG KONG  
Baoviet Holdings - VIETNAM  
Baxter International  
BCN Communications  
Beau Gardner Associates Inc.  
Burgess Strategic Marketing Services  
Burson - Marsteller  
Carlow University  
Charles Schwab  
CHC Enterprises  
China Telecom - HONG KONG  
Ciel Design Partners  
C.J. Graphics  
CLP Holdings Ltd - HONG KONG  
CME Group  
Coal Creative Consultants - SINGAPORE  
Coyne Public Relations  
Creative Fire - CANADA  
Curran & Connors, Inc.  
Curtis Group  
Daniel Kennedy  
Communications Services  
Decker Design, Inc.  
Donahue Communications Inc.  
Edelman/Ruth  
EDICO - HONG KONG  
Eisenman Associates  
Equity Group - HONG KONG  
Euroclear - BELGIUM  
Family Health International  
First Rabbit - GERMANY  
Flughafen Wien AG - AUSTRIA  
Gabbe Group  
G+J Corporate Editors - GERMANY  
Greater Toronto Airports Authority  
- CANADA  
Greg Kinch Photography  
Hirschhorn Central Communications  
Horizon Film & Video  
Ideas on Purpose  
i.LINK Group Limited - HONG KONG  
Image Boutique Productions Ltd  
- HONG KONG  
Inbrax - CHILE  
INCA Communications - KOREA  
INC Design  
In-Design - HONG KONG  
Insight Creative - NEW ZEALAND  
Intonation - SOUTH KOREA  
iONE Financial Press - HONG KONG  
Jim Barber Studio  
John Giammatteo Photographs  
John Madere Photography  
Kitty Hawk Studios  
köckritzdörrich GmbH - GERMANY  
KRS Consulting  
Lambs Farm  
Lockheed Martin Corporation  
Loved GmbH - GERMANY  
M&M Consultancy - HONG KONG  
MacDonald Design - CANADA  
Maloney & Fox  
Mark Joseph Photography, Inc.  
Marsteller  
MasterCard  
Media Genesis  
Mensalia GmbH - AUSTRIA  
Mike Klodnicki & Associates  
Milenio 3 - MEXICO  
mind(21)factory - GERMANY  
MWW Group  
Northeastern University  
O'Connor & Partners  
Origin Design  
Ove Design + Communications Ltd.  
- CANADA  
Paragraphs Design  
Perlgut Group  
Phoenix Communications Ltd.  
- HONG KONG  
PVF Investor Relations - GERMANY  
Q&E Advertising - SRI LANKA  
Ravelle Brickman Public Relations  
REF Financial Press Ltd. - HONG KONG  
Ringzwei - GERMANY  
Robert Wood Johnson Foundation  
RR Donnelley - HONG KONG  
RTL Group - LUXEMBOURG  
Savage Branding & Corporate Design  
Sedgwick Richardson - HONG KONG  
Sedgwick Richardson - SINGAPORE  
Shian Inc. - JAPAN  
Shoemake Photography Inc.  
Signi Design - MEXICO  
Skaggs Advertising & Design  
Smart Media - SRI LANKA  
Smith & Associates - CANADA  
Soapbox Design Communications  
- CANADA  
S/O Project - KOREA  
Southern Company  
Speedy Design Communications  
- HONG KONG  
SRP  
Stan Gellman Graphic Design Inc.  
Strategic Alliance International  
Studio 210  
Taylor & Ives  
The Design Associates Ltd.  
- HONG KONG  
The Hong Kong & Shanghai Hotels, Ltd.  
- HONG KONG  
The Hong Kong Institute of Education  
- HONG KONG  
Thema Communications - GERMANY  
The Third Age - SOUTH KOREA  
Thiel Design  
Tierney Communications  
Time, Inc. Content Solutions  
Toppan Vite Limited - HONG KONG  
Twice Graphics - HONG KONG  
University of Pittsburgh  
VWA/see see eye  
Weber Shandwick Worldwide  
William Blair & Company  
Yellow Creative (HK) Limited  
- HONG KONG

# 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 Entry Submitted
- Entry Fee

NOTE: Video, DVD, CD, and audio entries must state the running time and format of the piece. Please provide English translations.

- \* Web-site submissions need only provide URL.
- For Promotion, Publicity, Self-Promotion, Special Events & Campaigns Categories (O, P, Q, R, S & T) send accompanying materials - brochures, t-shirts, banners, videos, images, on-line screens, press releases, press kits, and any other collateral material - along with coverage.

## WHEN LAST CALL - DECEMBER 12<sup>TH</sup>

All entries postmarked by ~~November 11, 2011~~ will be considered by the **MERCURY Awards** Distinguished Panel of Judges and Advisors. You will be notified upon the receipt of your entries. Any material produced or dated from November 11, 2010 to November 11, 2011 is eligible to be entered.

## WHERE

Send the fee, entry form, and entry submission to: MerComm Inc., 500 Executive Boulevard, Ossining, NY 10562 USA. 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, and FAX: 914-923-9484, or email: info@mercommawards.com.

## WHY

The annual award is named for the Roman god who was the messenger of the other 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.

**SEND IN YOUR ENTRIES** without delay, before our ~~November 11, 2011~~ deadline.

**LAST CALL - DECEMBER 12<sup>TH</sup>**

## CATEGORIES/CLASSIFICATIONS

Nominators may enter their work in any combination of categories and classifications. A completed entry form must be sent for each entry. You must send payment for each entry and each category classification entered. You may send one check for all entries submitted.

## DISCOUNTS

- \* For six to ten entries, in any set of classifications or combination of categories, the discount is 5% less the standard entry fee.
- \*\* For eleven to twenty entries, the discount is 10% less the standard entry fee.
- \*\*\* For twenty-one entries or more, the discount is 20% less the standard entry fee.

## ENTRY FEES

The fee for each individual entry in Categories A-O is \$250. The fee is \$315 for Categories P-T. Fees include shipping and handling during the judging rounds, preparation costs for winners' book, display during the awards ceremony, website presentations, award certificate, plaque or trophy (according to level of win), plus the judges' evaluation forms and comments.

## NOMINATOR

The person submitting the entry is our permanent contact throughout the competition and will receive all information, announcements and award certificates.

## 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.

## 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.

## PRESTIGE + PRIDE

The **MERCURY Awards** are internationally recognized as a measure of success, and a good predictor of future success. As a 2011/12 winner, you will receive a stunning personalized foil-embossed certificate. Grand winners receive an impressive ebony-framed plaque. And the BEST OF SHOW walks away with the prestigious faceted jade crystal trophy mounted on a black marble base.

## LEVEL PLAYING FIELD

Budgets are important, but **MERCURY Award** entrants win with their concepts, creativity, and making the most out of available resources. Only the **MERCURY Awards** provides recognition equally to small local agencies as to the world's largest public relations firms. Neither judges, nor sponsors, have any stake in who wins. You don't have to be an advertiser, a member, or a sponsor to win. It's the quality of the work that counts!

## REASONABLE RULES & REGULATIONS

There is nothing complicated about the **MERCURY Awards**. No "tricks" you need to know to win. No special binders to buy or fussy rules to follow. Most importantly, no entry is disqualified without notification. And if your entry must be disqualified, your entry fee will be refunded.

## CALIBER OF JUDGES

More than 190 senior-level judges from all practice areas - agencies, corporations, non-profit organizations, and government - who contribute their expertise. The **MERCURY Blue Ribbon Faculty of Judges** represents top professionals from across the United States, Canada, Mexico, Australia, Hong Kong, Korea, Singapore, Sri Lanka, Europe, and the United Kingdom.

## SEE YOUR SCORES

Judging procedures are objective, based on specific criteria. Win or not, you can see your score sheets, complete with the judges' comments and constructive suggestions. This is an invaluable record of what can be improved and what the strengths are. In fact, this professional evaluation alone is worth the entry fee.

## BENEFITS & KUDOS

The **MERCURY Awards** are perhaps the most distinguished program of its kind and continues to be one of the most highly coveted awards in the profession. Winning a **MERCURY Award** helps promote your services to potential clients ... or to your management ... and increases your standing in the public relations industry.

# CATEGORIES/CLASSIFICATIONS

## A. Writing

- A01 Annual Report
- A02 Brochure
- A03 Employee Communications
- A04 Financial/Investment
- A05 Health & Disease Prevention
- A06 Magazines-Overall-USA
- A07 Magazines-Overall-Other Countries
- A08 Press Release
- A09 Speech
- A10 Thought Leadership
- A11 University Magazine
- A12 Other/Misc.

## B. Design

- B01 Archival Collection
- B02 Billboard/Hoarding
- B03 Books
- B04 Brochure-Perfect Bound
- B05 Brochure-Saddle Stitched
- B06 Calendar
- B07 Christmas Card
- B08 Covers-(Books, DVDs, etc.)
- B09 Direct Mail
- B10 Interim Report
- B11 Invitation
- B12 Logo
- B13 Magazine-Auto/Car Enthusiasts
- B14 Magazine-Creative Format
- B15 Magazine-Employee/Internal
- B16 Magazine-Financial
- B17 Magazine-Special Audience
- B18 Media/Press Kit
- B19 Photography
- B20 Poster
- B21 Special Project
- B22 Trophy Design
- B23 Other/Misc.

## C. Advertising

- C01 Hospitals
- C02 Foundation
- C03 Fund Raising
- C04 Infomercial
- C05 Multi-Media Campaign
- C06 New Product Development
- C07 Non-Profit Org.-Paid Ad
- C08 Outdoor
- C09 Print Ad-Single
- C10 Print Campaign
- C11 Public Service Announcement
- C12 Radio Ads
- C13 Television Ad-Single
- C14 Television Ads-Campaign
- C15 Other/Misc.

## D. Audio

- D01 CD Program
- D02 MP3 Program
- D03 Radio Ad-Single
- D04 Radio Campaign
- D05 Radio Program
- D06 Other/Misc.

## E. Annual Reports-Design

- E01 Cover-Abstract/Graphics
- E02 Cover-Drawings/Illustrations
- E03 Cover-People/Portrait
- E04 Cover-Places/Products
- E05 Cover-Typographics/Words Only
- E06 Interior-130 Pages and Under
- E07 Interior-Between 131-200 Pages
- E08 Interior-Over 201 Pages

## F. Annual Reports -Overall Presentation

- F01 Accessories
- F02 Airport Management
- F03 Automobiles
- F04 Banks
- F05 Building Products
- F06 Computer Generated Film Production
- F07 Conglomerates
- F08 Construction
- F09 Consumer Goods
- F10 Department Store
- F11 e-Annual Report
- F12 Electronics
- F13 Energy
- F14 Export & Distribution
- F15 Finance Company
- F16 Fish & Pets
- F17 Food Manufacturing
- F18 Forestry & Paper
- F19 Fund Products
- F20 Gov't Agencies & Offices

- F21 Highway Infrastructure
- F22 Holding Company-Manufacturing
- F23 Holdings & Property-Developments
- F24 Housing Dev. & Sales
- F25 Industrial Equipment
- F26 Infrastructure & Services
- F27 Logistics
- F28 Manufacturing & Distributing
- F29 Media
- F30 Multi-Industry
- F31 Natural Gas
- F32 Non-Profit-Human Welfare
- F33 Non-Profit-Variou
- F34 Private Equity Report
- F35 Property Development
- F36 Publicly Funded Non-Profit
- F37 Real Estate Developer
- F38 REIT
- F39 Retail-General
- F40 Retail-Specialty
- F41 Satellite Broadcasting & Comms.
- F42 Social & Public Responsibility Report
- F43 Sustainability Report
- F44 Technology
- F45 Telecommunications
- F46 Transportation
- F47 Tourism
- F48 University
- F49 Venture Capital Company
- F50 Other - Specify on Entry Form

## G. Brochures

- G01 Business to Business
- G02 Catalogue
- G03 Company Brochure
- G04 Consumer Awareness
- G05 Donor Recognition
- G06 Energy
- G07 Informational
- G08 Non-Profit Organization
- G09 Recruitment
- G10 Reference Compendium
- G11 Special Purpose
- G12 University
- G13 Veterans Services
- G14 Other/Misc.

## H. Custom Publications

- H01 Archival Collection
- H02 Automobiles
- H03 Business to Business
- H04 Cookbook
- H05 Entertainment
- H06 Financial Education
- H07 Financial Services
- H08 Food & Lifestyle
- H09 General Health
- H10 Government
- H11 Handbook
- H12 Living/Housing
- H13 Logistics
- H14 Luxury Products
- H15 Pocket Kit
- H16 Retail
- H17 Retirement Planning
- H18 Tourism/Travel
- H19 Other/Misc.

## I. DVDs/Video

- I01 B-roll
- I02 Business Relations
- I03 Client Presentation
- I04 Corporate Identity
- I05 Documentary/Feature
- I06 Educational/Informational
- I07 Fundraising
- I08 Government
- I09 Health/Medicine
- I10 In-House Production
- I11 Internal Promotion
- I12 Meeting Modules
- I13 On-line Video
- I14 Product/Service Promotion
- I15 Promotional/Documentary
- I16 Public Awareness Campaign
- I17 Religion/Spirituality
- I18 Sales & Marketing
- I19 Safety/Security
- I20 Special Project
- I21 Stress Control/Relaxation
- I22 Travel/Tourism
- I23 Other/Misc.

## J. Employee Publication

- J01 Calendar
- J02 Catalogue/Incentive
- J03 Corporate Image/PR
- J04 Culture/Entertainment
- J05 Education
- J06 Internal
- J07 Magazine
- J08 Newspaper
- J09 Sales
- J10 Recruiting
- J11 Training
- J12 Other/Misc.

## K. Feature Article Writing

- K01 Automobiles
- K02 Cover Story
- K03 Entertainment
- K04 Green/Ecology
- K05 Industry
- K06 Professional Profile
- K07 University
- K08 Other/Misc.

## L. Magazines

- L01 Alumni
- L02 Automobiles
- L03 Culture & Lifestyle
- L04 College/Univ. "Look Book"
- L05 Customer
- L06 e-magazine
- L07 Educational Institution
- L08 Employee/Staff
- L09 Executive
- L10 Gardening
- L11 Health
- L12 History/Biography
- L13 Member Publications
- L14 Men's Audience
- L15 Nature/Environment
- L16 Religion/Spirituality
- L17 Safety/Security
- L18 Special Audience
- L19 Trade/Industry
- L20 Travel/Tourism
- L21 University
- L22 Women's Audience
- L23 Youth Audience
- L24 Other/Misc.

## M. Newsletters

- M01 Electronic
- M02 External
- M03 Financial/Investor Relations
- M04 Luxury Hotels
- M05 Trade
- M06 Other/Misc.

## N. Other/Misc.

- N01 Please specify on form

## O. Websites/Emerging Media

- O01 APP
- O02 Banners
- O03 Blog Campaign
- O04 Brand Campaign
- O05 Business-to-Business
- O06 Charity/Donations
- O07 College/University Site
- O08 Corporate
- O09 Corporate Identity
- O10 Digital/Mobile Ad
- O11 Educational
- O12 Email-Single
- O13 Employee Training
- O14 e-zine
- O15 Government
- O16 Health Awareness
- O17 Health/Medicine
- O18 Heritage Preservation
- O19 Institutional Archive
- O20 Interactive Annual Report
- O21 Interactive Barcodes/Tags
- O22 Investor/Shareholder Relations Site
- O23 Medicine/Pharmaceuticals
- O24 Microsite
- O25 Mobile Sweepstake/Contest
- O26 Non-Profit
- O27 On-Line Catalogue
- O28 On-Line Coupons
- O29 PDF Annual Reports
- O30 Real Estate
- O31 Redesign/Relaunch/Media
- O32 Social Network
- O33 Travel/Tourism
- O34 Twitter
- O35 Viral Campaign
- O36 YouTube
- O37 Other/Misc.

## P. Promotion/Marketing

- P01 Awareness Campaigns
- P02 Brochure/Mailer
- P03 Calendar
- P04 Corporate Souvenir
- P05 Direct Mail
- P06 Environmental Protection
- P07 Financial Industry
- P08 Market Expansion
- P09 New Product Development
- P10 Sales Tool Kit
- P11 Self Promotion
- P12 Social Media Campaigns
- P13 Other/Misc.

## Q. Publicity

- Q01 Anniversary
- Q02 Brand Awareness
- Q03 Business Press
- Q04 Celebrity Campaign
- Q05 Client Product Launch
- Q06 Crisis Communications
- Q07 Driving Safety
- Q08 Financial Industry
- Q09 Hispanic Market
- Q10 Media Exposure
- Q11 News Placement-Consumer
- Q12 News Placement-Non-Profit
- Q13 New Product Development
- Q14 Pregnancy Prevention
- Q15 Product Launch
- Q16 Services Launch
- Q17 Sports
- Q18 Stunt Event
- Q19 Teen Health
- Q20 Tourism
- Q21 Other/Misc.

## R. Special Events

- R01 Awards Event
- R02 Brand Awareness/Recognition
- R03 Cause-Related
- R04 Conference
- R05 Exhibition Opening
- R06 Heritage Preservation
- R07 International Media Contacts
- R08 Movie Screening
- R09 Non-Profit Org.
- R10 Opening
- R11 Press Conference
- R12 Product Relaunch
- R13 Sports Tie-In
- R14 Stakeholder Engagement
- R15 Student Run
- R16 Sweepstake/Contest
- R17 Women's Advocacy
- R18 Other/Misc.

## S. Campaigns-Non Profit/ Public Affairs

- S01 Cause Branding Campaign
- S02 Community Relations
- S03 Dental Health & Hygiene
- S04 Government Agency
- S05 Historical Event
- S06 Humanitarian Initiative
- S07 Infant Care
- S08 Media Event
- S09 Pro Bono Work
- S10 Public Health
- S11 Skills & Training
- S12 University
- S13 Other/Misc.

## T. Campaigns-Corporate/ Commercial

- T01 Brand Image Makeover
- T02 Business to Business
- T03 Climate/Environment
- T04 Community Relations
- T05 Concert/Music Event
- T06 Education Program
- T07 Employee Relations
- T08 Equity and Investment
- T09 Healthcare
- T10 Internal Communications
- T11 Media Relations
- T12 Outreach Initiative
- T13 Special Purpose Comms.
- T14 Other/Misc.

# ENTRY FORM

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

Category-Classification Code: - **Example K-05**  
*(See other page for codes)*

Category-Classification: \_\_\_\_\_

Other/Misc-Please describe: \_\_\_\_\_

Length of Entry: \_\_\_\_\_ min. \_\_\_\_\_ sec.

Format:  AUDIO CD  CD-Rom  DVD-ROM  DVD-VIDEO

Website url: \_\_\_\_\_

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

Nominated by: Mr./Ms. \_\_\_\_\_

Nominator's 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 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:**

\_\_\_\_\_ @\$250 - Categories A - O \$ \_\_\_\_\_

\_\_\_\_\_ @\$315 - Categories P - T \$ \_\_\_\_\_

\_\_\_\_\_ Total Entries Fee Subtotal \$ \_\_\_\_\_

6-10 Entries, 5% Discount \$ \_\_\_\_\_

11-20 Entries, 10% Discount \$ \_\_\_\_\_

21+ 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 \_\_\_\_\_

Cardholder's Address \_\_\_\_\_

City: \_\_\_\_\_ Prov./State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Please return my entry(ies). We will notify you of approximate costs prior to shipping. Credit Cards only.

**Make checks payable and mail to:**

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

**For more information:**

PH: 1-914-923-9400

FX: 1-914-923-9484

EM: info@mercommawards.com

[www.mercommawards.com](http://www.mercommawards.com)

SHIPPING INSTRUCTIONS: Mailing/shipping costs, insurance, and handling fees for all entries are at the entrant's expense. Send entry materials along with entry forms and fees. For foreign entries, we suggest you send your material by a courier service which can track your package. To hasten your package through customs, please affix or mark in bold lettering outside the package "Contest Material. No Commercial Value."

**IMPORTANT:** For judging purposes, please send **three copies** of material per entry. Upon receipt this entry becomes the property of MerComm, Inc., and may be used for display, exhibition and promotional purposes.

~~DEADLINE: NOVEMBER 11, 2011~~  
**LAST CALL - DECEMBER 12<sup>TH</sup>**