

BEST CREATIVES • BEST CONCEPTS • BEST COMPETITION



EXTENDED DEADLINE: FEBRUARY 26TH, 2024

~~ENTRY DEADLINE: JANUARY 31ST, 2024~~



ENTRY INFORMATION

The Award Season Begins with ASTRID.

For over 30 years, the ASTRIDs have valued the challenges of creation, discovering solutions, and transforming a concept into a unique finished product.

The competition honors intelligent design: innovative and classic, aesthetic and practical, honest and understandable.

In our third decade, the ASTRIDs continue to celebrate the thrill of creative design and the joy of achievement.

Begin The Year With A Win!

Reni L. Witt, President & Founder

P.S. Enter your superlative work in the first – and best – design competition of the year!

Deadline: ~~January 31, 2024~~ **Final Deadline:** February 26, 2024

WHAT TO SUBMIT

The following must be included with your entry:

- Completed Entry Form
- 3 Copies* of Printed Entries
- Entry Fee

**Online entries, submit only Entry Form with Dropbox, Google Drive, link, URL or WeTransfer to info@mercommawards.com.*

IMPORTANT: Send originals if at all possible. Judges cannot always evaluate your work properly in PDF or poor quality copies. An original printed piece certainly has a better impact on the judges!

ELIGIBILITY

Any material produced or dated from January 1, 2023 to January 31, 2024 is eligible to be entered.

NOMINATOR

The person submitting the entry will be our permanent contact throughout the course of the competition. The nominator will receive acknowledgement that the entry was received, all information and announcements, as well as any prizes received.

AWARD CERTIFICATES

Should your entry place as an award winner, your certificate will be personalized in the following format:

Nominating Company
CLIENT COMPANY
"Title of Entry"

If you would prefer any variation of this format, you must let us know in writing on the entry form.

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.

MerComm's award programs are now celebrating thirty-five years, with entries from around the world:

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

Our mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation, or client.

IMPORTANT DATES

Deadline for entries/ February 26, 2024

Date of posting: January 31, 2024

Jurying: February/March 2024

Winners notified: April 8, 2024

Best of Category

Winners announced: May 6, 2024

VISIT OUR WEBSITE

Additional entry information can be seen at:
www.mercommawards.com

2023 ASTRID GRAND WINNERS



BEST OF PROMOTION

Studio 210, LLC
MASTERCARD
 Mastercard/Women's Rugby
 World Cup 2022
 (USA)



BEST OF SELF-PROMOTION

COPE Content Performance Group
COPE
 HONEY by COPE
 (AUSTRIA)



BEST OF COVERS - MAGAZINES

ramp.space GmbH & Co. KG
 rampstyle#26 Good News
 (GERMANY)



BEST OF EMPLOYEE PUBLICATIONS

ramp.space GmbH & Co. KG
DR. ING. H.C. F. PORSCHE AG
 Carrera #3 - Zweite Heimat
 (GERMANY)



BEST OF CALENDARS

Airport Authority Hong Kong
 HKIA Corporate Calendar 2023
 (HONG KONG SAR PRC)



BEST OF ANNUAL REPORTS - ONLINE

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



BEST OF SPECIAL PROJECTS

ramp.space GmbH & Co. KG
SEAT DEUTSCHLAND GMBH
 CUPRA Gamechanger
 (GERMANY)



BEST OF VIDEO

Kerry Properties Limited
 Mont Verra Sales Video
 (HONG KONG SAR PRC)



**BEST OF ANNUAL REPORTS
- COVERS**

GenNex Financial Media Limited
FORTUNE REAL ESTATE
INVESTMENT TRUST
One Team · One Fortune
(HONG KONG SAR PRC)



**BEST OF ANNUAL REPORTS
- TRADITIONAL**

Atrivia Comunicación
VITHAS
Annual Corporate Report 2021
(SPAIN)



BEST OF WEBSITES

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



BEST OF BOOKS

ramp.space GmbH & Co. KG
Coolness
(GERMANY)



BEST OF GRAPHIC DESIGN

Airport Authority Hong Kong
"Journey of Discovery"
multimedia experience at Hong Kong
International Airport
(HONG KONG SAR PRC)

BEST OF TOURISM/TRAVEL

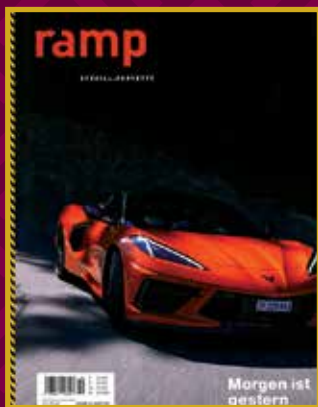
Hong Kong Tourism Board
Through the Lens of GenZ
(HONG KONG SAR PRC)

**2023
BEST OF SHOW**

**BEST OF ANNUAL REPORTS
- NON-TRADITIONAL**

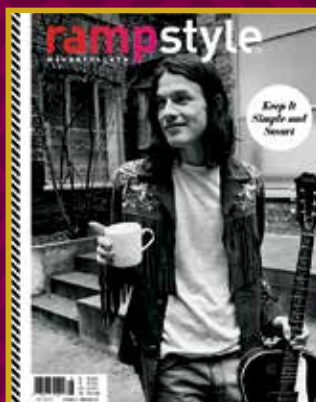
GenNex Financial Media Limited
FORTUNE REAL ESTATE INVESTMENT TRUST
One Team · One Fortune
(HONG KONG SAR PRC)





**BEST OF CUSTOM
PUBLICATIONS**

ramp.space GmbH & Co. KG
CADILLAC & CHEVROLET EUROPE
rampspecial Corvette
(SWITZERLAND)



BEST OF MAGAZINES

ramp.space GmbH & Co. KG
rampstyle#25
Keep it simple and smart
(GERMANY)

CATEGORIES & CLASSIFICATIONS

A. ADVERTISEMENTS

01. Billboard
02. Campaign
03. Single Ad
04. Other/Misc.

B. ANNUAL REPORTS

- Covers**
01. Artistic
 02. Die-Cut
 03. Graphics & Text
 04. Illustrations
 05. People & Portraits
 06. Special Treatment
 07. Unique Format
 08. Other/Misc.

C. ANNUAL REPORTS

- Corporate - Traditional**
01. Asia/Pacific
 02. Europe
 03. Hong Kong SAR PRC
 04. The Americas

D. ANNUAL REPORTS

- Corporate - Non-Traditional Format**
01. Boxed/Sleeve
 02. Dual Language
 03. Extraordinary Presentation
 04. Horizontal/Landscape
 05. Special Printing Techniques (Die-Cuts, Special Paper, Spot UV, Textured Effects, etc.)
 06. Two-Parts
 07. Unique Format
 08. Other/Misc.

E. ANNUAL REPORTS

- Not-for-Profit Organizations**
01. Association
 02. Government
 03. Non-Traditional (Horizontal, Die-Cuts, Wraps, 2-Parts, Oversize, etc.)
 04. Traditional
 05. University
 06. Vocational Training
 07. Other/Misc.

F. ANNUAL REPORTS

- Online Corporations**
01. Interactive
 02. PDF
 03. Chairman's Letter/Presentation
 04. Design/Graphics
 05. Home Page
 06. Non-Profit Organizations
 07. Photography/Video
 08. Sustainability & ESG Reporting
 09. Other/Misc.

G. ANNUAL REPORTS

- Specialized - Print**
01. CSR - Corporate Social Responsibility Report
 02. Environmental, Social & Governance Report
 03. Integrated Annual Report
 04. Non-Traditional Format
 05. Social and Public Responsibility
 06. Sustainability and ESG Report
 07. Sustainability Report
 08. Other/Misc.

H. ANNUAL REPORTS

- Specialized - Online**
01. Interactive
 02. PDF
 03. Other/Misc.

I. BOOKS

- Hardcover**
01. Anniversary Edition
 02. Brand Book
 03. Lifestyle
 04. Special Project
 05. Other/Misc.

J. BROCHURES

01. Corporate
02. Employer Branding
03. Living & Housing
04. Special Purpose
05. Other/Misc.

K. CALENDARS

01. Airport
02. Corporate - With Illustrations
03. Corporate - With Photography
04. Self-Promotion
05. Other/Misc.

L. CAMPAIGNS

01. Employer Branding
02. Festival/Celebration
03. Tourism/Destination
04. Other/Misc.

M. COVERS

- Books, Magazines, Publications**
01. Die-Cut
 02. Illustration/Graphics
 03. People/Portrait
 04. Products/Places
 05. Other/Misc.

N. CUSTOM PUBLICATIONS

01. Automobile
02. Beauty/Hair
03. Business-to-Business
04. Children's
05. Educator's Guide
06. Lifestyle
07. Renewable Energy
08. Special Edition
09. Special Interest Audience
10. Travel/Entertainment
11. Other/Misc.

O. EMPLOYEE PUBLICATIONS

01. Automobile
02. e-Newsletter
03. Insurance
04. Magazines
05. Specialty Chemicals
06. Other/Misc.

P. GRAPHIC DESIGN

01. Animation/Animated Clips
02. Corporate Design/Identity
03. Holiday Gift
04. Illustrations
05. Leadership Team Building
06. Public Space Installation
07. Other/Misc.

Q. MAGAZINES

- General**
01. Automotive
 02. Business-to-Business
 03. Corporate
 04. Customer
 05. Healthcare
 06. Luxury/Lifestyle

07. Technology
08. Travel/Lifestyle
09. Other/Misc.

R. MISCELLANEOUS/ OTHER

01. (Please describe on Entry Form.)

S. NON-PROFIT ORGANIZATIONS

01. Green Business Challenge
02. NGO Charitable Organization
03. Special Project
04. Vocational Training
05. Other/Misc.

T. PHOTOGRAPHY

- Interior**
01. Annual Reports
 02. Brochures
 03. Custom Publications
 04. Magazines
 05. Other/Misc.

U. PROMOTION

01. Event/Opening
02. Food Related
03. Shopping Mall
04. Sports Promotion
05. Tourism
06. Other/Misc.

V. SELF-PROMOTION

01. Anniversary
02. Consumer Activation
03. Souvenir
04. Sustainability & Legacy
05. Other/Misc.

W. SPECIAL PROJECTS

01. Anniversary Celebration
02. Consumer Venue
03. Corporate Social Responsibility Practices
04. Cross-Media Editorial Storytelling
05. Holiday Event
06. Integrated Campaign
07. Multimedia Experience
08. Poster
09. Public Space Installation
10. Puzzle/Game

11. Seasonal Promotion
12. Social Media Campaign
13. Stationery Set
14. Tourism Campaign
15. Other/Misc.

X. TOURISM/TRAVEL

01. Advertising
02. Brochure
03. Campaign
04. Design
05. Holiday
06. Magazine
07. Promotion/Marketing
08. Public Space Installation
09. Special Events
10. Video
11. Website
12. Other/Misc.

Y. VIDEO/DVD, ONLINE & USB

01. Automotive
02. Climate Change
03. Event Video
04. Instagram Reels
05. Internal Video Series
06. Marketing Communication
07. Promotional
08. Stakeholder Communication
09. Trucks
10. Other/Misc.

Z. WEBSITES

01. App
02. Corporate
03. Customer Magazine
04. Employee - Internal
05. Investor Relations
06. Microsite
07. Redesign/Relaunch
08. Travel/Tourism
09. Other/Misc.

THE JUDGES

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
 Armacell International S.A. - LUXEMBOURG
 Atravia - PORTUGAL
 Atravia - SPAIN
 Atruvia - GERMANY
 Autlan - MEXICO
 Avila Creative, Inc. - USA
 Bank of China - HONG KONG SAR PRC
 Berenberg - GERMANY
 BESO by LLC - SPAIN
 BGA Publishing - USA
 BP Content - GERMANY
 Brands Marken und Design GmbH - AUSTRIA
 BrandsOnSpeed GmbH - GERMANY
 Burgess Strategic Marketing Services - USA
 California Water Services Group - 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
 Coolgrey 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
 Daniel Kennedy Communications Services - USA
 Design Kommune - GERMANY
 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 - TÜRKIYE
 GENESIS Energy - NEW ZEALAND
 GENNEX Financial Press Limited - HONG KONG SAR PRC
 Global Reporting Services - AUSTRALIA
 Granato Creative Group - USA
 Great Thinkz 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
 Hong Kong Tourism Board - HONG KONG SAR PRC

Hyundai Motor Group - SOUTH KOREA
 i.LINK Group Limited - HONG KONG SAR PRC
 Ideas On Purpose - USA
 IFC - USA
 Inbrax - CHILE
 Insight Creative - NEW ZEALAND
 IONE Financial Press Limited - HONG KONG SAR PRC
 IR & Mehr - AUSTRIA
 JUJU Studio - USA
 Jungheinrich - GERMANY
 Kanro Inc. - JAPAN
 Karin Und Walter Gedächtnisstiftung - GERMANY
 Kerry Properties - HONG KONG SAR PRC
 Killing Mario - SOUTH KOREA
 KMW - GERMANY
 KPR - SOUTH KOREA
 KW Communications - GERMANY
 Lin Young - MALAYSIA
 Little Book Studio - USA
 Lorraine Gregory Communications - USA
 loved GmbH - GERMANY
 Luke Communications Group - USA
 M Digital Partners Company Limited - HONG KONG SAR PRC
 M-1 Studios - USA
 M&M - 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
 Ocean Park Corporation - HONG KONG SAR PRC
 OHHH! 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
 PeppersClub - GERMANY
 Profilwerkstatt - GERMANY
 PRATT Institute - USA
 Protop Financial Press Limited - HONG KONG SAR PRC
 Quaker Houghton - USA
 Red Caffeine - USA
 REF Financial Press Limited - HONG KONG SAR PRC
 Reginald Puffley - 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
 sudden ad agency - GERMANY
 Tayburn - TÜRKIYE
 Territory - GERMANY
 The Boeing Company - USA
 The Charles NYC - USA
 The Hong Kong Society for the Aged - HONG KONG SAR PRC
 Toppan Merrill Limited - HONG KONG SAR PRC
 Triglav Insurance Company - SLOVENIA
 Tronncm KG - AUSTRIA
 Troy Chamber of Commerce - USA
 Uiled Asociados - SPAIN
 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

ENTRY FORM

#Log No.
Official Use Only
Do not write in this area

ENTRY INFORMATION Fill out this column for each entry

Title _____
(Please write out as it should appear on winning certificate.)

Category-Classification Code: - Example K-03 (See other page for codes.)

Category-Classification: _____
(Please write out)

Other/Misc. _____
(Describe entry)

Format: App/Web CD/DVD/USB
 Mixed Media Print/Paper

Language: English Chinese German
 Korean Spanish Other _____

URL http:// _____

Briefly define objective and intended audience:
(You may type on separate sheet of paper. Please, one-page description only.)

NOMINATOR'S INFORMATION (Agency, Company, Self-Nomination)

Nominated by: _____
(Mr. / Ms.)
First/Given Name Last/Family Name

Job Description / Title: _____

Nom. Organization: _____
(Please write out as it should appear on winning certificate.)

Address: _____

City: _____ Prov./State: _____ Zip: _____

Country: _____

Telephone: _____
Country Code City/Area Code Number

E-mail: _____

Website: _____

CLIENT INFORMATION (if different from Nominator)

Client Name: _____
(Mr. / Ms.)
First/Given Name Last/Family Name

Job Description / Title: _____

Client Company: _____
(Please write out as it should appear on winning certificate.)

Address: _____

City: _____ Prov./State: _____ Zip: _____

Country: _____

Telephone: _____
Country Code City/Area Code Number

E-mail: _____

Website: _____

PAYMENT INFORMATION Fill out this column once for all entries

Total Number of Entries:

Entry Fee @ \$345.00 per entry; Subtotal \$ _____

5-9 Entries, 5% Discount \$ _____

10-19 Entries, 10% Discount \$ _____

20+ Entries, 20% Discount \$ _____

Total Fees Paid \$ _____
(U.S. Dollars - Drawn on U.S. Banks only.)

Check Enclosed Bank-to-Bank Transfer
(Contact us for details)

American Express

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Expiry Date - mm/yy

MasterCard/Visa

Expiry Date - mm/yy

Cardholder's Name _____

Cardholder's Signature _____

IMPORTANT: Send **three** copies of each printed/physical entry. Online entries need send only one copy of the Entry Form along with any links or URLs, by email to info@mercommawards.com. Upon receipt, entries become the property of MerComm Inc., and may be used for exhibition and promotional purposes.

Make checks payable and mail to:
MerComm/AST
500 Executive Boulevard
Ossining-on-Hudson, NY 10562 USA

For More Information:

T: 1-914-923-9400

F: 1-914-923-9484

E: info@mercommawards.com

www.mercommawards.com

DEADLINE:

JANUARY 31, 2024

LAST CHANCE! FEBRUARY 26TH!

SHIPPING INSTRUCTIONS: Include entry materials along with entry forms and fees together in one package. Send by courier, DHL Express, FedEx, TNT or UPS, no later than deadline. To hasten your package through customs, please affix or mark in bold lettering outside the package - "Contest Material. No Commercial Value."