



2022 ASTRID 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

2022 ASTRID Awards Judges

AIRPORT AUTHORITY

Hong Kong

Rodger Lee – General Manager, Branding & Communications

BGA PUBLISHING INC

Brightwaters, NY

Beau Gardner – President

CHINA UNICOM (HONG KONG LIMITED)

Hong Kong

Michelle Lam – Manager, Company Secretary Department

Joeling Law – Senior Manager, Investor Relations

CONCEPT C MEDIA GMBH

Munich, Germany

Gunter Maria Bregulla – Project Director

EDICO FINANCIAL PRESS SERVICE LIMITED

HONG KONG

Amy Donati – Executive Director & Chief Executive Officer

Queenie Shek – Director – Creative & Graphic Department

Ricky Tse – Director – Print & Logistics Department

i.LINK GROUP LIMITED

HONG KONG

Adrienne Chen – Creative Director

Tony Man – Assistant Art Director

Hidy Shum – Assistant General Manager

INBRAX

Santiago, Chile

Cristian Chavez – Creative Director

LOVED GMBH

Hamburg, Germany

Valerie Bachert – Managing Editor

M&M

Hong Kong

Mike Moulders – Brand Design Consultant

MM PARTNERS

Seoul, South Korea

Yi Jong-Kook - Chief Director

Lee Sang-Hyun – Art Director

Kim Young-il – Planning Director

PEPPERCLUB

Stuttgart, Germany

Sven Ruhs – Creative Director

PROFILWERKSTATT GMBH

Darmstadt, Germany

Nora Kerscher – Art Director

Ina Slomka – Art Director

REF FINANCIAL PRESS LIMITED

HONG KONG

Alex Choi – Creative Director

Jerry Lam – Associate Creative Director

Emmy Sin – Head of Design

RINGZWEI

Hamburg, Germany

Dirk Linke – Creative Director

STAN GELLMAN GRAPHIC DESIGN

St. Louis, MO

Mary Muehlemann – Designer

Teresa Thompson – President

Bryan Wakeland – Senior Designer

THE CHARLES GROUP

NY, NY

Andrew Hutchings – Senior Designer

Ashley McGarry – Art Director

Liam Speranza – Art Director

THE HONG KONG SOCIETY FOR THE AGED

Hong Kong

Chan Ka Hei, Isabel – Administration Officer

Cheung Wing Wai – Avia – Corporate
Communications Officer

Kam Shuk Hang, Diana – Executive Director

Leung Pik Ki, Erica – Senior Officer
(Administration)

Tang Shuk Yan, Rita – Senior Officer (Corporate
Services)

Best of Show

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

PORSCHE EXPERIENCE stories 2022 EDITION

NOMINATOR

Berthold Dörrich

CEO

BRANDSONSPEED GMBH

Dornhaldenstrasse 6

70199 Stuttgart

GERMANY

berthold.doerrich@brandsonspeed.com

www.brandsonspeed.com

CLIENT

Ralph Kimmerle

Specialist Porsche Global Communications

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

Porscheplatz 1

70435 Stuttgart

GERMANY

ralph.kimmerle@porsche.de

www.porsche.de

Best of Annual Reports – *Covers*

TSE SUI LUEN JEWELLERY (INTERNATIONAL) LIMITED *Evolving for a new tomorrow* *Annual Report 2020-21*

https://doc.irasia.com/listco/hk/tsesuiluen/annual/ar250174-e00417_annualreport2020_21.pdf

NOMINATOR

Peter Tang
Senior Manager, Sales & Marketing
TOPPAN MERRILL LIMITED
8/F, Gloucester Tower, The Landmark
15 Queen's Road Central
HONG KONG
petertang@toppanmerrill.com
www.toppanmerrill.com

CLIENT

TSE SUI LUEN JEWELLERY (INTERNATIONAL) LIMITED
G/F, Summit Building, 30 Man Yue Street
Kowloon
HONG KONG
<http://www.tsjl.com>

Best of Annual Reports – *Traditional*

CLP HOLDINGS LIMITED *CLP 2020 Annual Report*

https://www.clpgroup.com/content/dam/clp-group/channels/investor/document/3-3-financial-reports/2020/e_2020Annual%20Report.pdf.coredownload.pdf

NOMINATOR

Angela To
Public Affairs Manager
CLP HOLDINGS LIMITED
8 Laguna Verde Avenue
Hung Hom
HONG KONG
angela.to@clp.com.hk
www.clpgroup.com

Best of Annual Reports – *Non-Traditional*

UNITED THERAPEUTICS *Multiple Shots On Goal*

https://www.mercommawards.com/pdf%20files/ARC2021_final/uthr_2020_AR_images.pdf
https://www.mercommawards.com/pdf files/ARC2021_final/uthr_2020_AR.mp4

NOMINATOR

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

Best of Annual Reports – *Non-Profit Organizations*

ECOEMBES

LIBERA PROJECT - ANNUAL REPORT 2020

https://proyectolibera.org/wp-content/uploads/2021/01/LIBERA_Memoria-2020-def.pdf

NOMINATOR

María Madrigal
Publications Manager
ATREVIÀ COMUNICACI3N S.L.U.
Travessera de les Corts 55 1º planta.
Barcelona 08028
SPAIN
mmadrigal@atrevia.com
www.atrevia.com

CLIENT

Sarah Gúemes
Project Manager
ECOEMBES
Cardenal Marcelo Spínola, 14, planta 2
Madrid 28016
SPAIN
s.guemes@ecoembes.com
<https://proyectolibera.org/>

Best of Annual Reports – *Online*

PUMA SE *Online Annual Report 2020*

<https://annual-report.puma.com/2020/en/index.html>

NOMINATOR

Damaris Lang
3ST KOMMUNIKATION GMBH
Taunusstrasse 59-61
55118 Mainz
GERMANY
awards@3st.de
www.3st.de

CLIENT

PUMA SE
PUMA WAY 1
91074 Herzogenaurach
GERMANY
info@puma.com
www.puma.com

Best of Annual Reports – *Specialized/Print*

UNITED THERAPEUTICS *Multiple Shots On Goal*

https://www.mercommawards.com/pdf%20files/ARC2021_final/uthr_2020_AR_images.pdf
https://www.mercommawards.com/pdf files/ARC2021_final/uthr_2020_AR.mp4

NOMINATOR

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

Best of Annual Reports – *Specialized/Online*

CLARIANT INTERNATIONAL *Clariant Integrated Report 2020*

<https://reports.clariant.com/2020/integrated-report/>

NOMINATOR

Jürgen Jehle
Editor in Chief
KAMMANN ROSSI GMBH
Niehler Str. 104
50733 Cologne NRW
GERMANY
j.jehle@kammannrossi.de
www.kammannrossi.de

CLIENT

Claudia Kamensky
Team Lead External Communications
CLARIANT INTERNATIONAL
Corporate Center
Pratteln, Basel CH-4133
SWITZERLAND
claudia.kamensky@clariant.com
www.clariant.com

Best of Brochures

R+V VERSICHERUNG AG
Unser Weg in die Zukunft

NOMINATOR

Antonio De Mitrì
Managing Director
CONCEPT C MEDIA GMBH
Frankenthaler Str. 20
81539 Munich
GERMANY
gmb@concept-c.media
www.concept-c.media

CLIENT

Joscha Denzer
Konzern-Kommunikation
R+V VERSICHERUNG AG
Raiffeisenplatz 2, G 202
65189 Wiesbaden
GERMANY
joscha.denzer@ruv.de
www.ruv.de

Best of Calendars

HYUNDAI CONSTRUCTION EQUIPMENT *2022 Calendar*

NOMINATOR

Jongho Kim
President
NEOFOCUS
1803, 226, Gasan Digital 1-ro, Geumcheon-gu
Seoul 08052
SOUTH KOREA
neo.simpartners@gmail.com
www.neofocus.co.kr

CLIENT

Minyoung Lee
Marketing Department Officer
HYUNDAI CONSTRUCTION EQUIPMENT
55, Bundang-ro, Bundang-gu
Seongnam-si, Gyeonggi-Do 13591
SOUTH KOREA
jiyuen.oh@sk.com
www.skens.com

Best of Campaigns

GLS IBERIA

GLS New Corporate Identity: Employee Campaign

<https://bit.ly/34ax5UK>

NOMINATOR

Cristina Ruiz
Managing Director
ULLED ASOCIADOS
Ronda Sant Pere, 17, 7^a
Barcelona 08010
SPAIN
cruiz@ulled.com
www.ulled.com

CLIENT

Mireia Ruzafa
Marketing Director
GLS IBERIA
Av Fuentemar 18
Coslada (Madrid) 28823
SPAIN
<https://www.gls-spain.es/es/>

Best of Cross-Media Concepts

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

PORSCHE EXPERIENCE stories 2022 EDITION

NOMINATOR

Berthold Dörrich

CEO

BRANDSONSPEED GMBH

Dornhaldenstrasse 6

70199 Stuttgart

GERMANY

berthold.doerrich@brandsonspeed.com

www.brandsonspeed.com

CLIENT

Ralph Kimmerle

Specialist Porsche Global Communications

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

Porscheplatz 1

70435 Stuttgart

GERMANY

ralph.kimmerle@porsche.de

www.porsche.de

Best of Custom Publications

LAND STEIERMARK, FACHABTEILUNG A6 *ZWEI UND MEHR*

NOMINATOR

Dr. Katrin Seidel
Editor in Chief & Project Manager
COPE CONTENT PERFORMANCE GROUP
Hainburger Strasse 33
Vienna 1030
AUSTRIA
katrin.seidel@copegroup.com
www.copegroup.com

CLIENT

Mmag.a Andrea Koller
Resort Leader
LAND STEIERMARK, FACHABTEILUNG A6
Karmeliterplatz 2
Graz 8010
AUSTRIA
zweiundmehr@copegroup.com
www.zweiundmehr.steiermarkt.at

Best of Magazines

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

PORSCHE EXPERIENCE stories 2022 EDITION

NOMINATOR

Berthold Dörrich

CEO

BRANDSONSPEED GMBH

Dornhaldenstrasse 6

70199 Stuttgart

GERMANY

berthold.doerrich@brandsonspeed.com

www.brandsonspeed.com

CLIENT

Ralph Kimmerle

Specialist Porsche Global Communications

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

Porscheplatz 1

70435 Stuttgart

GERMANY

ralph.kimmerle@porsche.de

www.porsche.de

Best of Non-Profit Organizations

VOCATIONAL TRAINING COUNCIL

Annual Report 2020/21 –

Talent for the Multidisciplinary & Digital Era

https://www.vtc.edu.hk/ero/Annual_Report_20-21/

NOMINATOR

Stella Cheang

Senior Project Officer

VOCATIONAL TRAINING COUNCIL

ERO, 15/4, VTC Tower, 27 Wood Road

Wan Chai

HONG KONG

stellacheang@vtc.edu.hk

chancoris@vtc.edu.hk

www.vtc.edu.hk

Best of Promotion

NGONG PING 360
360 Sweatival

<https://youtu.be/7b5QhiGd1Ws>

<https://drive.google.com/drive/folders/1clSvzfhtlu--NHkhtj-rK8sTxz7kqiIG?usp=sharing>

NOMINATOR

Jessie Leung

Senior Marketing Officer

NGONG PING 360

11 Tat Tung Road, Tung Chung

Lantau

HONG KONG

jessie.leung@np360.com.hk

<https://www.np360.com.hk/en/>

Best of Self-Promotion

COPE CONTENT PERFORMANCE GROUP *Content Marketing Ohne Bullshit*

www.copegroup.com/ohnebullshit/

<https://drive.google.com/drive/folders/1u0V5sQgNi1JQZ1jWZSAhrMZc6OnbCzgE?usp=sharing>

NOMINATOR

Julia Warnick-Kolar

Head of Marketing

COPE CONTENT PERFORMANCE GROUP

Hainburger Strasse 33

Vienna 1030

AUSTRIA

julia.warnick-kolar@copegroup.com

www.copegroup.com

Best of Special Projects

MEGABOX DEVELOPMENT COMPANY LIMITED

MegaBox Disney Summer Home Party

Application Deck:

<https://drive.google.com/drive/folders/1kRg24huPGrWJp9og4ANjeQ1EQm-pZtUk?usp=sharing>

Campaign Summary Video:

<https://drive.google.com/drive/folders/1rh653YDusM7q6fa3CsIyemHBNiD1UJGu?usp=sharing>

News Clippings:

<https://drive.google.com/drive/folders/1III1wdOxZpFgrxShYMFZcclOwX7mkq-u8?usp=sharing>

Photos:

<https://drive.google.com/drive/folders/112ObAkgNpyEtKi36JAy9378xOaaLrUf6?usp=sharing>

Promotional Video:

https://drive.google.com/drive/folders/1YavMBNeBeVP6eN6_SkSxuQTKqB6ZtRaU?usp=sharing

NOMINATOR

Carol Cheng

Deputy Director, Promotion

MEGABOX DEVELOPMENT COMPANY LIMITED

Unit 2001, L20, Tower 1, Enterprise Square 5

38 Wang Chiu Road

Kowloon

HONG KONG

carolcheng@kerryprops.com

www.megabox.com.hk

Best of Tourism

HONG KONG TOURISM BOARD *West Kowloon Neighbourhood 2021*

https://drive.google.com/drive/folders/1_KMifs3W_JYVUtJexWYuVudIYYGTcBJ3?usp=sharing

NOMINATOR

Pipi Yuen
Assistant Manager, Brand Marketing
HONG KONG TOURISM BOARD
9th-11th Floors, Citicorp Centre,
18 Whitfield Road, North Point
HONG KONG
pipi.yuen@hktb.com
www.discoverhongkong.com

Best of Video

KERRY PROPERTIES LIMITED

La Marina Sales Video

<https://drive.google.com/file/d/1AgRGVCEXLYdVdHsvKm7QQut1OHE03EFA/view?usp=sharing>

NOMINATOR

Carol Man
Deputy Manager – Communications
KERRY COMMUNICATION LIMITED
25/F, Kerry Centre, 683 King's Road
Quarry Bay
HONG KONG
carol.py.man@kerryprops.com
<https://www.kerryprops.com/>

CLIENT

Michelle Lam
Senior Manager – Sustainability and Communications
KERRY PROPERTIES LIMITED
25/F, Kerry Centre, 683 King's Road
Quarry Bay
HONG KONG
communication@kerryprops.com
<https://www.kerryprops.com/>

Best of Websites

TÜV SÜD AG

About Trust Webmagazine

<https://abouttrust.tuvsud.com/>

NOMINATOR

Stefanie Moers

Managing Partner

MUEHLHAUSMOERS CORPORATE COMMUNICATIONS GMBH

Invalidenstrasse 112

10115 Berlin

GERMANY

s.moers@muehlhausmoers.com

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

CLIENT

Joerg Riedle

Head of Internal Communications

TÜV SÜD AG

Westendstrasse 199

80686 Munich

GERMANY

<https://www.tuvsud.com/en>