



## **2012/13 MERCURY AWARDS**

### **GRAND WINNERS**

### **BOOK**

#### *Creative and Production Credits*

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# **MERCURY AWARDS 2012/2013**

## *Distinguished Judges*

### **33 VISUAL**

*Mexico City, MEXICO*

Rafael Monroy – Project Director

Yazmin Perez-Aviles – Art Director

Martin Vargas – Director

### **ALEX SCHKRUTZ CONSULTING**

*Jersey City, NJ*

Alex Schkrutz – Consultant

### **AVILA CREATIVE**

*Chicago, IL*

John Avila – Principal

### **CHINA TELECOM CORPORATION LIMITED**

*Wanchai, HONG KONG*

Doris Chan – Assistant Manager/  
Investor Relations Department

Enrica Lee – Assistant Company Secretary

Ivan Wong – Manager/Investor Relations  
Department

### **DANIEL KENNEDY COMMUNICATIONS SERVICES**

*New York, NY*

Daniel Kennedy – Managing Director

### **EQUITY FINANCIAL PRESS LTD.**

*Central, HONG KONG*

Catherine Chan – Director

John Kwok – Creative Director

### **GLOBAL POINT NY**

*New York, NY*

Samantha Edwards – Creative Director

Ryan Lemere – Creative Specialist

En Tsao – Designer

### **HOFFMAN UND CAMPE CORPORATE PUBLISHING**

*Hamburg, GERMANY*

Eva-Maria Boebel – Project Manager

Mona Karl – Head of Public Relations

Bernd Ziesemer – Managing Director

### **LINK GROUP LTD.**

*Central, HONG KONG*

Hidy Shum – Sales Director

### **INBRAX CHILE**

*Santiago, CHILE*

Cristián Chávez – Creative Director

Pancho González – Chief Creative Officer

Eduardo Pérez – Creative Director

### **IN-DESIGN HK LIMITED**

*Chaiwan, HONG KONG*

Johnny Law Kwok Wah – Executive  
Director

Ivan Ng – Art Director

Jose Wong – Sr. Account Manager

### **IONE FINANCIAL PRESS LIMITED**

*Central, HONG KONG*

Cyrus Chan – Assistant Sales Manager

Man Chan – Art Director

Daniel Fok – Senior Designer

Dennis Ho – Sales Director

Axel Kiang – Creative Director

Eric Ko – Sales Manager

Epo Lai – Sales Director

Jay Lei – Sales Support Manager

Davy Li – Sales Director

### **JIM BARBER STUDIO**

*Sandy Hook, CT*

Jim Barber – Principal

**KIRCHERBURKHARDT GmbH**

*Stuttgart, GERMANY*

Christina Ackermann – Head of  
Infografik

Antje Brueckner – Award Leader  
Henriette Diekhoff – Sr. Art Director  
Sebastian Eick – Creative Director  
Nelli Havemann – Creative Director  
Katrín Hoffmann – Creative Director  
Sarah Roese – Graphic Department  
Nils Steinert – Senior Art Director

**LOVED GmbH**

*Hamburg, GERMANY*

Peter Matz – Publication Manager  
Rouven Steinke – Creative Director  
Julia-Christin Holtz – Art Director

**MIND (21) FACTORY**

*Stuttgart, GERMANY*

Georg Flachbart – Creative Director

**PHOENIX COMMUNICATIONS  
LIMITED**

*Wanchai, HONG KONG*

Kinson Ku – Account Director

**PVF INVESTOR RELATIONS**

*Lambsheim, GERMANY*

Hubertus Von Münchhausen – Manager  
Investor Relations

**RAT FÜR RUHM UND EHRE GMBH**

*Duesseldorf, GERMANY*

Myrto Athanassidu – Managing Director  
Rebecca Haag - Editor  
Sepideh Honarbacht – Managing Director  
Brigitte Lohmanns – Publication Specialist

**REF FINANCIAL PRESS LTD.**

*Central, HONG KONG*

Alex Choi – Associate Creative Director  
Vivianne Leung – Sales Coordinator  
Alan So – Creative Director

**RINGZWEI**

*Hamburg, GERMANY*

Dirk Linke – Creative Director

**RR DONNELLEY**

*Central, Hong Kong*

Yan Wai Kei – Creative Director

**SHIAN, INC.**

*Tokyo, JAPAN*

Yukiyo Asuka – Coordinator  
Jeffrey Canady – Editor/Writer  
Hideharu Furaya – Designer  
Ai Hoshino – Coordinator  
Ikko Tsukahara – President  
Akihiro Yoshimura – Executive Consultant

**SMART MEDIA – THE ANNUAL  
REPORT COMPANY**

*Colombo, SRI LANKA*

Ananda Jagoda – Chief Creative Officer  
Dr. Vijith Kannangara – Chairman  
Naleen Wijesinghe – Associate Creative  
Director

**S/O PROJECT**

*Seoul, KOREA*

Hee Bong Kim – Art Director  
Ryan Soo Kim – Team Manager  
Jibye Lee – Art Director

**STUDIO 210**

*Norwalk, CT*

Richard Colin – Production Co-ordinator  
Karen Krieger – CEO  
John Tiganella – Designer

**THE DESIGN ASSOCIATES LTD.**

*Chaiwan, HONG KONG*

Fritz Lam – Account Director  
Nikki So – Senior Graphic Designer  
Demo Tam – Art Director

# BEST OF SHOW

**CPP**

*Addiction to Mobile Phones*

**NOMINATOR:**

Sara Güemes & MJ Rabadán

Consultants

INFORPRESS

Arturo Soria 99

28043 Madrid

SPAIN

Tel: 34 91 5640725 - Fax: 31 91 5644487

*sguemes@inforpress.es/mjrabadan@inforpress.es*

**CLIENT:**

Eduardo Gil

Communications Manager

CPP

Via de Los Poblados edif. B 2<sup>a</sup> pl.

28033 Madrid

SPAIN

Tel: 34 91 121 1518

*egil@cpp.es*

# BEST OF WRITING

## UNITED THERAPEUTICS *UTHR 2011 Annual Report - The Musical*

### **NOMINATOR:**

Bill Rock  
Creative Director  
UNITED THERAPEUTICS  
1040 Spring Street  
Silver Spring, MD 20910  
USA  
Tel: 202-437-0506  
*bill@unither.com*

### **WRITER:**

Paul Mahon  
UNITED THERAPEUTICS  
1040 Spring Street  
Silver Spring, MD 20910  
USA  
Tel: 202-437-0506  
*paul@unither.com*

# BEST OF DESIGN

## AUTOMOBILI LAMBORGHINI S.P.A. *Lamborghini Calendar*

### **NOMINATOR:**

Berthold Dörrich  
CEO  
KÖCKRITZDÖRRICH GMBH  
Obere Wässere 3-7  
72764 Reutlingen  
GERMANY  
Tel: 49 7121 43304-0 - Fax: 49 7121 43304-10  
*info@kdgroup.com*

### **CLIENT:**

Fintan Knight  
Head of Marketing  
AUTOMOBILI LAMBORGHINI S.P.A.  
Via Modena 12  
40019 Sant' Agatha Bolognese  
ITALY  
Tel: 39 51 6817-0  
*www.lamborghini.com*

# BEST OF ADVERTISING

## SYDINVEST *Sydinvest Campaign 2012*

### **NOMINATOR:**

Henry Rasmussen  
Executive Creative Director  
ANDERSEN & BLAESBJERG  
Christiansgade 70  
Odense C 5000  
DENMARK  
Tel: 45 2148 3454  
*hra@andersen-blaesbjerg.dk*

### **CLIENT:**

Tine Lawaetz Lund  
Investor Relations Manager  
SYDINVEST  
Peberlyk 4  
DK-6200 Aabenraa  
DENMARK  
Tel: 45 74 37 33 17  
*tine.lund@sydinvest.dk*

### **ART DIRECTORS:**

Christiansen/Frank/Nielsen/ Thomsen  
ANDERSEN & BLAESBJERG  
Christiansgade 70  
Odense C 5000  
DENMARK  
Tel: 45 2148 3454  
*hra@andersen-blaesbjerg.dk*

### **WRITERS:**

Jan Iverson & Henry Rasmussen  
ANDERSEN & BLAESBJERG  
Christiansgade 70  
Odense C-5000  
DENMARK  
Tel: 45 2148 3454  
*hra@andersen-blaesbjerg.dk*

# BEST OF ANNUAL REPORTS

~ *Cover Design* ~

## DOOSAN HEAVY INDUSTRIES & CONSTRUCTION

*Exploring New Dimensions*

### **NOMINATOR:**

Gi Hwan Kim  
Creative Director  
THE THIRD AGE  
391-8, Seogyo-dong, Mapo-gu  
Seoul, 121-839  
SOUTH KOREA  
Tel: 82 2 543-3391 - Fax: 82 2 543-3314  
*ehshin@thirdage.or.kr*

### **CLIENT:**

Ji Yoon Kim  
Assistant Manager  
DOOSAN HEAVY INDUSTRIES & CONSTRUCTION  
465 Gangnam-daero, Seocho-gu  
Seoul, 137-920  
SOUTH KOREA  
Tel: 82 2 513-6991 - Fax: 82 2 513-6200  
*christina.kim@doosan.com*

### **DESIGNERS:**

Jung Nam & Hae In Yoon  
THE THIRD AGE  
391-8, Seogyo-dong, Mapo-gu  
Seoul, 121-839  
SOUTH KOREA  
Tel: 82 2 543-3391 - Fax: 82 2 543-3314  
*jnam@thirdage.or.kr/hiyoon@thirdage.or.kr*



**BEST OF ANNUAL REPORTS**  
*~ Interior Design ~*

**NEW WORLD CHINA LAND LIMITED**  
*Annual Report 2012*

**NOMINATOR:**

Jackson Wong  
Corporate Communications Executive  
EDICO FINANCIAL PRESS SERVICES LIMITED  
8/F Wheelock House  
20 Pedder Street Central  
HONG KONG  
Tel: 852 3755 6901 - Fax: 852 2110 1692  
*jackson.wong@edico.com.hk*

**CLIENT:**

Stephen Hui  
Officer - Corporate Affairs  
NEW WORLD CHINA LAND LIMITED  
9/F, New World Tower 1  
18 Queen's Road Central  
HONG KONG  
Tel: 852 2131 6761- Fax: 852 2135 3761  
*stephenhui@nwd.com.hk*

**BEST OF ANNUAL REPORTS**  
*~ Overall Presentation ~*

**TOMORROW FOCUS AG**  
*Think Ahead*

**NOMINATOR:**

Armin Blohmann

Head of Corporate Communications & Investor Relations

TOMORROW FOCUS AG

Neumarkter Straße 61

81673 Munich

GERMANY

Tel: 49 89 9250 1256 - Fax: 49 89 9250 2403

*a.blohmann@tomorrow-focus.de*

# BEST OF APPS

## RWE VERTRIEB AG *RWE/NEXT iPad App*

### **NOMINATOR:**

Mona Karl  
Head of Public Relations  
HOFFMANN UND CAMPE CORPORATE PUBLISHING  
Harvestehuder Weg 42  
20149 Hamburg  
GERMANY  
Tel: 49 40 44188-212  
*mona.karl@hoca.de*

### **CLIENT:**

Peter Köster  
Head of Marketing  
RWE VERTRIEB AG  
Freistuhl 7  
44137 Dortmund  
GERMANY  
Tel: 49 231 438-6449  
*peter.koester@rwe.com*

# BEST OF BROCHURES

## KOREA EXCHANGE *Higher & Closer*

### **NOMINATOR:**

Kiyeol Paek  
KILLING MARIO CO., LTD.  
2F, 76-5, Nonhyeon-dong, Gangnam-gu  
Seoul, 135-101  
SOUTH KOREA  
Tel: 82 2 795 2522 - Fax: 82 2 795 2524  
*kentap@killingmario.com*

### **CLIENT:**

Yoonjung Han  
Public Relations Manager  
KOREA EXCHANGE  
11/F, 33 Yeoido-dong, Youngdeungpo-gu  
Seoul, 150-010  
SOUTH KOREA  
Tel: 8582 2 3774 4089- Fax: 82 2 780 6421  
*yjhan@krx.co.kr*

# BEST OF CUSTOM PUBLICATIONS

## EVONIK INDUSTRIES AG

### *Evonik Magazine*

#### **NOMINATOR:**

Mona Karl  
Head of Public Relations  
HOFFMANN UND CAMPE CORPORATE PUBLISHING  
Harvestehuder Weg 42  
20149 Hamburg  
GERMANY  
Tel: 49 40 44188-212  
*mona.karl@hoca.de*

#### **CLIENT:**

Stefan Haver  
Head of Internal Communications & Corporate Media  
EVONIK INDUSTRIES AG  
Rellinghauser Strasse 1-11  
45128 Essen  
GERMANY  
Tel: 49 201 1773381  
*stefan.haver@evonik.com*

# BEST OF DVDs/VIDEO

## HOFFMANN UND CAMPE CORPORATE PUBLISHING *image film*

### NOMINATOR:

Mona Karl  
Head of Public Relations  
HOFFMANN UND CAMPE CORPORATE PUBLISHING  
Harvesthuder Weg 42  
20149 Hamburg  
GERMANY  
Tel: 49 40 44188-212  
*mona.karl@hoca.de*

# BEST OF EMPLOYEE PUBLICATIONS

## CREDIT SUISSE AG

*one*

### **NOMINATOR:**

Urs Schwarz

Vice President

CREDIT SUISSE AG

Bleicherweg 33

Zurich 8070

SWITZERLAND

Tel: 41 44 334 19 68

*urs.schwarz@credit-suisse.com*

# BEST OF MAGAZINES

~ *Design* ~

## AUDI AG *AUDI Magazine 04/2011*

### NOMINATOR:

Peter Matz  
Account Director  
LOVED GMBH  
Brandstwierte 46  
20457 Hamburg  
GERMANY

Tel: 49 40 80 00 486-19 - Fax: 49 40 80 00 48 6-99  
*pm@loved.de*

### CLIENT:

Robin Ruschke  
Interactive Marketing Communications  
AUDI AG  
I/VM-44  
85045 Ingolstadt  
GERMANY

Tel: 49 841 89 38830  
*robin.ruschke@audi.de*



**BEST OF MAGAZINES**  
*~ Overall Presentation ~*

**LLORENTE & CUENCA**  
***UNO***

**NOMINATOR:**

Julia Montoro  
Senior Consultant  
LLORENTE & CUENCA  
Hermanos Becquer 4  
28006 Madrid  
SPAIN

Tel: 34 91 5637-722 - Fax: 34 91 5632-466  
*jmontoro@llorenteycuenca.com*

**ILLUSTRATOR:**

Marisa Maestre  
AR DIFUSION  
Fernando El Santo, 9  
28010 Madrid  
SPAIN

Tel: 34 91 5635-754  
*www.ardifusion.com/www.marisamaestre.com*

# **BEST OF PROMOTION/MARKETING**

## **NEW WORLD DEVELOPMENT COMPANY LIMITED** *The Green Book*

### **NOMINATOR:**

Maria Cheung  
General Manager - Corporate Communications  
NEW WORLD DEVELOPMENT COMPANY LIMITED  
34/F, New World Tower  
18 Queen's Road Central  
HONG KONG  
Tel: 852 2131 6606 - Fax: 852 2135 3606  
*queenielai@nwd.com.hk*

# BEST OF PUBLICITY

## CPP

### *Addiction to Mobile Phones*

#### **NOMINATOR:**

Sara Güemes & MJ Rabadán

Consultants

INFORPRESS

Arturo Soria 99

28043 Madrid

SPAIN

Tel: 34 91 5640725 - Fax: 31 91 5644487

*sguemes@inforpress.es/mjrabadan@inforpress.es*

#### **CLIENT:**

Eduardo Gil

Communications Manager

CPP

Via de Los Poblados edif. B 2ª pl.

28033 Madrid

SPAIN

Tel: 34 91 121 1518

*egil@cpp.es*

# **BEST OF SPECIAL EVENTS**

## **THE GORDON AND BETTY MOORE FOUNDATION** *Patient Care Program National Launch*

### **NOMINATOR:**

Sharon Reis  
Partner  
GYMR PUBLIC RELATIONS  
1825 Connecticut Avenue NW  
Suite 300  
Washington, DC 20009  
USA  
Tel: 202-745-5100 - Fax: 202-234-6159  
*stoher@gymr.com*

### **CLIENT:**

George Bo-Linn  
Chief Program Officer - Patient Care Program  
THE GORDON AND BETTY MOORE FOUNDATION  
1661 Page Mill Road  
Palo Alto, CA 94304  
USA  
Tel: 650-213-3160 - Fax: 650-213-3003  
*george.bo-linn@moore.org*

### **PUBLIC RELATIONS MANAGER:**

Crystal Cooper  
GYMR PUBLIC RELATIONS  
1825 Connecticut Avenue NW  
Suite 300  
Washington, DC 20009  
USA  
Tel: 202-745-5062  
*clcooper@gymr.com*

# BEST OF SPECIAL PROJECTS

## ROBERT BOSCH GMBH *The Life of Robert Bosch* *(Manga Book)*

### NOMINATOR:

Hannes Kuelz

Editor

KIRCHERBURKHARDT GMBH

Heiligegeistkirchplatz 1

10178 Berlin

GERMANY

Tel: 49 30 44032-18 - Fax: 49 30 33032-20

*amtje.brueckner@kircher-burkhardt.com*

### CLIENT:

ROBERT BOSCH GMBH

Robert-Bosch-Platz 1

70839 Gerlingen-Schillerhöhe

Baden-Württemberg

GERMANY

*www.bosch.com*

# BEST OF WEBSITES

## HONG KONG TOURISM BOARD *"Discover Hong Kong"* *Website 2012*

### **NOMINATOR:**

Jasmine Ma  
HONG KONG TOURISM BOARD  
9/11F, Citicorp Centre  
18 Whitfield Road, North Point  
HONG KONG  
Tel: 852 2907 6543 - Fax: 852 2806 0303  
*jasmine.ma@hktb.com*

### **CLIENT:**

Carmen Szeto  
Digital Marketing Manager  
HONG KONG TOURISM BOARD  
9/11F, Citicorp Centre  
18 Whitfield Road, North Point  
HONG KONG  
*carmen.szeto@hktb.com*

# BEST OF CAMPAIGNS

~ *Corporate* ~

## MILKPEP

### *The Breakfast Project*

#### **NOMINATOR:**

Molly Lipsitz

Account Supervisor - Digital

WEBER SHANDWICK

875 N. Michigan Avenue

Suite 2400

Chicago, IL 60611

USA

Tel: 312-988-2313- Fax: 312-988-2363

*mlipsitz@webershandwick.com/www.milkmustache.com*

#### **CLIENT:**

Victor Zaborsky

Marketing Director

MILKPEP

1250 H Street NW

Suite 950

Washington, DC 20005

USA

Tel: 202-737-0153

*vzaborsky@milkspep.org*

# **BEST OF CAMPAIGNS**

*~ Public Affairs ~*

## **MESSE FRANKFURT GMBH** *Messe Frankfurt Against Copying*

### **NOMINATOR:**

Kai Hattendorf

Vice President - Corporate Communications & Marketing

MESSE FRANKFURT GMBH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

GERMANY

Tel: 49 69 7575-6622 - Fax: 49 69 7575-96622

*kai.hattendorf@messefrankfurt.com*