



2016/17 MERCURY Awards  
Grand Winners  
Book

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# 2016/17 MERCURY Awards Judges

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## **ATREVIA PORTUGAL**

*Lisbon, PORTUGAL*

Ana Margarida Ximenes – President

## **ATREVIA SPAIN**

*Madrid, SPAIN*

Elena de la Mata – Manager

## **BERENBERG**

*Hamburg, GERMANY*

Karsten Wehmeier – Managing Director,  
Corporate Comms.

## **CENTRAL CHINA REAL ESTATE LIMITED**

*Hong Kong, HONG KONG*

Minnie Li – Investor Relations Manager

## **CHINA UNICOM**

*Hong Kong, HONG KONG*

Ivan Wong – Deputy Director, IR Department  
Enrica Lee – Assistant Company Secretary

## **DANIEL KENNEDY COMMUNICATIONS SERVICES**

*New York, NY*

Daniel Kennedy – President

## **DONNELLEY FINANCIAL SOLUTIONS**

*Hong Kong, HONG KONG*

Rachel Choi – Creative Director  
Alex Ng – Senior Designer  
Kobe – Designer  
Maling – Designer

## **EDICO FINANCIAL PRESS SERVICES LIMITED**

*Central, HONG KONG*

Isabel Chan – Senior Designer, C & G  
Department

Amy Donati – Chief Executive Officer

Stella Kwok – Director, C & G Department

Vicky Lee – Director, Corporate Sales & Services  
Department

Joey Li – Supervisor, Corp. Sales & Services  
Department

Isabel Lok – Director, Corp. Sales & Services  
Department

Heidi Mak – Senior Designer, C & G Department

Queenie Shek – Associate Director, C & G  
Department

Ricky Tse – Manager, Print Bind/Logistic  
Department

Joyce Wong – Director, Corp. Sales and Services  
Department

## **GENNEX FINANCIAL MEDIA LIMITED**

*Central, HONG KONG*

Kelvin Chung – Creative Director

King Wong – Associate Creative Director

Laetitia Wong – Senior Art Director

## **i.LINK GROUP LIMITED**

*Central, HONG KONG*

Hidy Shum – Assistant General Manager

## **INBRAX**

*Santiago, CHILE*

Rodrigo Gallardo – Art Director

Sergio Galizaya – Art Director

Francisco Silva – Art Director

**KERRY PROPERTIES LTD**

*Hong Kong, HONG KONG*

Michelle Lam – Director, Corporate & Marketing  
Communication

**MAISON DE L'ORIENTATION**

*Luxembourg, LUXEMBOURG*

Janine Neves – Head Coordinator

**MM PARTNERS**

*Seoul, SOUTH KOREA*

Ji Young Jung – Chief Director  
Young –Il Kim – Planning Director  
Jong Kook Yi – Chief Director & CDO

**M&M CONSULTANCY**

*Hong Kong, HONG KONG*

Mike Moulders – Principal Brand & Design  
Consultant

**OMV AKTIENGESELLSCHAFT**

*Vienna, AUSTRIA*

Pia Kiss- Horvath – Expert Internal  
Communications

**PUBLIK. AGENTUR FÜR KOMMUNIKATION  
GMBH**

*Ludwigshafen, GERMANY*

Laura Ricke – Creative Director

**REF FINANCIAL PRESS LIMITED**

*Central, HONG KONG*

Vie Chan – Sales Executive  
Alex Choi – Associate Creative Director  
Natasha Fung – Sales Trainee  
Alan So – Creative Director

**RINGZWEI**

*Hamburg, GERMANY*

Dirk Linke – Creative Director  
Juliane Schoendube – Art Director

**SHIAN INC.**

*Tokyo, JAPAN*

Jeffrey Canaday – Senior Editor & Writer  
Shian - Writers/Editorial Team  
Shian - Graphic Design Team

**SYDINVEST**

*Aabenraa, DENMARK*

Tine Lund – Senior Vice President

**TAYBURN**

*Istanbul, TURKEY*

C. Karatay – Junior Manager  
Ronaldo Manosa – CEO  
N. Yilmazcan – Director

**THE REIS GROUP PUBLIC RELATIONS**

*Washington, DC*

Tamara Moore – Vice President  
Sharon Reis – Principal

**TOPPAN VITE LIMITED**

*Kowloon, HONG KONG*

Wilson Kwan – Creative Director  
Derek Ma – Art Director  
Peter Yeo - Assistant General Manager

**UNITED THERAPEUTICS**

*Washington, DC*

Bill Rock – Creative Director  
Randy Scope – Media Specialist / Producer

**WORKPLACE SAFETY & PREVENTION SERVICES**

*Mississauga, CANADA*

Marie Vecera – Senior Graphic Designer

**YELLOW CREATIVE (HK) LIMITED**

*Hong Kong, HONG KONG*

Rebecca So – Managing Partner  
Ellen Zee – Managing Partner

# Best of Show

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UNITED THERAPEUTICS  
*GAME ON!*

NOMINATOR

Bill Rock  
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UNITED THERAPEUTICS  
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# Best of Writing

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UNITED THERAPEUTICS  
*GAME ON!*

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# Best of Design

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RED INDIANS PUBLISHING GMBH & CO. KG

*ramp #35 – Up up and away*

## NOMINATOR

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Editor-in-Chief

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[www.ramp-magazin.de](http://www.ramp-magazin.de)

# Best of Advertising –

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THE WAR AMPS / LES AMPUTÉS DE GUERRE  
*Julianna & La Vainqueur Julianna*

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# Best of Annual Reports - *Cover Design*

---

CLEAR MEDIA LIMITED

*Our Creation For The Road Ahead – Annual Report 2015*

NOMINATOR

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REF FINANCIAL PRESS LIMITED

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# Best of Annual Reports - *Interior Design*

---

CLEAR MEDIA LIMITED

*Our Creation For The Road Ahead - Annual Report 2015*

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# Best of Annual Reports— *Overall Presentation*

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## INFORMA

### *2015 Annual Report - Progress and Performance*

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# Best of Apps

---

## LUFTHANSA CARGO AG *Lufthansa Cargo Company App*

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

---

ERNST & YOUNG LLP

*EY - Tax Insights for business leaders - Issue 17*

NOMINATOR

Catherine McLean

Editor

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# Best of Custom Publications— *General Audience*

---

## AUDI AG

*Sensing progress. Cross-media direct mailing for  
the launch of the new Audi A4*

### NOMINATOR

Clemens Brendel  
GINGCO.NET WERBEAGENTUR GMBH & CO. KG  
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# Best of Custom Publications— *General Audience (continued)*

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# Best of Employee Publications

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VATTENFALL AB  
*Vattenfall Magazine*

## NOMINATOR

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<http://news.vattenfall.com/en>

# Best of Magazines – *Design*

---

RED INDIANS PUBLISHING GMBH & CO. KG  
*ramp #34 - Der Ziel ist das Weg*

## NOMINATOR

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[www.ramp-magazin.de](http://www.ramp-magazin.de)



# Best of Magazines – *Overall Presentation*

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NETWORK IN ART CO.

*Hanyue (韩悦) Vol.2 Fabric*

NOMINATOR

Eunju Min

Director

NETWORK IN ART CO.

301-B Jangchung Bldg., 12 Dongho-ro 28-gil, Jung-gu

Seoul 04617

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# Best of Social Media

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HONG KONG TOURISM BOARD

*Hong Kong New Year Countdown Celebrations*

NOMINATOR

Lisa Ho

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HONG KONG TOURISM BOARD

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

# Best of Video

---

HORNBACH BAUMARKT AG  
*Hornbach – Motodrom*

## NOMINATOR

Till Uhrig  
Head of Videodesk  
TERRITORY CONTENT TO RESULTS GMBH  
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<http://www.territory.de/>

## CLIENT

HORNBACH BAUMARKT AG  
GERMANY  
[www.hornbach.de](http://www.hornbach.de)

# Best of Websites

---

## CLP HOLDINGS LIMITED *2015 Snapshot*

### NOMINATOR

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<http://www.clpgroup.com/en>

# Best of Promotion

---

UNILEVER MAGNUM

*Release The Beast Dare to Go Double*

## NOMINATOR

Ceylan Ozunel  
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EXCEL COMMUNICATION AND PERCEPTION MANAGEMENT  
Tekin Sokak Havuzlar Sitesi Kosku No: 5/1 Acibadem-Istanbul  
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www.magnum.com.tr

# Best of Publicity

---

## HONG KONG TOURISM BOARD *A Taste of Hong Kong*

### NOMINATOR

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

# Best of Special Events

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SAMSUNG

*Samsung S7 Live Challenge*

NOMINATORS

Oliver Dietrich

Director, Creative Ideation

SEVENONE ADFACTORY

ProSiebenSat. 1 Media SE

85774 Unterföhring, Bavaria

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<https://www.sevenone-adfactory.de/>

CLIENT

SAMSUNG

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

# Best of Campaigns – *Non-Profit Organizations*

---

## THE COP22 STEERING COMMITTEE *Fighting Against Climate Change*

### NOMINATOR

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<http://www.infomediap22.com/en/login>



# Best of Campaigns – *Corporate*

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## THYSSENKRUPP AG *thyssenkrupp Brand Relaunch*

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