



## **GALAXY AWARDS 2012**

### **GRAND WINNERS**

### **BOOK**

*Creative and Production Credits*

*Sponsored by:*  
**MerComm, Inc.**  
**500 Executive Boulevard**  
**Ossining-on-Hudson, NY 10562 U.S.A.**  
**(914) 923-9400 or Fax: (914) 923-9484**  
**[www.mercommawards.com](http://www.mercommawards.com)**

# **GALAXY AWARDS 2012**

## **JUDGES**

### **AIR HEALTH**

*Silver Spring, MD*

Gwen Brown – Assistant to Managing  
Director

Martha Mater - Manager, Creative Services

Jim Stapp - Graphic Designer

### **BANK OF CHINA (HONG KONG) LIMITED**

*Central, HONG KONG*

Angel Yip - Chief Corporate  
Communications Manager

### **BASSO DESIGN GROUP**

*Troy, MI*

Dan Baron - V.P. Client Relations

### **BURGESS STRATEGIC MARKETING SERVICES**

*Troy, MI*

Sandra J. Burgess – Owner

### **C.J. GRAPHICS**

*Toronto, Ontario CANADA*

Bob Henderson – Sales Manager

Vince Karpacz – Account Representative

Gino Rende – Account Representative

### **DANIEL KENNEDY COMMUNICATIONS SERVICES**

*New York, NY*

Daniel Kennedy - Managing Director

### **DECKER DESIGN**

*New York, NY*

Lynda Decker - President

Kevin Lamb - Senior Designer

### **I.LINK GROUP LTD.**

*Central, HONG KONG*

Ricky Chung – Art Director

Hidy Shum - Sales Director

### **INBRAX**

*Santiago, CHILE*

Poncho Gonzalez - Executive Creative  
Director

Christian Toffolo - Creative Director

Eduardo “Chicano” Pérez – Creative  
Director

### **INCA COMMUNICATION**

*Seoul, REPUBLIC OF KOREA*

Jeong eun Kim – Director

Ran Yeong Kim – Senior Director

Young il Kim – Director

Jong Kook Yi – Chief Director

### **IN DESIGN HK LIMITED**

*Chai Wan, HONG KONG*

Johnny Law – Executive Director

Ivan Ng – Art Director

Jose Wong – Senior 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

Epo Lai - Sales Director

Terence Lau – Managing Director

Jay Lee – Sales Support Manager

Davy Li – Sales Director

**INVISION DESIGN, INC.**

*Madison Heights, MI*  
Victor Ramirez - Owner

**JIM BARBER STUDIO**

*Newtown, CT*  
Jim Barber - President

**MEDIA GENESIS**

*Troy, MI*  
Antoine Dubeauclard - President  
Heather Joy - Designer

**MENSALIA GMBH**

*Vienna, AUSTRIA*  
Christophe Gilet - Managing Director  
Astrid Focke - Production Director  
Sigrid Pratsch - Production Director

**PARAGRAPHS DESIGN**

*Chicago, IL*  
Julie Beard - Senior Designer  
Rachel Radtke - Senior Vice President  
Dora Rodrigues - Senior Designer

**REF FINANCIAL PRESS LIMITED**

*Central, HONG KONG*  
Alex Choi - Associate Creative Director  
Jerry Lam - Senior Designer  
Vivianne Leung - Sales Coordinator

**RR DONNELLEY ROMAN  
FINANCIAL LIMITED**

*Central, HONG KONG*  
Yan Wai Kei - Creative Director

**RTL GROUP**

*LUXEMBOURG*  
Oliver Fahlbusch - SVP Corporate  
Communications & Marketing  
Janine Neves - Communications Officer

**SPEEDY DESIGN**

*Wanchai, HONG KONG*  
Joyce Ngan - Managing Director

**STAN GELLMAN GRAPHIC DESIGN INC.**

*St. Louis, MO*  
Amber Bronson - Designer  
Teresa Thompson - President  
Bryan Wakeland - Designer

**STUDIO 210**

*Norwalk, CT*  
Karen Krieger - Chief Creative Officer  
James Mouro - Production Director  
Jenn Tiganella - Designer

**TAYBURN - TURKEY**

*Istanbul, TURKEY*  
Ronaldo Manosa - CEO  
Emre Sarikus - Copy Writer  
Nilgun Yilmazcan - Director

**THE DESIGN ASSOCIATES LTD.**

*Chaiwan, HONG KONG*  
Eunice Chan - Account Executive  
Fritz Lam - Account Director  
Kimmy Ng - Senior Art Director

**TOPPAN VITE LIMITED**

*Kowloon, HONG KONG*  
Wilson Kwan - Senior Art Director  
Derek Ma - Assistant Art Director  
Ian Yap - Creative Director

**YELLOW CREATIVE (HK) LIMITED**

*North Point, HONG KONG*  
Wong Chun Hong - Executive Design  
Director  
Zee Ellen - Executive Director  
Ellen Zee - Director

# BEST OF SHOW

## DAIMLER AG - MERCEDES-BENZ CARS *Interactive Spotlight Installation*

### **NOMINATOR:**

Mr. Detlef Klappert  
Conceptionist

JUNG VON MATT/RELATIONS GMBH  
Schanzenstraße 29  
51063 Köln NRW  
GERMANY

Tel: 49 221 65061-250 - Fax: 49 221 65061-111  
*detlef.klappert@jvm.de*

### **CLIENT:**

Mr. Damir Maric

Advertising Director, Mercedes-Benz Cars  
DAIMLER AG - MERCEDES-BENZ CARS  
Epplestraße 225  
70546 Stuttgart  
GERMANY

Tel: 49 711 17-97241- Fax: 49 711 17-79051284  
*damir.maric@daimler.com*

# BEST OF ADVERTISING

## ACCENTURE

*Accenture High Performance Delivered*

### **NOMINATOR:**

Ms. Nicole Stewart.

Account Executive

TBWA\CHIAT\DAY

488 Madison Avenue, 6<sup>th</sup> Floor

New York, NY 10022

Tel: 212-804-1034 - Fax: 212-801-1200

*nicole.stewart@tbwachiat.com*

### **CLIENT:**

Mr. Quantas Ginn

Senior Analyst

ACCENTURE

161 N. Clark Street

Chicago, IL 60601

# BEST OF ANNUAL REPORTS

~ *Europe* ~

## ANDRITZ AG

*"Global Faces"*  
*Annual Report 2011*

### **NOMINATOR:**

Mr. Dieter Faschingbauer  
Manager  
FASCHINGBAUER & SCHAAR WERBEAGENTUR GMBH  
Hilergasse 1  
Graz, Styria 8010  
AUSTRIA  
Tel: 43 664 25 27 672 - Fax: 43 316 33 89 31  
*d.faschingbauer@werbeagentur.or.at*

### **CLIENT COMPANY:**

Mr. Oliver Pokorny  
Marketing Director  
ANDRITZ AG  
Stattegger Straße 18  
Graz, Styria 8045  
AUSTRIA  
Tel: 43 316 69 02 27 22- Fax: 43 316 69 02 465  
*oliver.pokorny@andritz.com*

**BEST OF ANNUAL REPORTS**  
*~ Hong Kong ~*

**THE HONG KONG JOCKEY CLUB**  
*Annual Report 2010/11*

**NOMINATOR:**

Ms. Carmen Lok  
Head of Public Affairs (Corporate Communications)  
THE HONG KONG JOCKEY CLUB  
One Sports Road, Happy Valley  
HONG KONG  
Tel: 852-2966-7122  
*carmen.wm.lok@hkjc.org.hk*

# BEST OF BROCHURES

## KIRCHERBURKHARDT GMBH

*Papilionis*

### **NOMINATOR:**

Ms. Antje Brückner

KIRCHERBURKHARDT GMBH

Heiligegeistkirchplatz 1

10178 Berlin

GERMANY

Tel: 49 30 440320

*antje.brueckner@kircher-burkhardt.com*



# BEST OF CAUSE-RELATED MARKETING

## AMERICAN AIRLINES

*American Airlines Honors National Breast Cancer Awareness Month  
with Global Pink Out.*

### **NOMINATOR:**

Ms. Barbara Horton  
Office Manager  
WEBER SHANDWICK  
1717 Main Street  
Suite 1600  
Dallas, TX 76201  
Tel: 469-275-0263 - Fax: 469-375-0201  
*bhorton@webershandwick.com*

### **CLIENT:**

Mr. Andy Backover  
Vice President - Communications  
AMERICAN AIRLINES  
4225 Amon Carter Boulevard  
Fort Worth, TX 76155  
Tel: 817-963-1234  
*wanda.brown@aa.com*

# BEST OF COPYWRITING

## NEW WORLD DEPARTMENT STORE CHINA LIMITED *Annual Report 2011*

### **NOMINATOR:**

Ms. Joey Lai  
Marketing Department  
IONE FINANCIAL PRESS LIMITED  
7/F & Suite 1204-06, 12/F Wheelock House  
20 Pedder Street, Central  
HONG KONG  
Tel: 852-2879-8716 - Fax: 852-2879-8704  
*joey.lai@ione.com.hk*

### **CLIENT:**

Ms. Effie Ng  
Asst. Manager - Corporate Communications  
NEW WORLD DEPARTMENT STORE CHINA LIMITED  
7<sup>th</sup> Floor, 88 Hing Fat Street, Causeway Bay  
HONG KONG  
Tel: 852-2753-3933 - Fax: 852-2318-0884  
*effieng@nwds.com.hk*

# BEST OF DESIGN

## INFINITI GLOBAL *Adeyaka Formula One Annual*

### **NOMINATOR:**

Mr. Berthold Dörrich

CEO

KÖCKRITZDÖRRICH GMBH

Obere Wässere 3-7

72764 Reutlingen

GERMANY

Tel: 49 7121 433 04-200 - Fax: 49 7121 433 04-210

*info@kdgroup.com*

### **CLIENT:**

Mr. Andreas Sigl

Global Director - Infiniti Formula One

INFINITI GLOBAL

ZA La Piece 12

Rolle 1180

SWITZERLAND

*andreas.sigl@infiniti.eu*

# BEST OF EMERGING MEDIA

## FONDS DE SOLIDARITÉ FTQ *Mon REER 2012*

### **NOMINATOR:**

Mr. Daniel Martial  
President  
PÉNÉGA COMMUNICATION INC.  
370 rue Guy  
Suite 308  
Montreal, QC H3J 1S6  
CANADA  
Tel: 514-932-4044 - Fax: 514-932-4828  
*penega@penega.com*

### **CLIENT:**

Mr. Patrick Schumann  
Director of Marketing Campaigns  
FONDS DE SOLIDARITÉ FTQ  
545 Boul. Crémazie Est.  
Montreal, QC H2M 2W4  
CANADA  
*www.fondsftg.com*

# BEST OF PROMOTION

## HONG KONG TOURISM BOARD

*"Lantau Island: An Inspirational MICE Destination" Campaign*

**NOMINATOR:**

Mr. Choy Chun Kit

Senior Executive

HONG KONG TOURISM BOARD

9-11<sup>th</sup> Floors, Citicorp Centre

18 Whitfield Road, North Point

HONG KONG

Tel: 852-2807-6334 - Fax: 852-2503-6334

*andy.choy@hktb.com*

# BEST OF SPECIAL EVENTS

## DAIMLER AG - MERCEDES-BENZ CARS

*Interactive Spotlight Installation*

### **NOMINATOR:**

Mr. Detlef Klappert

Conceptionist

JUNG VON MATT/RELATIONS GMBH

Schanzenstraße 29

51063 Köln NRW

GERMANY

Tel: 49 221 65061-250 - Fax: 49 221 65061-111

*detlef.klappert@jvm.de*

### **CLIENT:**

Mr. Damir Maric

Advertising Director, Mercedes-Benz Cars

DAIMLER AG - MERCEDES-BENZ CARS

Epplestraße 225

70546 Stuttgart

GERMANY

Tel: 49 711 17-97241- Fax: 49 711 17-79051284

*damir.maric@daimler.com*

# BEST OF VIDEOS/DVDS

## NEW YORK INSTITUTE OF TECHNOLOGY *NYIT Research Video*

### **NOMINATOR:**

Ms. Kim Margan  
Associate Director  
NEW YORK INSTITUTE OF TECHNOLOGY  
Northern Boulevard  
Old Westbury, NY 11568  
Tel: 516-686-7647 - Fax: 516-484-5693  
*kmargan@nyit.edu*

### **CLIENT:**

Ms. Susan Warner  
Director  
NEW YORK INSTITUTE OF TECHNOLOGY  
Northern Boulevard  
Old Westbury, NY 11568  
Tel: 516-686-7647 - Fax: 516-484-5693

# BEST OF WEBSITES

## ALLIANZ ASSET MANAGEMENT AG *Project M*

### **NOMINATOR:**

Ms. Mona Karl  
HOFFMANN UND CAMPE CORPORATE PUBLISHING  
Harvestehuder Weg 42  
20149 Hamburg  
GERMANY  
Tel: 49 40 44188 212 - Fax: 49 40 44188 210  
*mona.karl@hoca.de*

### **CLIENT:**

Ms. Brigitte Miksa  
Head of International Pensions  
ALLIANZ ASSET MANAGEMENT AG  
Seidlstr. 24-24A  
80335 München  
GERMANY  
Tel: 49 89 1220 7478  
*brigitte.miksa@allianzam.com*