

CD ROMs / DVDs / VIDEOS
QUESTAR '05
Awards

THE 16th ANNUAL
INTERNATIONAL
QUESTAR 2005 AWARDS

Outstanding Achievement in Corporate CD-ROMs, DVDs and Videos

Sponsored by:
MerComm, Inc.
500 Executive Boulevard
Ossining-on-Hudson, NY 10562
T: 914-923-9400/F: 914-923-9484
www.mercommawards.com

The 16th Annual
International
QUESTAR AWARDS

MerComm, Inc. is proud to announce the winners of the **QUESTAR 2005 Awards**, honoring outstanding achievement in Corporate CD-ROMs, DVDs and Videos.

The program is established to celebrate and reward the best in visual communications.

The **QUESTAR Award** symbolizes the stellar qualities of creativity, craft, innovation and originality. Winners become members of the **QUESTAR Awards** elite -- the most successful and influential creators of visual communications in the world.

In its sixteenth year the **QUESTAR Awards** program drew nearly 180 entries from 10 countries around the world: Australia, Canada, Denmark, French West Indies, Germany, Hong Kong, Korea, Singapore, Taiwan, the United Kingdom, and the United States.

Entries were judged by panels of media specialists from across the U.S. Concept, creativity, message clarity, and quality of production were the criteria for evaluation.

The Grand Winners were announced for the first time on June 28, 2005 from New York City. The top 5% of entries received a grand **QUESTAR Award**. The judges awarded Gold, Silver, Bronze and Honors Awards to the top 30% scoring entries.

The **QUESTAR Award** symbolizes the creative energy that is transformed by the craft, innovation, and skill into the excellence of the video medium. It is the creativity, originality, and talent of the individuals involved to whom the awards festival is dedicated.

QUESTAR 2005 AWARDS

FACULTY OF DISTINGUISHED JUDGES

The International **QUESTAR 2005 Awards** are presented by the **International Academy of Communications Arts & Sciences**. The winners of the 16th annual competition were selected by panels of judges, headed by senior members of the organizations listed below:

AIR HEALTH

Silver Spring, MD

Lynda Bardfield – Creative Director
Martha Mater – Manager, Creative Services
Jon Stapp – Graphic Designer

GABBE GROUP

New York, NY

Scott Addison – Director, Client Service
Stan Bryant - Partner
Joseph Cooper – Senior Associate

HORIZON FILM & VIDEO, INC.

Austin, TX

Kelly Greene – Producer
Mark Price – Sales/Marketing
John Stevens – Executive Director

IMAGE BOUTIQUE PRODUCTION LTD.

Chaiwan HONG KONG

Paul Wong – Film Director

IMIRAGE, INC.

Allentown, PA

Kevin Justice – President
Nick Petroski – Senior Developer
Larry Wolfe – Director, Interactive Services

Cont'd...

MUELLER & WISTER, INC.

Blue Bell, PA

Richard M. Carter – Creative Director, e-Media

Eric Mueller – V.P., Technology

Aaron J. Szabo – Interactive Designer

PORTER NOVELLI

New York, NY

Jason Teitler – Partner

Jonathan Tsucalas – Account Sup.

RON EDEN MULTIMEDIA

Victoria AUSTRALIA

Ron Eden – Creative Director

Richard Martin – Consultant – Multimedia Integration

Christo Steward – Director, Gallery 461

SALON FILMS (HK) LTD.

HONG KONG

Roman Baska – Director

Pauline Chan – Director/Producer

Geoffrey Wong - Production

Charles Wang – Managing Director



2005

International

QUESTAR AWARDS

16th Annual Competition

❧ Grand Award Winners ❧

***World's Best in Corporate CD-ROMs, DVDs &
Video Communications***

2005 GRAND WINNERS

In their respective categories, the **QUESTAR 2005 Grand Award** Winners were:

BEST OF SHOW

U.S. Postal Service Marketing Department
“Done”

COMMERCIALS

Image Boutique Production Ltd.
THEMATIC ADVERTISING
GGT – “Corporate”
(Hong Kong)

CORPORATE MOTIVATION

World Television
REUTERS
“Living Fast”
(United Kingdom)

DOCUMENTARIES

Interface Media Group
The Science Channel’s
100 Greatest Discoveries: “Genetics”

EMPLOYEE AWARENESS

Orchard Communications
LLOYDS TSB
“The Money Trail”
(United Kingdom)

ENVIRONMENTAL

Goldman Sachs
and the
WILDLIFE CONSERVATION SOCIETY
“Partners in Conservation”

INFOMERCIALS

Splash Media
GLOBALTEC SOLUTIONS
“Moviebeam”

INSPIRATIONAL

The War Amps of Canada
“Meaghan” (The Winner’s Circle Series)

PUBLIC SERVICE ANNOUNCEMENTS

Protein Limited
THE GOVERNMENT OF THE HONG KONG
SPECIAL ADMINISTRATIVE REGION
“Prevention of Avian Flu”
(Hong Kong)

SERVICE INTRODUCTION

U.S. Postal Service Marketing Department
“Done”

2005

International

QUESTAR AWARDS

GRAND WINNERS

Creative & Production Credits

***World's Best in Corporate CD-ROMs, DVDs &
Video Communications***

**BEST OF SHOW
&
BEST OF SERVICE INTRODUCTION**

**U.S. POSTAL SERVICE
MARKETING DEPARTMENT**

“Done”

NOMINATING COMPANY:

Ms. Connie Totten-Oldham
Manager, Marketing Strategy & Support
U.S. POSTAL SERVICE MARKETING DEPARTMENT
475 L'Enfant Plaza SW, Room 1100
Washington, DC 20260-1100
Tel: (202) 268-7235/ Fax: (202) 268-5761
Connie.totten-oldham@usps.gov
<http://www.usps.com>

BEST OF COMMERCIALS

IMAGE BOUTIQUE PRODUCTION LTD.
for
THEMATIC ADVERTISING LTD.
GGT – “Corporate”

NOMINATING COMPANY

Mr. Paul Wong
Film Director

IMAGE BOUTIQUE PRODUCTION LTD.

1404 Chaiwan Industrial City Phase 2
70 Wing Tai Rd., Chaiwan
HONG KONG

Tel: (852) 2896-7082/Fax: (852) 2897-5085
Maylo@iboutique.com.hk

CLIENT COMPANY

Mr. Alex Lo

Executive Creative Director

THEMATIC ADVERTISING LTD.

11/F., AIA Plaza, 18 Hysan Avenue
Causeway Bay
HONG KONG

Tel: (852) 2815-2322/Fax: (852) 2815-2033

BEST OF CORPORATE MOTIVATION

WORLD TELEVISION
for
REUTERS

“Living Fast”

NOMINATING COMPANY:

Ms. Sarah Condon
Marketing

WORLD TELEVISION

8 Fitzroy Square

London W1T 5H7

UNITED KINGDOM

Tel: (44) 207-388-8555/Fax: (44) 207-387-8444

Sarah.condon@world-television.com

www.world-television.com

CLIENT COMPANY:

REUTERS

BEST OF DOCUMENTARIES

INTERFACE MEDIA GROUP
for
THE SCIENCE CHANNEL'S
100 GREATEST DISCOVERIES
“Genetics”

NOMINATING COMPANY:

Mr. Adam Hurst

Vice President

INTERFACE MEDIA GROUP

1233 20th Street, NW

Washington, DC 20036

Tel: (202) 861-0500/Fax: (202) 785-3216

Ahurst@interfacevideo.com

www.interfacevideo.com

BEST OF EMPLOYEE AWARENESS

ORCHARD COMMUNICATIONS

for

LLOYDS TSB

*“The Money Trail”
(United Kingdom)*

NOMINATING COMPANY:

Ms. Liz Arnott

Head of Production

ORCHARD COMMUNICATIONS

May Court, The Links Business Centre

Old Woking Road

Woking, SURREY GU228B

UNITED KINGDOM

Tel: 44 (148) 376-9000/Fax: 44 (148) 376-9003

Liz@orchardcommunications.co.uk

www.orchardcommunications.co.uk

Alan Clews - *Copywriter*

Liz Arnott - *Executive Producer*

Sabrina Smit - *Producer*

H. Panamy - *Video Director*

BEST OF ENVIRONMENTAL

GOLDMAN SACHS
and the
WILDLIFE CONSERVATION SOCIETY

“Partners in Conservation”

NOMINATING COMPANY:

Mr. Paul Miller

Vice President

GOLDMAN SACHS

85 Broad Street

New York, NY 10004

Tel: (212) 357-3339/Fax: (212) 428-9758

Paul.m.miller@gs.com

www.gs.com

BEST OF INFOMERCIALS

SPLASH MEDIA
for
GlobalTec Solutions

“Moviebeam”

NOMINATING COMPANY:

Mr. Chris Kraft
Executive Producer
SPLASH MEDIA
5010 Addison Ctr.
Addison, TX 75001
Tel: (972) 387-4840/Fax: (972) 387-4830
Hfelauer@splashmedia.com
www.splashmedia.com

Executive Producer: Brad Muraon
Producer: Steve T. Miller

CLIENT COMPANY:

Mr. George Thompson
President
GLOBALTEC SOLUTIONS
15601 N. Dallas Pkwy., #200
Addison, TX
Tel: (888) 304-8881

BEST OF INSPIRATIONAL

THE WAR AMPS OF CANADA

“Meaghan” (The Winner’s Circle Series)

NOMINATING COMPANY:

Mr. H. Clifford Chadderton

CEO

THE WAR AMPS OF CANADA

2827 Riverside Drive

Ottawa, ON K1V 0C4

CANADA

Tel: (613) 731-3821/Fax: (613) 731-4682

Tamara.emery@waramps.ca

www.waramps.ca

BEST OF PUBLIC SERVICE ANNOUNCEMENTS

PROTEIN LIMITED
for
**THE GOVERNMENT OF THE HONG KONG
SPECIAL ADMINISTRATIVE REGION**

*“Prevention of Avian Flu”
(Hong Kong)*

NOMINATING COMPANY:

Ms. Cynthia Lau

Creative Director

PROTEIN LIMITED

Rm 601, Morecrown Commercial Bldg.

108 Electric Rd.

HONG KONG

Tel: 852 (310) 420-78/Fax: 852 (310) 420-30

Cynthialau@protein.com.hk

CLIENT COMPANY:

Mr. Simon Lau

Chief Information Officer

THE GOVERNMENT OF THE HONG KONG

SPECIAL ADMINISTRATIVE REGION

Rm 319, 3/F Murray Bldg.

Garden Road

Central HONG KONG

Tel: 852 (284) 288-00/Fax: 852 (251) 171-29

THREE TWO ONE

Rm 701, Park Commercial Centre

North Point

HONG KONG

Tel: 852 (288) 713-21

Executive Producer: Shinta Lee

Video Director: Stanley Wong

MISSION STATEMENT

OUR GUIDING PRINCIPLE: CELEBRATING EXCELLENCE

MerComm, Inc. is an independent organization dedicated to defining the standards of excellence in the communications fields and to recognize the individuals whose work has made an outstanding contribution to their organization, corporation or client.

By way of advancing the multi-disciplines involved in professional communications, **we are committed to:** exercising fair play, maintaining independence, and acting with integrity. Our judging process is designed to ensure impartiality and objectivity. Neither judges nor MerComm have any stake in the outcome of the competition. We accept no advertising, there are no membership dues, we have no sponsors to which we owe fealty.

The **MerComm** Awards programs have achieved world-wide recognition for their integrity and fairness in their judging procedures. They are the only competitions in the communications fields which honor small and large organizations alike. Judging is carried out by peers in the profession, based not on budget, but on the values of creativity, clarity, effectiveness, and innovation.

The competitions have gained international prestige due to the overriding philosophy that directs **MerComm's** mission: to honor professionals who contribute to the advancement of the communications arts and sciences, and whose creativity and craft make a difference in the global marketplace.

These competitions draw entries from over 40 countries world-wide: Argentina, Australia, Austria, Bahrain, Belgium, Brazil, Canada, Chile, Denmark, France, French West Indies, Germany, Greece, Holland, Hong Kong, India, Ireland, Israel, Italy, Japan, Korea, Malaysia, Malta, Mexico, New Zealand, Norway, People's Republic of China, the Philippines, Poland, Portugal, Puerto Rico, Saudi Arabia, Scotland, Singapore, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom, Venezuela, the Virgin Islands, Yugoslavia, Zimbabwe, and across the United States.

The **MerComm** professional recognition programs celebrate individual and collective achievement within all areas of communications, featuring:

ARC AWARDS

The **International ARC Awards**, celebrating its nineteenth year, is the "Academy Awards of Annual Reports", according to the financial media. It is the largest international competition honoring excellence in annual reports. The competition is open to corporations, small companies, government agencies, non-profit organizations, and associations, as well as agencies and individuals involved in producing annual reports.

MERCURY AWARDS

Now in its nineteenth year, the **International MERCURY Awards** Competition recognizes outstanding achievement in professional communications. Considered the "Oscar" of the world-wide communications industry, the **MERCURY Awards** is one of the most important international competitions honoring the best in public relations, public affairs and corporate communications.

ASTRID AWARDS

The fifteenth **International ASTRID Awards** honors outstanding achievement in graphic and print design. Categories include: advertisements, annual reports, books, brochures, calendars, CD-Roms, employee publications, graphic design, magazines, newsletters, photography, promotional kits, self-promotion, special projects, video graphic design and websites. The **ASTRID Award** symbolizes the stellar qualities of creativity, craft, and originality in design.

GALAXY AWARDS

In its sixteenth year, the **International GALAXY AWARDS** Competition honors outstanding achievement in product and service marketing. Fourteen major categories include: advertising, brochures, cause-related marketing, copyrighting, design, interactive media, marketing campaigns, new product introduction, promotion, special events, and sponsorships.

iNOVA AWARDS

The fifth international competition honoring overall excellence and innovation for corporate websites. Categories: Advertising, Associations, Brand Image, Campaigns, Consumer Publications, Corporate Identity, Demos, Educational, Electronic Newsletters, Event Promotion, Games, Government, Holiday, Investor Relations, Marketing, Non-profit Organizations, On-line Annual Reports, Public Relations, Recruitment, Redesigns, and Sponsorships.

QUESTAR AWARDS

The **International QUESTAR Awards** festival, in its sixteenth year, recognizes outstanding achievement in Corporate CD-Roms, DVD's and Videos. The major categories include public service announcements, advertisements, arts & culture, broadcast campaigns, employee information, marketing, meeting modules, recruitment, service launches, non-profit organizations, and government communications. The **QUESTAR Awards** are given to those professionals who have transformed their creative energy, skill and craftsmanship into outstanding vehicles for corporate communications.

**For more information call (914) 923-9400 or Fax (914) 923-9484
www.mercommawards.com**