



2019 QUESTAR 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

2019 QUESTAR Awards Judges

BURGESS STRATEGIC MARKETING SERVICES

Troy, MI

Sandra J. Burgess - Owner

MICHIGAN DOOR

Troy, MI

Sandra Maurer – Marketing Director

COLONIAL FIRST STATE GLOBAL ASSET MGMT

Sydney, Australia

Rodney Dickson – Global Head of Digital & Marketing ANZ

STAN GELLMAN GRAPHIC DESIGN

St. Louis, MO

Mary Muehlemann – Designer
Teresa Thompson – President
Bryan Wakeland – Senior Designer

GRUPO INSUD

Buenos Aires, Argentina

Gabriela Del Ristoro – Head of Communications & Sustainability

SÜDEN AD AGENCY

Stuttgart, Germany

Sven Ruhs – Creative Director

KORTEMAERZWOLFF KOMMUNIKATION

Hamburg, Germany

Matthias Wolff – Creative Director

THE OPEN UNIVERSITY OF HONG KONG

Hong Kong

Dan Ip – Senior Lecturer

M-1 Studios

Ferndale, MI

Matthew Peach – President/Producer

TOPPAN MERRILL LIMITED

Central, Hong Kong

Gary Li Yu Kwan – Art Director
Wilson Kwan-Yu-Man – Sr. Creative Director
Albert Chuk Luy Ng – Assistant Art Director

MM PARTNERS

Seoul, Korea

Young Il, Kim – Senior Director
Sang Hyeon Lee – Art Director
Jong Kook Yi – Chief Director

XANADU COMMUNICATIONS

New York, NY

Paul Froehlich – President & CEO

Best of Show

EVONIK INDUSTRIES AG
Layer by Layer

NOMINATOR

Solveigh Reck
KNSKB+ GMBH
An der Alster 1
20099 Hamburg
GERMANY
solveigh.reck@knskb.plus
www.knskb.plus

CLIENT

EVONIK INDUSTRIES AG
Rellinghauser Straße 1—11
45128 Essen
GERMANY
www.corporate.evonik.com

Best of Ad Campaigns

HONG KONG TOURISM BOARD

Hong Kong Neighbourhoods: Sham Shui Po - Every Bit Local

NOMINATOR

Tina Chao
General Manager, Marketing
HONG KONG TOURISM BOARD
9-11/F, Citicorp Centre,
18 Whitfield Road
North Point
HONG KONG
tina.chao@hktb.com
www.discoverhongkong.com

Best of Animation

TRAPPIST DAIRY LIMITED

Trappist Dairy HK - Yoghurt Sippa and Spoona

NOMINATOR

Rono Kwong

CEO

GIMMICK BOX LTD.

Room 306, 3/F, InnoCentre,

72 Tat Chee Avenue

Kowloon Tong

HONG KONG

rono@gimmickbox.com.hk

<http://www.gimmickbox.com.hk/>

CLIENT

Kendra Ho

Assistant Marketing Manager

TRAPPIST DAIRY LIMITED

23/F, Legend Tower,

7 Shing Yip Street

Kwun Tong

HONG KONG

kendraho@trappistdairy.com.hk

<http://trappistdairy.hk/>

Best of Brand Experience

DAIMLER AG

RoadStars powered by Mercedes-Benz Trucks

NOMINATOR

Ralf Mense
Managing Director
MENSEMEDIA GESELLSCHAFT FÜR NEUE MEDIEN MBH &
PRH HAMBURG KOMMUNIKATION
Neumannstr. 10
40235 Düsseldorf, NRW
GERMANY
awards@mensemedia.net
<https://www.mensemedia.net>

CLIENT

Tim Haußmann
Manager New Media
DAIMLER AG
Werk 001, HPC Z602
Vaihinger Strasse 131
70546 Stuttgart, BW
GERMANY
<https://www.daimler.com>

Best of Broadcast

DAIMLER AG

RoadStars meets Street-Art

NOMINATOR

Stefan Heinzl

Senior Executive

PRH HAMBURG KOMMUNIKATION & MENSEMEDIA

Burchardstrasse 13

20095 Hamburg

GERMANY

office@prhamburg.com

www.prhamburg.com

CLIENT

DAIMLER AG

Vaihinger Strasse 131

70546 Stuttgart, BW

GERMANY

<https://www.daimler.com>

Best of Event Ads

HONG KONG TOURISM BOARD

Hong Kong Chinese New Year - Good Fortune Everywhere

NOMINATOR

Tina Chao

General Manager, Marketing

HONG KONG TOURISM BOARD

9-11/F, Citicorp Centre,

18 Whitfield Road

North Point

HONG KONG

tina.chao@hktb.com

www.discoverhongkong.com

Best of Internal Communications

FOSUN INTERNATIONAL LIMITED

Welcome Home 2019

NOMINATOR

Stephanie Fung

Senior Corporate Communication Manager

FOSUN INTERNATIONAL LIMITED

Rm 21051-05, ICBC Tower,

3 Garden Road

Central

HONG KONG

stephaniefung@fosun.com

www.fosun.com

Best of Mobile Media

EVONIK INDUSTRIES AG

Layer by Layer

NOMINATOR

Solveigh Reck
KNSKB+ GMBH
An der Alster 1
20099 Hamburg
GERMANY

solveigh.reck@knskb.plus

www.knskb.plus

CLIENT

EVONIK INDUSTRIES AG
Rellinghauser Straße 1—11
45128 Essen
GERMANY

www.corporate.evonik.com

Best of Non-Profit Organizations

HONG KONG POLICE FORCE

Hong Kong Police – Operations

NOMINATOR

Ching-yan OR

Chief Inspector of Police

HONG KONG POLICE FORCE

1 Arsenal Street, Admiralty

HONG KONG

cip-ss-sq@police.gov.hk

www.police.gov.hk

Best of Video Annual Reports

LAB 4 / UNITED THERAPEUTICS *UTHR Annual Report 2017*

NOMINATOR

Bill Rock
Creative Director
LAB 4 / UNITED THERAPEUTICS
1040 Spring Street
Silver Spring, MD 20910
USA
bill@unither.com
www.unither.com