



2012  
**QUESTAR**  
AWARDS

**Call for Entries**

• DVDs • New Media • TV • Video • Web •  
Corporations • Government • Non-Profits

~~Deadline: March 23, 2012~~  
Extended Deadline: **April 24, 2012**



# THE QUESTAR AWARDS...

## CELEBRATING VIDEO COMMUNICATIONS

Dear Colleague,

Welcome to the 21<sup>st</sup> Annual **QUESTAR Awards!**

This International Festival honors the best Commercials, Documentaries, Event Openers, PSAs, VNRs and Web-links from around the world.

This global competition provides an international forum to celebrate excellence in visual communications.

The winners receive stunning personalized foil-stamped award certificates. Best of Category winners are presented with prestigious brass-plated plaques. The BEST OF SHOW winner takes the impressive **QUESTAR** trophy, an internationally recognized symbol of excellence.

Most importantly, win or not, you benefit by the opportunity to review the judges' comments. Simply by entering you develop a competitive advantage.

***And you may go on to win!***

Winners attract new clients—and keep current ones. PLUS winning a **QUESTAR** Award allows you to publicize the importance of your work.

Wishing you glory, fame and success in this year's competition!

Cheers,



Reni L. Witt  
President

**P.S.** It's a tremendous honor to be recognized by such a distinguished festival.

— Enter Today! Remember the deadline is ~~March 23, 2012~~  
**April 24, 2012**

## MISSION STATEMENT

MerComm, Inc. was founded in 1987 with the principal purpose of advancing the arts and sciences of communications in an international arena. MerComm strives to establish and promote high standards of individual and collective achievement. By way of recognizing the multi-disciplines involved in professional communications, MerComm, Inc. sponsors six award programs:

**ASTRID Awards, Design** • **GALAXY Awards, Marketing**  
**QUESTAR Awards, Video** • **iNOVA Awards, Websites**  
**ARC Awards, Annual Reports** • **MERCURY Awards, Public Relations**

MerComm's award programs are now in their twenty-sixth year drawing entries from around the world: Afghanistan, Antigua West Indies, Argentina, Australia, Austria, Bahrain, Belgium, Bermuda, Brasil, Canada, Cayman Islands, Chile, Croatia, Denmark, France, French West Indies, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Liechtenstein, Luxembourg, Macau, Malaysia, Malta, Mexico, Morocco, Netherlands, New Zealand, Norway, People's Republic of China, Peru, the Philippines, Poland, Portugal, Puerto Rico, Qatar, Russia, Saudi Arabia, Scotland, Singapore, Slovenia, South Africa, Spain, Sri Lanka, Sultanate of Oman, Sweden, Switzerland, Taiwan, Trinidad, Turkey, United Arab Emirates, United Kingdom, United States, Venezuela, Vietnam, Yugoslavia, and Zimbabwe. Our mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation, or client.

# KUDOS ALL AROUND!

"It's an honor to participate in the very renowned QUESTAR Awards. It's an important and famous festival."

## AUDI AG

Ingolstadt, Germany

"Thank you so much! We are very excited to win the Gold Award."

## CURRAN & CONNORS, INC.

Northfield, Illinois USA

"We are thrilled with our wins!"

## HAWTHORNE DIRECT

Fairfield, Iowa USA

"Thanks for the Silver Award."

## INPOINT DIGITAL

Hong Kong

"Winning the Silver Prize is great news!"

## JCDECAUXMEA

Dubai, United Arab Emirates

"This is really wonderful news for us. Thank you very much for the Grand Award."

## STRATEGIC FINANCIAL RELATIONS LIMITED

Hong Kong

"Thank you for the good news! It's so honourable for us to receive these awards."

## THE BOARD OF MANAGEMENT OF THE CHINESE PERMANENT CEMETARIES

Wanchai, Hong Kong

"A Grand Award! That is wonderful!!! Amazing news! We will celebrate this exciting and prestigious award!"

## THE WAR AMPS

Ottawa, Ontario, Canada

## BEST OF SHOW

### CC Two

LLOYD'S BANKING GROUP

"Better Together"

(UNITED KINGDOM)

### GOLD WINNERS

#### ADVERTISEMENTS/COMMERCIALS:

##### Travel & Tourism

##### Meetings & Exhibitions Hong Kong

*The Black Book:*

*A MICE Guide for Hong Kong*

(HONG KONG)

#### BROADCAST/CABLE PROGRAMS:

##### Documentary

##### Strategic Public Relations Group

UNITED COMPANY RUSAL

*"Evolution of Russia"*

(RUSSIA)

#### BROADCAST/CABLE PROGRAMS:

##### Sales/Infomercial

##### Hawthorne Direct

CARBONITE

*"Carbonite Online Back-Up"*

(USA)

#### CORPORATION: Annual Reports

##### Curran & Connors

WHIRLPOOL CORPORATION

*2010 Annual Report*

(USA)

#### CORPORATION: Health Awareness

##### American Specialty Health

*"Silver & Fit Healthy Aging Classes"*

(USA)

#### EMERGING MEDIA: Animation

##### New York Institute of Technology

*NYIT Phone App*

(USA)

#### NON-PROFIT ORGANIZATIONS:

##### Education

##### CC Two

BRAY LEINO

*"Looking for Sarah"*

(UNITED KINGDOM)

### GRAND AWARD WINNERS

#### BEST OF BRAND EXPERIENCE

##### KircherBurkhardt Stuttgart GmbH

DR. ING H.C. F. PORSCHE AG

*"Porsche Museum – Doha, Qatar"*

(GERMANY)

#### BEST OF DOCUMENTARIES

##### The Board of Management of the Chinese Permanent Cemeteries

*"Love Eternal" 100 Years'*

*History of BMCPC*

(HONG KONG)

#### BEST OF EVENT OPENERS

##### CC Two

LLOYDS BANKING GROUP

*"Better Together"*

(UNITED KINGDOM)

#### BEST OF PUBLIC AWARENESS

##### Strategic Public Relations Group

UNITED COMPANY RUSAL

*"Evolution of Russia"*

(RUSSIA)

#### BEST OF PSA'S

##### The War Amps

*"Noah and the Eskimos"*

(CANADA)



## AWARDS CALENDAR

April 24<sup>th</sup>

March 23<sup>rd</sup> Deadline for Entries

May 24<sup>th</sup> Winners Notified

June 22<sup>nd</sup> Grand Winners Announced

VISIT OUR WEBSITE!

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

# ENTRY INFORMATION

## READY...SET...Go!

### WHO

The **QUESTAR Awards** creates a level playing field for all entrants including large international agencies, corporations and production studios, as well as small and regional ones, and even individual "one-man" bands.

### WHAT

The following must be included in order to process your entry:

- Completed Entry Form
- 3 Copies of Entry Submitted
- Entry Fee
- Please send one completed entry form per entry. For multiple entries, please photocopy Entry Form.

### WHEN

Entries must be postmarked by ~~March 23, 2012.~~  
**April 24, 2012**

### WHERE

Send the fee, entry form, and entry submission to:  
**MerComm, Inc., 500 Executive Blvd.  
Ossining, NY 10562 USA**

Payment may be made by check, American Express, MasterCard, VISA, or bank-to-bank transfer. Make checks payable to MerComm/QSR. Please contact our offices for information concerning bank-to-bank transfers.

### NON-ENGLISH LANGUAGE ENTRIES

If the program soundtrack is not English, please provide a script translated into English, a subtitled version, or a dubbed version in English. DVDs in NTSC is the preferred format.

### ENTRY FEES

The fee for entries is \$210 per entry. Fees include handling and preparation costs for the judging sessions, the judge's score sheets with written comments, a complete Winner's Pack with award certificate for the winners, as well as posting and hyperlinking your corporate name on the website.

### ELIGIBILITY

Any material produced, screened, aired, displayed or marketed from March 23, 2011 to March 23, 2012 is eligible, as well as any previously produced material which is still appearing or has been re-introduced during the eligible time.

### NOMINATOR

The person submitting the entry will be our contact throughout the course of the competition, and will receive all information and announcements concerning award status.

### CATEGORIES

Five major categories are offered in the 2012 **QUESTAR Awards**. Nominators may enter their work in any combination of categories and classifications. However, a separate fee must be sent for each entry.

### JUDGING

The **QUESTAR Awards** is unique in that each entry is judged against itself, to the degree that the individual entry achieves its intended purpose. Entries from large or small organizations have an equal chance at winning; judging is based not on budget, but on the values of creativity, craft, and skill, as symbolized by the **QUESTAR Awards**.

Each entry is evaluated three separate times during the preliminary rounds. The three sets of scores are then averaged into a single score for the individual entry. A certain minimum score must be achieved to qualify for an award. Only one Gold, Silver, Bronze, and Honors Award will be given in each classification; however if no entry scores high enough, no award will be given.

The Gold Award Winners become candidates for a Grand Award. In addition, one BEST OF SHOW Award will be presented to the one entry that best exemplifies the spirit of the **QUESTAR Awards**.

### RETURN MATERIAL

All entries submitted to the competition become property of the **QUESTAR Awards** and may be used for promotional purposes by MerComm, Inc. Entries will be returned if specifically requested on the Entry Form and accompanied by an additional \$25.00 each for shipping and handling.

## IMPORTANT AWARD CERTIFICATES

Should your entry win an award, your certificate will be personalized in the following format:

**Nominating Company**  
**CLIENT COMPANY**  
*Title of Entry*

If you would prefer any variation of the official format, kindly let us know, in writing, on the Entry Form.

# CATEGORIES & CLASSIFICATIONS

## A. ADVERTISEMENTS/ COMMERCIALS

- A-01 Automotive
- A-02 Banks/Credit Cards
- A-03 Community/Local
- A-04 Fund Raising
- A-05 Gift Items
- A-06 Holiday
- A-07 Infomercial
- A-08 In-Store/Public Area
- A-09 New Product/Svc.
- A-10 Public Serv. /Announcement
- A-11 Real Estate
- A-12 Sports
- A-13 Travel & Tourism
- A-14 Other/Misc.

## B. BROADCAST/ CABLE PROGRAMS

- B-01 Arts Culture
- B-02 Brand Image Campaign
- B-03 Corporate Identity
- B-04 Documentary
- B-05 Energy/Environmental
- B-06 Fund Raising
- B-07 Government
- B-08 Healthcare
- B-09 In-flight Production
- B-10 Motivation
- B-11 News Promotions
- B-12 Openings & Events
- B-13 Public Service Program
- B-14 Religion & Ethics
- B-15 Sales/Infomercials
- B-16 Tourism/Travel/ Destination Promotion
- B-17 Video News Release
- B-18 Other/Misc.

## C. CORPORATIONS

- C-01 Anniversary
- C-02 Annual Report
- C-03 Automobile/Enthusiast
- C-04 Banking/Financial
- C-05 Brand Experience
- C-06 B-Roll
- C-07 Client Presentation
- C-08 Contest/Sweepstake
- C-09 Corporate Identity
- C-10 Documentary
- C-11 Educational/Infomercial
- C-12 Event Opener
- C-13 Health Awareness
- C-14 Hotels/Restaurants
- C-15 In-House Production
- C-16 Internal Communications
- C-17 Marketing
- C-18 Medicine/Pharmaceuticals
- C-19 Meeting Modules
- C-20 Premium Brand
- C-21 Product/Service Promotion
- C-22 Public Awareness
- C-23 Recruitment
- C-24 Safety & Security
- C-25 Special Project
- C-26 Staff Training
- C-27 Stakeholder Communications
- C-28 Travel/Tourism
- C-30 Other/Misc.

## D. NON PROFIT ORGANIZATIONS

- D-01 Association
- D-02 Brand Image Campaign
- D-03 Child Abuse Awareness
- D-04 Documentary
- D-05 Education
- D-06 Fund Raiser
- D-07 Government
- D-08 Health Awareness
- D-09 Inspiration
- D-10 Organization Overview
- D-11 Safety
- D-12 Other/Misc.

## E. EMERGING MEDIA

- E-01 App
- E-02 Facebook
- E-03 Social Media
- E-04 Twitter
- E-05 YouTube
- E-06 Other/Misc.

## THE JUDGES

The distinguished panels of judges recognize the art of communications in a global economy and the science of the new technologies which enable the world-wide exchange of ideas and information. Members of the judging faculty will evaluate the entries based on the standards of international excellence through the measures of creativity and craft.

33 Visual - MEXICO  
 Abbott Laboratories  
 Addison  
 Affno - SRI LANKA  
 AHA Design - AUSTRIA  
 AIR Health  
 Alex Schkrutz Consultancy  
 AND Partners  
 Asia Public Relations Agency  
 - HONG KONG  
 Bank of China - HONG KONG  
 Baoviet Holdings - VIETNAM  
 Baxter International  
 BCN Communications  
 Beau Gardner Associates Inc.  
 Burgess Strategic Marketing Services  
 Burson - Marsteller  
 Carlow University  
 Charles Schwab  
 CHC Enterprises  
 China Telecom - HONG KONG  
 Ciel Design Partners  
 C.J. Graphics  
 CLP Holdings Ltd - HONG KONG

Coal Creative Consultants - SINGAPORE  
 ComfortDelGro Corporation Ltd.  
 - SINGAPORE  
 Coyne Public Relations  
 Creative Fire - CANADA  
 Curran & Connors, Inc.  
 Curtis Group  
 Daniel Kennedy  
 Communications Services  
 Decker Design, Inc.  
 Donahue Communications Inc.  
 Edelman/Ruth  
 EDICO - HONG KONG  
 Eisenman Associates  
 Equity Group - HONG KONG  
 Euroclear - BELGIUM  
 Family Health International  
 Finar Kurumsal - TURKEY  
 First Rabbit - GERMANY  
 Flughafen Wien AG - AUSTRIA  
 G+J Corporate Editors - GERMANY  
 Greater Toronto Airports Authority  
 - CANADA  
 Greg Kinch Photography

Hirschhorn Central Communications  
 Hoffman Und Campe Corporate  
 Publishing - GERMANY  
 Horizon Film & Video  
 Ideas on Purpose  
 i.LINK Group Limited - HONG KONG  
 Image Boutique Productions Ltd  
 - HONG KONG  
 Inbrax - CHILE  
 INCA Communications - KOREA  
 INC Design  
 In-Design - HONG KONG  
 Insight Creative - NEW ZEALAND  
 iONE Financial Press - HONG KONG  
 Jim Barber Studio  
 John Giammatteo Photographs  
 John Madere Photography  
 KircherBurkhardt GmbH - GERMANY  
 Kitty Hawk Studios  
 köckritzdörrich GmbH - GERMANY  
 KRS Consulting  
 Lambs Farm  
 Lockheed Martin Corporation  
 Loved GmbH - GERMANY  
 M&M Consultancy - HONG KONG  
 MacDonald Design - CANADA  
 Maloney & Fox  
 Mark Joseph Photography, Inc.  
 Marsteller  
 Media Genesis

Mensalia GmbH - AUSTRIA  
 Mike Klodnicki & Associates  
 Milenio 3 - MEXICO  
 mind(21)factory - GERMANY  
 MWW Group  
 O'Connor & Partners  
 Ove Design + Communications Ltd.  
 - CANADA  
 Paragraphs Design  
 Perlgut Group  
 Phoenix Communications Ltd.  
 - HONG KONG  
 PVF Investor Relations - GERMANY  
 Q&E Advertising - SRI LANKA  
 Rat Fuer Ruhm Und Ehre - GERMANY  
 REF Financial Press Ltd. - HONG KONG  
 Ringzwei - GERMANY  
 Robert Wood Johnson Foundation  
 RR Donnelley - HONG KONG  
 RTL Group - LUXEMBOURG  
 Savage Branding & Corporate Design  
 Sedgwick Richardson - HONG KONG  
 Sedgwick Richardson - SINGAPORE  
 Shian Inc. - JAPAN  
 Shoemake Photography Inc.  
 Signi Design - MEXICO  
 Skaggs Advertising & Design  
 Smart Media - SRI LANKA  
 Smith & Associates - CANADA

Soapbox Design Communications  
 - CANADA  
 S/O Project - KOREA  
 Southern Company  
 Speedy Design Communications  
 - HONG KONG  
 SRP  
 Stan Gellman Graphic Design Inc.  
 Strategic Alliance International  
 Studio 210  
 The Design Associates Ltd.  
 - HONG KONG  
 The Hong Kong & Shanghai Hotels, Ltd.  
 - HONG KONG  
 The Hong Kong Institute of Education  
 - HONG KONG  
 Thema Communications - GERMANY  
 The Third Age - SOUTH KOREA  
 Thiel Design  
 Tierney Communications  
 Time, Inc. Content Solutions  
 Toppan Vite Limited - HONG KONG  
 Twice Graphics - HONG KONG  
 VVA/see see eye  
 Weber Shandwick Worldwide  
 William Blair & Company  
 Yellow Creative (HK) Limited  
 - HONG KONG

# OFFICIAL ENTRY FORM

For Office Use Only  
Log No. #

TYPE or PRINT all information legibly. Spell out title and company names exactly as they are to appear on winning certificate.

## ENTRY INFORMATION

Title of Entry \_\_\_\_\_

Category-Classification Code: - (Example "C-17") See other page

Category/Classification: \_\_\_\_\_

Other/Misc. \_\_\_\_\_  
(Describe entry)

Format:  DVD-Video  DVD-ROM  Web-link

Length of Entry: \_\_\_\_\_ min. \_\_\_\_\_ sec.

URL: \_\_\_\_\_

Purpose and intended audience:  
(Describe briefly. May be typed on separate sheet.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## NOMINATOR'S INFORMATION

Mr.  Ms.

Your Name: \_\_\_\_\_  
First/Given Name Last/Family Name

Title/Job Description: \_\_\_\_\_

Agency/Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov./State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_  
Country Code City/Area Code Number

Fax: \_\_\_\_\_  
Country Code City/Area Code Number

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

## CLIENT INFORMATION

Mr.  Ms.

Client's Name: \_\_\_\_\_  
First/Given Name Last/Family Name

Title/Job Description: \_\_\_\_\_

Corporation/Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov./State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_  
Country Code City/Area Code Number

Fax: \_\_\_\_\_  
Country Code City/Area Code Number

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

## PAYMENT INFORMATION

Total Number of Entries:

Entry Fee @ 210.00 per entry \$ \_\_\_\_\_

5-9 Entries, 5% Discount \$ \_\_\_\_\_

10-19 Entries, 10% Discount \$ \_\_\_\_\_

20+ Entries, 20% Discount \$ \_\_\_\_\_

Please return my entry(ies). Enclosed is an additional \$25 each for shipping and handling. \$ \_\_\_\_\_

Total Fees Paid \$ \_\_\_\_\_  
(U.S. Dollars)

Check Enclosed  Bank-to-Bank Transfer\*  
(Drawn on U.S. Banks only.) \*Contact our office for details

Credit Card

AMEX ----

Expiration Date -

MC/VISA ----

Expiration Date -

Cardholder's Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

## MAILING/SHIPPING INFORMATION

**IMPORTANT:** For judging purposes, please send **three copies** of material per entry. Upon receipt, this entry becomes the property of MerComm, Inc. and may be used for display and exhibition purposes.

**Make checks payable and mail to:**  
MerComm/QSR  
500 Executive Boulevard  
Ossining-on-Hudson, NY 10562 USA

### For More Information:

1-914-923-9400

FAX: 1-914-923-9484

info@mercommawards.com

www.mercommawards.com

**Deadline: ~~March 23, 2012~~  
April 24, 2012**

**SHIPPING INSTRUCTIONS:** Mailing/shipping costs, insurance, and handling fees for all entries are at the entrant's expense. Send entry materials along with entry forms and fees. For foreign entries, we suggest you send your material either by airmail or courier service which will deliver them directly to our offices. To hasten your package through customs, please affix or mark in bold lettering outside the package — "Contest Material. No Commercial Value."