

BEST CREATIVES • BEST CONCEPTS • BEST COMPETITION

The logo for the Astriid Awards is centered on the page. It features the word "ASTRIID" in a large, stylized, white font with vertical lines through the letters, and "AWARDS" in a smaller, similar font below it. The text is enclosed in a gold, multi-pointed starburst shape. Below the starburst is a gold banner with the words "BEST DESIGN" in white, bold, sans-serif capital letters. At the bottom of the banner are three white stars of varying sizes.

**ASTRIID
AWARDS**

BEST DESIGN

EXTENDED DEADLINE: MARCH 1st, 2021

~~**ENTRY DEADLINE: FEBRUARY 1st, 2021**~~



Welcome to the 31st Annual ASTRID Awards.

For over 30 years, the ASTRIDs have valued the challenges of creation, discovering solutions, and transforming a concept into a unique finished product.

The competition honors good design: innovative and classic, aesthetic and practical, honest and understandable.

In our third decade, the ASTRIDs continue to celebrate the world's best creative professionals who elevate the standards of design.

Wishing you ultimate success!

Reni L. Witt, President & Founder

P.S. Enter your superlative work in the first - and best - design competition of the decade!
~~Deadline: February 1, 2021~~ **Final Deadline: March 1, 2021**

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.

MerComm's award programs are now celebrating thirty-five years, with entries from around the world:

| | | | |
|---------------------|--------------------|----------------------------|----------------------|
| Afghanistan | French West Indies | Monaco | South Africa |
| Antigua West Indies | Germany | Morocco | Spain |
| Argentina | Greece | Netherlands | Sri Lanka |
| Australia | Guam | New Zealand | Sultanate of Oman |
| Austria | Hong Kong | Norway | Sweden |
| Bahrain | Iceland | Pakistan | Switzerland |
| Bangladesh | India | People's Republic of China | Taiwan |
| Belgium | Indonesia | Peru | Thailand |
| Bermuda | Iran | Philippines | Trinidad |
| Brazil | Ireland | Poland | Turkey |
| Canada | Israel | Portugal | Ukraine |
| Cayman Islands | Italy | Puerto Rico | United Arab Emirates |
| Chile | Japan | Qatar | United Kingdom |
| Colombia | Korea | Republic of Kazakhstan | United States |
| Croatia | Kosovo | Russia | Venezuela |
| Czech Republic | Kuwait | San Salvador | Vietnam |
| Denmark | Liechtenstein | Saudi Arabia | Yugoslavia |
| Dominican Republic | Luxembourg | Scotland | Zimbabwe |
| Ecuador | Macau | Singapore | |
| Egypt | Malaysia | Slovenia | |
| Finland | Malta | | |
| France | Mexico | | |

Our mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation, or client.

ENTRY INFORMATION

WHAT TO SUBMIT

The following must be included with your entry:

- Completed Entry Form
- 3 Copies* of Printed Entries
- Entry Fee

*Online entries, submit only CD, DVD, USB or URL.

IMPORTANT: Send originals if at all possible. Judges cannot always evaluate your work properly in PDF or poor quality copies. An original printed piece certainly has a better impact on the judges!

ELIGIBILITY

Any material produced or dated from January 1, 2020 to February 1, 2021 is eligible to be entered.

NOMINATOR

The person submitting the entry will be our permanent contact throughout the course of the competition. The nominator will receive acknowledgement that the entry was received, all information and announcements, as well as any prizes received.

AWARD CERTIFICATES

Should your entry place as an award winner, your certificate will be personalized in the following format:

Nominating Company
CLIENT COMPANY
"Title of Entry"

If you would prefer any variation of this format, you must let us know in writing on the entry form.

IMPORTANT DATES

Deadline for entries/ **March 1, 2021**

Date of posting: ~~February 1, 2021~~

Jurying: February/March 2021

Winners notified: April 12, 2021

Best of Category

Winners announced: May 10, 2021

VISIT OUR WEBSITE

Additional entry information can be seen at:
www.mercommawards.com

2020 ASTRID GRAND WINNERS



BEST OF ANNUAL REPORTS - ONLINE

Hong Kong Tourism Board

Annual Report 2018/19

*Best of all, it's in Hong Kong
(HONG KONG)*



BEST OF CUSTOM PUBLICATIONS

Jl Experience GmbH

AMERICAN EXPRESS

SERVICES EUROPE LTD.

*American Express ESSENTIALS
(UNITED KINGDOM)*



BEST OF EMPLOYEE PUBLICATIONS

TERRITORY Content to Results GmbH

ZURICH GRUPE DEUTSCHLAND

:doppelpunkt

(GERMANY)



BEST OF CALENDARS

Airport Authority Hong Kong

Corporate Calendar 2020 -

From City Airport to Airport City

(HONG KONG)



BEST OF

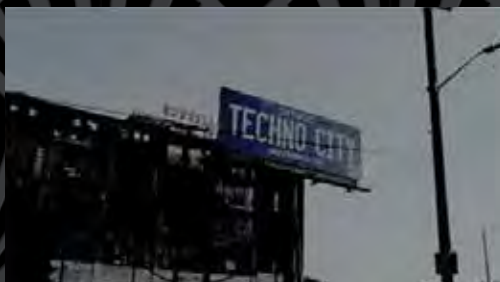
NON-PROFIT ORGANIZATIONS

loved GmbH

YOUTH AGAINST AIDS E.V.

FAQ YOU

(GERMANY)



BEST OF VIDEO

loved GmbH

AUDI AG

The New Beat

(GERMANY)



BEST OF SPECIAL PROJECTS

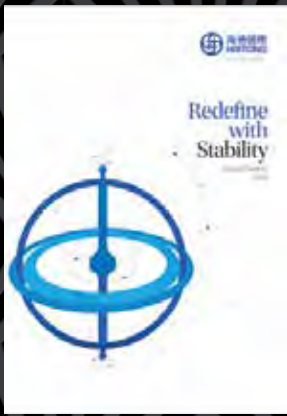
Styria Content Creation

GmbH & Co KG

STYRIA MEDIA GROUP AG

150 Jahre Styria Media Group

(AUSTRIA)



**BEST OF ANNUAL REPORTS
- COVER DESIGN**
GenNex Financial Media Limited
HAITONG INTERNATIONAL
SECURITIES GROUP LIMITED
Annual Report 2018
(HONG KONG)



**BEST OF ANNUAL REPORTS
- NON-PROFIT ORGANIZATIONS**
muehlhausmoers corporate
communications gmbh
WELTHUNGERHILFE E.V.
World Hunger Index 2018
(GERMANY)



BEST OF WEBSITES
China Unicom (Hong Kong) Limited
Investor Relations Website
(HONG KONG)



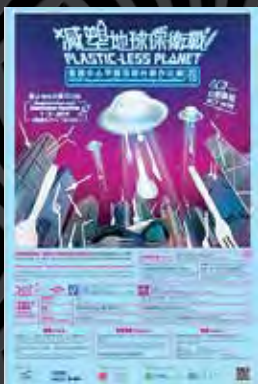
**BEST OF ANNUAL REPORTS
- CORPORATE - PRINT**
concept c media /
va bene publishing
FIDUCIA & GAD IT AG
Geschäftsbericht 2018 -
Wandel - Fiducia & GAD
(GERMANY)



BEST OF MAGAZINES
ramp.space GmbH & Co. KG
ramp #47 "Drive Free"
(GERMANY)

2020 BEST OF SHOW

BEST OF BOOKS
Killing Mario Co., Ltd.
PARADISE GROUP
Paradise City - Passage to Fantasy
(SOUTH KOREA)



BEST OF POSTERS
Ad Fortune
Communications Limited
HONG KONG CONVENTION
AND EXHIBITION CENTRE
(MANAGEMENT) LIMITED
"Plastic-Less Planet" HKCEC
Graphics and Video Creative
Design Competition 2019
(HONG KONG)



PARADISE CITY

CATEGORIES & CLASSIFICATIONS

A. ADVERTISEMENTS

01. Campaign
02. Single Ad
03. Other/Misc.

B. ANNUAL REPORTS

Covers

01. Artistic
02. Die-Cut
03. Graphics & Text
04. Illustrations
05. People & Portraits
06. Special Treatment
07. Unique Format
08. Other/Misc.

C. ANNUAL REPORTS

Corporate - Traditional

01. Asia/Pacific
02. Europe
03. Germany
04. Hong Kong
05. The Americas

D. ANNUAL REPORTS

Corporate - Non-Traditional Format

01. Boxed/Sleeve
02. Dual Language
03. Extraordinary Presentation
04. Horizontal/Landscape
05. Mixed Media
06. Non-English Annual Reports
07. Special Printing Techniques (Die-Cuts, Special Paper, Spot UV, Textured Effects, etc.)
08. Unique Format
09. Other/Misc.

E. ANNUAL REPORTS

Not-for-Profit Organizations

01. Anti-Discrimination
02. Co-operative Association
03. Government
04. Humanitarian Organization
05. Industry - Council
06. Non-Traditional (Horizontal, Die-Cuts, Wraps, 2-Parts, Oversize, etc.)
07. Racing Club
08. Traditional
09. Vocational Training
10. Volunteer Agency
11. Other/Misc.

F. ANNUAL REPORTS

Online

01. Design/Graphics
02. Home Page
03. Interactive
04. Music/Sound
05. Non-Profit Organizations
06. Photography/Video
07. Other/Misc.

G. ANNUAL REPORTS

Specialized

01. Environmental, Social and Governance Report
02. Integrated Annual Report
03. Non-Traditional Format
04. Social and Public Responsibility
05. Sustainability Report
06. Other/Misc.

H. APPS

01. Company/Corporate
02. Tourism
03. Other/Misc.

I. BOOKS

Hardcover

01. Anniversary Edition
02. Brand Book
03. Special Project
04. Other/Misc.

J. BROCHURES

01. Corporate
02. Employee - Internal
03. Special Purpose
04. Other/Misc.

K. CALENDARS

02. Corporate
03. Self-Promotion
05. Other/Misc.

L. CAMPAIGNS

01. Employer Branding
02. Festival Celebration
03. Tourism/Destination
04. Other/Misc.

M. COVERS

Books, Magazines, Publications

01. Abstract/Artistic
02. Automobile
03. Exterior - Landscape, Building, Structure
04. Illustration/Graphics
05. People/Portrait
06. Unique Presentation - Die-Cut, Hologram
07. Other/Misc.

N. CUSTOM PUBLICATIONS

01. Business-to-Business
02. Construction
03. Cooking/Recipes
04. Educator's Guide
05. Housing
06. Insurance
07. Luxury
08. Non-Profit Magazine
09. Special Edition
10. Technology
11. Travel/Entertainment
12. Other/Misc.

O. EMPLOYEE PUBLICATIONS

01. Automobile
02. Business Services
03. Energy
04. Food Industry
05. Magazines
06. Publishing
07. Specialty Chemicals
08. Utilities
09. Other/Misc.

P. GRAPHIC DESIGN

01. Aquarelle Illustrations
02. Corporate Design/Identity
03. Illustrations
04. Marketing Materials
05. QR Code
06. Other/Misc.

Q. MAGAZINES

General

01. Airfreight
02. Automotive
03. Beauty/Hair
04. Business-to-Business
05. Business Travel
06. Communications
07. Corporate
08. Customer
09. Engineering/Technology
10. Financial Services
11. Healthcare
12. Holding Company
13. Luxury/Lifestyle
14. Sports
15. Technology
16. Travel/Lifestyle
17. Other/Misc.

R. MISCELLANEOUS/OTHER

01. (Please describe on Entry Form.)

S. NON-PROFIT ORGANIZATIONS

01. Anniversary Project
02. Custom Publication
03. NGO Charitable Organization
04. Special Project
05. Vocational Training
06. Other/Misc.

T. PHOTOGRAPHY

Interior

01. Annual Reports
02. Brochures
03. Custom Pubs.
04. Other/Misc.

U. POSTERS

01. Single Poster
02. Poster Campaign
03. Other/Misc.

V. PROMOTION

01. Event/Opening
02. Product Launch
03. Shopping Mall
04. Sustainability Magazine
05. Tourism
06. Other/Misc.

W. SELF-PROMOTION

01. Facebook Pages
02. Souvenir
03. Other/Misc.

X. SPECIAL PROJECTS

01. Anniversary Celebration
02. Anniversary/History
03. Consumer Venue
04. Content Marketing Campaign
05. Exhibit Booth
06. Holiday Event
07. Integrated Campaign
08. Outdoor Exhibition
09. Summer/Seasonal Promotion
10. Tourism Campaign
11. Venue Design
12. Other/Misc.

Y. VIDEO/BYD ONLINE & USB

01. Annual Report
02. Automotive
03. Employee Wellness
04. Internal Video Series
05. Marketing Communication
06. Newsletter
07. Promotional
08. Stakeholder Communication
09. Trucks
10. Other/Misc.

Z. WEBSITES

01. Corporate
02. Customer Magazine
03. Employee - Internal
04. Investor Relations
05. Microsite
06. Multi-channel Communications
07. Redesign/Relaunch
08. Other/Misc.

THE JUDGES

33 Visual - MEXICO
 A. Plus Financial Press Ltd - HONG KONG
 Addison - USA
 AIR Health - USA
 Akademie Deutscher Genossenschaften ADG - GERMANY
 Armacell International S.A. - LUXEMBOURG
 Artists Estate Studio - USA
 Atravia - PORTUGAL
 Atravia - SPAIN
 Autilan - MEXICO
 Avila Creative - USA
 Bank of China - HONG KONG
 Berenberg - GERMANY
 BGA Publishing - USA
 BrandBook LLC - USA
 BrandsOnSpeed GmbH - GERMANY
 Bring, LLC. - USA
 Burgess Strategic Marketing Services - USA
 C3 Creative Code & Content - GERMANY
 CD Corporate Reports SDN BHD - MALAYSIA
 CHC Enterprises - USA
 China Communications Services Corporation Limited - HONG KONG
 China Telecom Corporation Limited - HONG KONG
 China Union Limited - HONG KONG

CITIC Limited - HONG KONG
 Citizens Development Business Finance PLC - SRI LANKA
 C.J. Graphics - CANADA
 Colonial First State Global Assets Mgmt - AUSTRALIA
 ComfortDelGro Corporation - SINGAPORE
 Coolgrey Design Workshop Limited - HONG KONG
 Craib Design + Communications - CANADA
 Cre8 - HONG KONG
 CSR Consulting & Design - KOREA
 Curran & Connors, Inc. - USA
 Daimler AG - GERMANY
 Daiwa House Industry Co., Ltd. - JAPAN
 Daniel Kennedy Communications Services - USA
 Devon Title - USA
 DNA Komunika - INDONESIA
 Donnelley Financial Solutions - HONG KONG
 Doris Gstatter, IR & MEHR - AUSTRIA
 DOTPLUS Communications SDN BHD - MALAYSIA
 EDICO Financial Press Services - HONG KONG
 Engage Media Pte. Ltd. - SINGAPORE
 Equity Financial Press - HONG KONG

Excel Communication and Perception Management - TURKEY
 Fast Retailing Co., Limited - JAPAN
 FGI Design - USA
 Fiducia & GAD IT AG - GERMANY
 Finar Kurumsal - TURKEY
 Fronius International GmbH - GERMANY
 Fuhrmann Films - GERMANY
 GenNex Financial Media Limited - HONG KONG
 Graffiti - TURKEY
 Great Thinks - GERMANY
 Grupo Insud - ARGENTINA
 HeterMedia - HONG KONG
 HGB Hamburger Geschäftsberichte GmbH & Co. KG - GERMANY
 Hong Kong Broadband Network, Ltd - HONG KONG
 House of Communications - USA
 iLINK Group Limited - HONG KONG
 Ideas On Purpose - USA
 INBRAX - CHILE
 Inc Design - USA
 Informa PLC - UNITED KINGDOM
 Insight Creative - NEW ZEALAND
 International Finance Corporation (IFC) - USA
 iOne Financial Press Ltd. - HONG KONG
 IZ Iletisim - TURKEY
 John Madere Photography - USA

Jolly Good Films - NEW ZEALAND
 K01 Designagentur - GERMANY
 Kerry Properties - HONG KONG
 KorteMaerzWolff Kommunikation - GERMANY
 loved GmbH - GERMANY
 Luke Communications Group - USA
 M-1 Studios - USA
 M&M Consultancy - HONG KONG
 Media Genesis - USA
 Mensalia GmbH - AUSTRIA
 Mense - LUXEMBOURG
 mensmedia - GERMANY
 MerchantCantos - ENGLAND
 MerchantCantos - USA
 MetaFusion Pte Ltd - SINGAPORE
 Michigan Door - USA
 Milenio 3 Genera - MEXICO
 Miramar Group - HONG KONG
 MM Partners - KOREA
 MS Optics R&D - JAPAN
 Mubadala Investment Company - UAE
 Newport3 Communications - GERMANY
 Nine Labs - USA
 Nova Fusion - MALAYSIA
 OMY Aktiengesellschaft - AUSTRIA
 Paragraphs Design - USA
 Parcel Design - CANADA
 Pauffley & Company - UNITED KINGDOM
 People's Leasing & Finance PLC - SRI LANKA

PETRANIX Corporate and Financial Communication - SWITZERLAND
 Plan P. GmbH - GERMANY
 PRATT Institute - USA
 PRH Hamburg Kommunikation GmbH - GERMANY
 Profilwerkstatt GmbH - GERMANY
 Protop Financial Press Limited - HONG KONG
 PT Garuda Indonesia (Persero) Tbk - INDONESIA
 Publik.Agentur Für Kommunikation GmbH - GERMANY
 q30 design inc. - CANADA
 Rahofer Werbeagentur - AUSTRIA
 Raymond Ltd - INDIA
 REF Financial Press Limited - HONG KONG
 Rethink - MALAYSIA
 ringzwei - GERMANY
 S/O Project - KOREA
 Sedgwick Richardson - HONG KONG
 SEQUEL - USA
 Shian inc. - JAPAN
 Signi Design - MEXICO
 Silicon plus Communications PTE Limited - SINGAPORE
 SinoMedia Holding Limited - CHINA
 Smart Media - SRI LANKA
 Solomon Financial Press Limited - HONG KONG
 SS Digital Media - USA
 Stagg & Friends GmbH - GERMANY

Stan Gellman Graphic Design Inc. - USA
 Studio 210, LLC - USA
 suden ad agency - GERMANY
 Sven Ruhs - GERMANY
 Sydinvest - DENMARK
 Tayburn - TURKEY
 Territory Content to Results GmbH - GERMANY
 The Charles NYC - USA
 The Dubs - AUSTRALIA
 The Hong Kong Society for the Aged - HONG KONG
 The Open University of Hong Kong - HONG KONG
 Toppant Merrill Limited - HONG KONG
 Toyoko Inn Nagano - JAPAN
 Troy Chamber of Commerce - USA
 Tricy Graphics - HONG KONG
 United Therapeutics - USA
 va bene publishing GmbH - GERMANY
 VOK Dams Events & Live Marketing - GERMANY
 Wachovia Securities - USA
 Wendy's Bloggers - USA
 WILO SE - GERMANY
 Workplace Safety & Prevention Services - CANADA
 Wymk Design Inc. - USA
 X_Design - MEXICO
 Xanadu Communications - USA
 Yellow Creative (HK) Limited - HONG KONG
 YesTogether - IRAN

ENTRY FORM

#Log No.
Official Use Only
Do not write in this area

ENTRY INFORMATION *Fill out this column for each entry*

Title _____
(Please write out as it should appear on winning certificate.)

Category-Classification Code: - Example U-01 (See other page for codes.)

Category-Classification: _____
(Please write out)

Other/Misc. _____
(Describe entry)

Format: App/Web CD/DVD/USB
 Mixed Media Print/Paper

URL http:// _____

Briefly define objective and intended audience:
(You may type on separate sheet of paper. Please, one-page description only.)

NOMINATOR'S INFORMATION *(Agency, Company, Self-Nomination)*

Nominated by: _____
First/Given Name Last/Family Name

Job Description / Title: _____

Nom. Organization: _____
(Please write out as it should appear on winning certificate.)

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 *(if different from Nominator)*

Client Name: _____
First/Given Name Last/Family Name

Job Description / Title: _____

Client Company: _____
(Please write out as it should appear on winning certificate.)

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 *Fill out this column once for all entries*

Total Number of Entries:

Entry Fee @335.00 per entry; Subtotal \$ _____

- 5-9 Entries, 5% Discount \$ _____
 10-19 Entries, 10% Discount \$ _____
 20+ Entries, 20% Discount \$ _____

Please return my entry(ies). We will notify you of costs prior to shipping.

Total Fees Paid \$ _____
(U.S. Dollars - Drawn on U.S. Banks only.)

Check Enclosed Bank-to-Bank Transfer
(Contact us for details)

American Express

--

Expiry Date - mm/yy

MasterCard/Visa

Expiry Date - mm/yy

Cardholder's Name _____

Cardholder's Signature _____

IMPORTANT: Send **three** copies of each printed/physical entry. Online entries need send only URL. Upon receipt, entries become the property of MerComm Inc., and may be used for exhibition and promotional purposes.

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

For More Information:

T: 1-914-923-9400
F: 1-914-923-9484
E: info@mercommawards.com
www.mercommawards.com

DEADLINE:
FEBRUARY 1st, 2021
LAST CHANCE! MARCH 1st!

SHIPPING INSTRUCTIONS: Include entry materials along with entry forms and fees together in one package. Send by courier, DHL Express, FedEx, TNT or UPS, no later than deadline. To hasten your package through customs, please affix or mark in bold lettering outside the package - "Contest Material. No Commercial Value."