



2018 ASTRID 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](http://www.mercommawards.com)

# 2018 ASTRID Awards Judges

---

## **BEAU GARDNER ASSOCIATES, INC.**

*Westhampton, NY*

Beau Gardner – President

## **C3 CREATIVE CODE & CONTENT**

*Berlin, GERMANY*

Stefan Fehm – Executive Director

Martin Gutheil – Head of Business

Development

## **DANIEL KENNEDY COMMUNICATIONS SERVICES**

*New York, NY*

Daniel Kennedy – President

## **DONNELLEY FINANCIAL SOLUTIONS**

*Central, HONG KONG*

Rachel Choi – Creative Director

Jason Tai – Senior Designer

Ma Ling – Designer

Kobee Chow - Designer

## **EDICO FINANCIAL PRESS SERVICES LIMITED**

*Central, HONG KONG*

Amy Donati – Chief Executive Officer

Stella Kwok – Director, C & G Department

Vicky Lee – Director, Corporate Sales & Services Department

Ricky Tse – Manager, Print Bind/Logistics Department

## **GENNEX FINANCIAL MEDIA LIMITED**

*Central, HONG KONG*

King Wong – Creative Director

## **i.LINK GROUP LIMITED**

*Central, HONG KONG*

Hidy Shum – Assistant General Manager

## **INBRAX**

*Santiago, CHILE*

Rodrigo Gallardo – Art Director

Carlos Saez – Art Director

Andres Diaz – Art Director

## **M&M DESIGN**

*Ma On Shan, Shatin HONG KONG*

Mike Moulders – Brand Design Consultant

## **MM PARTNERS**

*Seoul, KOREA*

Yi Jong-Kook – CEO & Chief Director

Lee, Sanghyun – Art Director

Kim, Young-il – Senior Director

## **PARAGRAPHS, LLC**

*Chicago, IL*

Rachel Radtke - President

## **PRH HAMBURG KOMMUNIKATION**

*Hamburg, GERMANY*

Stefan Heinzl – Senior Executive

Monika Neumeister – Art Director

Frank Ohlsen – Managing Partner

## **REF FINANCIAL PRESS LIMITED**

*Central, HONG KONG*

Alex Choi – Creative Director

Chan Kwong Shing – Associate Creative Director

## **RINGZWEI**

*Hamburg, GERMANY*

Dirk Linke – Creative Director

Juliane Van Treeck – Art Director

**STAN GELLAMAN GRAPHIC DESIGN**

*St. Louis, MO*

Laura Shoemaker – Designer

Teresa Thompson – President

Bryan Wakeland – Senior Designer

**SÜDEN AD AGENCY**

*Stuttgart, GERMANY*

Sven Ruhs – Creative Director

**TOPPAN VITE LIMITED**

*Kowloon, HONG KONG*

Wilson Kwan – Senior Creative Director

Peter Yeo – Assistant General Manager

**YELLOW CREATIVE**

*Hong Kong, HONG KONG*

Rebecca So – Managing Partner

Ellen Zee – Managing Partner

# Best of Show

---

## SAMSUNG FIRE & MARINE INSURANCE

*Annual Report 2016*

*Like the Air – Our Value*

### NOMINATOR

Lee, Jun-Yong  
Creative Director  
PLUS X  
3F, Bldg. 24, Hakdong-ro 77 gil, Gangnamgu  
Seoul 06067  
SOUTH KOREA  
[l jy@plus-ex.com](mailto:l jy@plus-ex.com)  
[www.plus-ex.com](http://www.plus-ex.com)

### CLIENT

Keii Kyung A. Choi  
Lead Professional, Brand Strategy Department  
SAMSUNG FIRE & MARINE INSURANCE  
14, Seochodaero-ro 74-gil, Seocho-gu  
Seoul 06620  
SOUTH KOREA  
[siryusng.yang@samsung.com](mailto:siryusng.yang@samsung.com)  
[www.samsungfire.com](http://www.samsungfire.com)

### DESIGNERS

Kim Mi-Hyang & Min Kyung-Moon  
PLUS X  
3F, Bldg. 24, Hakdong-ro 77 gil, Gangnamgu  
Seoul 06067  
SOUTH KOREA  
[kimmyihang@plus-ex.com](mailto:kimmyihang@plus-ex.com)  
[www.plus-ex.com](http://www.plus-ex.com)

### EDITOR

Han Ye-Rin  
CSR CONSULTING & DESIGN STUDIO  
102, 28, Dosan-daero 59-gil, Gangnam-gu  
Seoul 06016  
SOUTH KOREA  
[csr.hanyerin@gmail.com](mailto:csr.hanyerin@gmail.com)

# Best of Annual Reports – *Cover Design*

---

## CLEAR MEDIA LIMITED *Annual Report 2016*

### NOMINATOR

Kiki Wu  
Sales Manager  
REF FINANCIAL PRESS LIMITED  
3/F, Nexxus Bldg.  
77 Des Voeux Road  
Central  
HONG KONG  
[kiki.wu@ref.com.hk](mailto:kiki.wu@ref.com.hk)  
[www.ref.com.hk](http://www.ref.com.hk)

### CLIENT

Jeffrey Yip  
Director of IR, Comm. Secretary  
CLEAR MEDIA LIMITED  
1202 The Lee Gardens  
33 Hysan Avenue, Causeway Bay  
HONG KONG  
[jeffrey.yip@clear-media.net](mailto:jeffrey.yip@clear-media.net)  
[www.clear-media.net](http://www.clear-media.net)

# Best of Annual Reports – *Traditional*

---

## SAMSUNG FIRE & MARINE INSURANCE *Annual Report 2016* *Like the Air – Our Value*

### NOMINATOR

Lee, Jun-Yong  
Creative Director  
PLUS X  
3F, Bldg. 24, Hakdong-ro 77 gil, Gangnamgu  
Seoul 06067  
SOUTH KOREA  
[l jy@plus-ex.com](mailto:l jy@plus-ex.com)  
[www.plus-ex.com](http://www.plus-ex.com)

### CLIENT

Keii Kyung A. Choi  
Lead Professional, Brand Strategy Department  
SAMSUNG FIRE & MARINE INSURANCE  
14, Seochodaero-ro 74-gil, Seocho-gu  
Seoul 06620  
SOUTH KOREA  
[siryusng.yang@samsung.com](mailto:siryusng.yang@samsung.com)  
[www.samsungfire.com](http://www.samsungfire.com)

### DESIGNERS

Kim Mi-Hyang & Min Kyung-Moon  
PLUS X  
3F, Bldg. 24, Hakdong-ro 77 gil, Gangnamgu  
Seoul 06067  
SOUTH KOREA  
[kimmyihang@plus-ex.com](mailto:kimmyihang@plus-ex.com)  
[www.plus-ex.com](http://www.plus-ex.com)

### EDITOR

Han Ye-Rin  
CSR CONSULTING & DESIGN STUDIO  
102, 28, Dosan-daero 59-gil, Gangnam-gu  
Seoul 06016  
SOUTH KOREA  
[csr.hanyerin@gmail.com](mailto:csr.hanyerin@gmail.com)

# Best of Annual Reports – *Non-Traditional*

---

## NEW WORLD DEVELOPMENT COMPANY LIMITED *2017 Annual Report*

### NOMINATOR

Karen Li  
Sales Director  
REF FINANCIAL PRESS LIMITED  
3/F, Nexxus Bldg.  
77 Des Voeux Road  
Central  
HONG KONG  
[karen.li@ref.com.hk](mailto:karen.li@ref.com.hk)  
[www.ref.com.hk](http://www.ref.com.hk)

### CLIENT

Stephen Hui  
Senior Manager – Investor Relations  
NEW WORLD DEVELOPMENT COMPANY LIMITED  
30/F, New World Tower  
18 Queen's Road Central  
HONG KONG  
[stephenhui@nwd.com.hk](mailto:stephenhui@nwd.com.hk)  
[www.nwd.com.hk](http://www.nwd.com.hk)

# Best of Annual Reports – *Online*

---

## REWE GROUP *Annual Report 2016*

### NOMINATOR/ART DIRECTOR

Yvonne Voss  
Partner/Creative Director  
KD1 DESIGNAGENTUR, QUASS VON DEYEN/SCHNEIDER/VOSS  
Domstraße 60  
50668 Cologne  
GERMANY  
[schueller@kd1.com](mailto:schueller@kd1.com)  
[www.kd1.com](http://www.kd1.com)

### CLIENT

Andrea Dederichs  
Head of Corporate Media/Sponsoring  
REWE GROUP  
Domstraße 20  
50668 Cologne  
GERMANY  
[ums@rewe-group.com](mailto:ums@rewe-group.com)  
[www.rewe-group.com](http://www.rewe-group.com)

### DESIGNER/WEB DESIGNER

Hendrik Schwab  
KD1 DESIGNAGENTUR  
Domstraße 60  
50668 Cologne  
GERMANY  
[schueller@kd1.com](mailto:schueller@kd1.com)  
[www.kd1.com](http://www.kd1.com)



# Best of Apps –

---

LUFTHANSA CARGO AG

*Lufthansa Cargo planet Magazine App*

## NOMINATOR

Dr. Lars Kruse  
Senior Executive  
PRH HAMBURG KOMMUNIKATION GMBH  
Burchardstrasse 13  
20095 Hamburg  
GERMANY  
[office@prhamburg.com](mailto:office@prhamburg.com)  
[www.prhamburg.com](http://www.prhamburg.com)

## CLIENT

Bettina Petzold  
Head of Marketing Communication  
LUFTHANSA CARGO AG  
FRA F/CI  
60546 Frankfurt/Main  
GERMANY  
[www.lufthansa-cargo.com/planet](http://www.lufthansa-cargo.com/planet)

# Best of Books

---

## FORSCHUNGSVEREINIGUNG ANTRIEBSTECHNIK E.V. *FVA - Sharing Drive Innovation – Anniversary Communication 50 Years of FVA*

### NOMINATOR

Nele Lederer  
Head Content Development, Site Manager North Rhine-Westphalia  
PROFILWERKSTATT GMBH  
Rheinstrasse 99.3  
64295 Darmstadt, Hessen  
GERMANY  
[n.lederer@profilwerkstatt.de](mailto:n.lederer@profilwerkstatt.de)  
[www.profilwerkstatt.de](http://www.profilwerkstatt.de)

### CLIENT

Peter Exner  
Referent  
FORSCHUNGSVEREINIGUNG ANTRIEBSTECHNIK E.V.  
Lyoner Str. 18  
60528 Frankfurt, Hessen  
GERMANY  
[peter.exner@vdma.de](mailto:peter.exner@vdma.de)  
[www.fva-net.de](http://www.fva-net.de)

### EDITOR

Karin Jantke  
PROFILWERKSTATT GMBH  
Rheinstrasse 99.3  
64295 Darmstadt, Hessen  
GERMANY  
[k.jantke@profilwerkstatt.de](mailto:k.jantke@profilwerkstatt.de)  
[www.profilwerkstatt.de](http://www.profilwerkstatt.de)

# Best of Branding

---

MASTERCARD/PTE., LTD.

*Mastercard Asia Pacific Headquarters Branding New Offices,  
Singapore*

## NOMINATOR

Karen Krieger  
Member, CCO  
STUDIO 210, LLC  
19 Pine Hill Avenue  
Norwalk, CT 06855  
USA  
[karen@studio210.net](mailto:karen@studio210.net)  
[www.studio210.net](http://www.studio210.net)

## CLIENT

MASTERCARD/PTE., LTD.  
Beach Road  
Singapore 189721  
SINGAPORE  
[www.mastercard.com](http://www.mastercard.com)

# Best of Campaigns

---

## HONG KONG TOURISM BOARD *My Hong Kong Buddy Campaign*

### NOMINATOR

Patrick Kan  
Marketing Executive  
HONG KONG TOURISM BOARD  
9-11/F, Citicorp Centre  
18 Whitfield Road  
North Point  
HONG KONG  
[patrick.kan@hktb.com](mailto:patrick.kan@hktb.com)  
[www.discoverhongkong.com](http://www.discoverhongkong.com)

# Best of Cover Design

---

MIRYU NAMOO COMPANY

*Hanyue*

NOMINATOR

Ryu Mi Young

Editor in Chief

MIRYU NAMOO COMPANY

2, Pyeongchang 44-gil, Jongno-gu

Seoul Jongno-Gu 03003

SOUTH KOREA

[anna@ag.co.kr](mailto:anna@ag.co.kr)

# Best of Custom Publications

---

DAIMLER AG  
*Mercedes-Benz Transport*

## NOMINATOR

Dr. Lars Kruse  
Senior Executive  
PRH HAMBURG KOMMUNIKATION GMBH  
Burchardstrasse 13  
20095 Hamburg  
GERMANY  
[office@prhamburg.com](mailto:office@prhamburg.com)  
[www.prhamburg.com](http://www.prhamburg.com)

## CLIENT

Helge Bosch  
Director, Corporate Publishing  
Vaihinger Str. 131  
FRA F/CI  
70546 Stuttgart  
GERMANY

# Best of Employee Publications

---

## TESA SE *inside:tesa*

### NOMINATOR

Leslie Koch  
Project Manager/Editor in Chief  
PLAN P GMBH  
Schülerblatt 58  
20357 Hamburg, HH  
GERMANY  
[koch@plan-p.de](mailto:koch@plan-p.de)  
[www.plan-p.de](http://www.plan-p.de)

### CLIENT

Reinhart Martin  
Director, Corporate Communications  
TESA SE  
Hugo-Kirchberg-Str. 1  
22848 Norderstedt, SH  
GERMANY  
[reinhart.martin@tesa.com](mailto:reinhart.martin@tesa.com)  
[www.tesa.com](http://www.tesa.com)

### DESIGNER

Felix Oppermann  
PLAN P GMBH  
Schülerblatt 58  
20357 Hamburg, HH  
GERMANY  
[oppermann@plan-p.de](mailto:oppermann@plan-p.de)  
[www.plan-p.de](http://www.plan-p.de)

### ART DIRECTOR (Managing)

Philipp Schüberth  
PLAN P GMBH  
Schülerblatt 58  
20357 Hamburg, HH  
GERMANY  
[Schüberth@plan-p.de](mailto:Schüberth@plan-p.de)  
[www.plan-p.de](http://www.plan-p.de)

### EDITOR

Claudia Greef  
CP/CSR Manager  
TESA SE  
Hugo-Kirchberg-Str. 1  
22848 Norderstedt, SH  
GERMANY  
[Claudia.greef@tesa.com](mailto:Claudia.greef@tesa.com)  
[www.tesa.com](http://www.tesa.com)

### PHOTOGRAPHER

Christian Spahrbier  
IMAGEKONTOR GMBH  
Grosse Johannisstr. 15  
20457 Hamburg  
GERMANY  
[cspa@imagekontor.de](mailto:cspa@imagekontor.de)  
[www.imagekontor.de](http://www.imagekontor.de)

# Best of Graphic Design

---

## HONG KONG TOURISM BOARD *Old Town Central Q Art Code*

### NOMINATOR

Tina Chao  
General Manager, Brand Marketing  
HONG KONG TOURISM BOARD  
9-11/F, Citicorp Centre  
18 Whitfield Road  
North Point  
HONG KONG  
[tina.chao@hktb.com](mailto:tina.chao@hktb.com)  
[www.discoverhongkong.com](http://www.discoverhongkong.com)



# Best of Magazines

---

RAMP.SPACE GMBH & CO. KG

*ramp #39 - I Drive. Therefore? I Am!*

NOMINATOR

Michael Koeckritz

Chief Editor

RAMP.SPACE GMBH & CO. KG

Obere Waessere 5

72764 Reutlingen

GERMANY

[mb@ramp.space](mailto:mb@ramp.space)

[www.ramp.space](http://www.ramp.space)

# Best of Non-Profit Organizations

---

## THE HONG KONG SOCIETY FOR THE AGED *Annual Report 2016-2017*

NOMINATORS/ART DIRECTORS/CREATIVE DIRECTORS/DESIGNERS/EDITORS

Ms. Leung Yee-mei, Maggie and her Team  
THE HONG KONG SOCIETY FOR THE AGED  
11/F, The HKFYG Building  
21 Pak Fuk Road  
North Point  
HONG KONG  
[info@sage.org.hk](mailto:info@sage.org.hk)  
[www.sage.org.hk](http://www.sage.org.hk)

# Best of Promotion

---

## HONG KONG TOURISM BOARD *Old Town Central*

### NOMINATOR

Tina Chao  
General Manager, Brand Marketing  
HONG KONG TOURISM BOARD  
9-11/F, Citicorp Centre  
18 Whitfield Road  
North Point  
HONG KONG  
[tina.chao@hktb.com](mailto:tina.chao@hktb.com)  
[www.discoverhongkong.com](http://www.discoverhongkong.com)

# Best of Special Projects

---

SAMSUNG ELECTRONICS

*20 Years of Samsung and The Olympic Games*

NOMINATOR

Jeong-Won Lee  
Creative Director  
CHEIL WORLDWIDE  
18th Floor, GT Tower,  
1317-23, Seocho-dong  
Seocho-gu, Seoul  
SOUTH KOREA  
[arts.lee@samsung.com](mailto:arts.lee@samsung.com)  
[www.cheil.com](http://www.cheil.com)

CLIENT

John Chang-Young  
Vice President  
SAMSUNG ELECTRONICS  
129, Samsung-ro, Youngtong-gu,  
Suwong  
SOUTH KOREA  
[kmcy@samsung.com](mailto:kmcy@samsung.com)  
[www.samsung.com](http://www.samsung.com)

# Best of Video

---

## HONG KONG TOURISM BOARD

### *Old Town Central - Old Town Central Dogs*

#### NOMINATOR

Tina Chao  
General Manager, Brand Marketing  
HONG KONG TOURISM BOARD  
9-11/F, Citicorp Centre  
18 Whitfield Road  
North Point  
HONG KONG  
[tina.chao@hktb.com](mailto:tina.chao@hktb.com)  
[www.discoverhongkong.com](http://www.discoverhongkong.com)

# Best of Websites

---

## SCHAEFFLER

*schaeffler-tomorrow.com*

### NOMINATORS

Volker Paulun / Stefan Pajung  
Editorial Director / Head of Media Production  
SPEEDPOOL GMBH  
Bernard-Nocht-Str. 99  
20359 Hamburg  
GERMANY  
[volker.paulun@speedpool.com](mailto:volker.paulun@speedpool.com)  
[www.speedpool.com](http://www.speedpool.com)

### CLIENT

Joerg Walz  
Vice President Communications & Marketing Automotive  
SCHAEFFLER  
Industriestr. 1-3  
91074 Herzogenaurach, Bavaria  
GERMANY  
[joerg.walz@schaeffler.com](mailto:joerg.walz@schaeffler.com)  
[www.schaeffler.com](http://www.schaeffler.com)

### ART DIRECTOR

Manuela Mrohs  
SPEEDPOOL GMBH  
Bernard-Nocht-Str. 99  
20359 Hamburg  
GERMANY  
[Manuela.mrohs@speedpool.com](mailto:Manuela.mrohs@speedpool.com)  
[www.speedpool.com](http://www.speedpool.com)

### WEB DEVELOPER

Fabian Wierzbinski  
SPEEDPOOL GMBH  
Bernard-Nocht-Str. 99  
20359 Hamburg  
GERMANY  
[Fabian.wierzbinski@speedpool.com](mailto:Fabian.wierzbinski@speedpool.com)  
[www.speedpool.com](http://www.speedpool.com)