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DAC Patient Recruitment Services Takes Home Gold in the 2015 Hermes Creative Awards.

DALLAS (May 14, 2015)—DAC Patient Recruitment Services, an Imperial company and leader in patient recruitment and retention for global clinical trials, earned a Gold Award in the 2015 Hermes Creative Awards. Hermes awards are presented to those entries judged to exceed the high standards of the industry norm.

The award was earned in the Integrated Marketing/Event Marketing category. The winning gold entry was DAC's 2014 *Race to Market* campaign, designed and executed by the DAC creative services team. The campaign was used at the 2014 DIA (Drug Information Association) tradeshow, and showcased the industry's emphasis on timeliness as it pertains to enrolling patients in clinical trials and getting drugs to market. The tradeshow booth featured a race-themed design, complete with checkered flags and tire coolers. Individuals who visited the booth were encouraged to participate in a head-to-head racing simulator. The booth fostered an environment of excitement and competition, which was a nice touch to such an established tradeshow.

As Brandon Bissell, director of marketing at Imperial stated: "The messaging and execution was exciting, and spot on. This is a win not only for DAC, but also for the Imperial Family of Companies as a whole. DAC's creative services team is a strong component of Imperial's overall marketing group and continues to produce award-winning work, as proven here."

Administered and judged by the Association of Marketing and Communication Professionals (AMCP), Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, as well as emerging technologies. There were 6,000 entries from 23 countries in this year's competition.

Vaughn Anthony, director of creative services at DAC, oversaw strategy and execution for the winning entry and shared the following: "We have an outstanding team of people with individual talents that come together to create excellence. We have ten awards to show for it, and I'm proud of the team's continued accomplishments."

About DAC

DAC Patient Recruitment Services is proud to be a part of the Imperial Family of Companies—a clinical research support organization also comprising ClinicaLingua Translation Services and Imperial Graphics. Together, these three vertically integrated brands focus on patient recruitment, translation services, and site material production, fulfillment and global distribution. Working in synergy with our sister companies, we provide start-to-finish clinical trial solutions with the power of three companies through the convenience of one contact and one contract.

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