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Imperial Video Receives Hermes Creative Award

GRAND RAPIDS, Michigan, April 20, 2017—Imperial Clinical Research Services has been honored with a Gold Award in the Hermes Creative Awards international competition for creative professionals.

Imperial received the award for its video about an app that was created by its patient engagement group. The app assisted patients and their caregivers participating in an international Alzheimer’s disease clinical research trial. The 90-second video, designed for clinical trial managers at pharmaceutical companies and clinical research organizations, promoted the app and Imperial’s app creation abilities.

The Hermes awards are given annually by the Association of Marketing and Communications Professionals (AMCP) to honor excellence and recognize the creativity, hard work, and generosity of marketing and communications professionals. The AMCP is based in Dallas.

Vaughn Anthony, director of creative services at Imperial, oversaw the writing and production of the video. “At Imperial, we have a talented group of writers, designers, and production staff,” he said. “We are all very happy to receive this honor, which is our fifth Hermes award.”

Brandon Bissell, director of marketing at Imperial, said, “It is always significant to see our work honored by our peers, and this award is especially significant because it is Imperial’s first win in the video category.”

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ABOUT IMPERIAL

Imperial Clinical Research Services, based in Grand Rapids, Michigan, provides patient engagement, creative, and translation services; ancillary clinical study supplies; and site material production, fulfillment, and distribution worldwide.

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