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Imperial Receives Hermes Creative Award

GRAND RAPIDS, Michigan, May 11, 2023—Imperial Clinical Research Services has been honored with a Gold Award for a marketing piece developed to promote its creative services for the clinical trials industry. The award-winning piece, titled “Imperial Connects: Pediatric Type 2 Diabetes Study Spotlight,” received a Gold Award in the design category from The Hermes Creative Awards.

The [Study Spotlight](#) highlights Imperial’s creative branding and materials development process. The piece showcases the patient-facing recruitment and retention materials Imperial created to appeal to the clinical study’s 10-17-year-old age group, plus their parents and caregivers. The professional materials highlighted are geared toward educating health care providers, prompting physician referrals, and promoting protocol adherence. The creative process behind these pieces was also promoted. The wide variety of materials showcased in the piece includes print and digital materials such as brochures, posters, a patient recruitment video, and social media tools.

Writing and design of the study materials and corresponding spotlight were developed under the direction of Vaughn X. Anthony, Imperial’s director of creative services and marketing, and produced by Imperial’s in-house creative services department.

“This recognition highlights our wide-ranging capabilities to support pharmaceutical companies and clinical research organizations by creating impactful study materials,” Anthony said. “We are always honored when our creative efforts are recognized.”

The Hermes Creative Awards are sponsored by the Association of Marketing and Communications Professionals (AMCP), one of the world’s largest and oldest third-party evaluators of creative work. Award judges are senior-level industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence.

ABOUT IMPERIAL

Imperial Clinical Research Services, based in Grand Rapids, Michigan, provides first-in-class support for the clinical trial industry through creating branding and research protocol-based content for study and site materials, print and digital production, ancillary trial supplies and equipment management, translation services, and patient engagement. Imperialcrs.com.

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