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Imperial Receives Platinum Award for Clinical Trial Video

GRAND RAPIDS, Michigan, July 8, 2024—Imperial Clinical Research Services has received a Platinum Viddy Award for a video created to support a series of global clinical research studies. The Viddy Award is an international competition honoring work that exceeds a high standard of excellence and serves as a benchmark for the industry.

Imperial’s award-winning video provides participants with important information about taking part in a global cholesterol research study. The video includes overall study information and important details about the investigational study medicine such as drug dosing and fasting requirements. Imperial’s team wrote and produced the video on behalf of the leading pharmaceutical company conducting the studies.

“Videos are very important tools for patient recruitment and retention in clinical studies,” said Vaughn X. Anthony, Imperial director of creative services and marketing. “We appreciate this recognition of our continued efforts to use videos to promote clinical research studies and to educate participants about the studies they have joined.”

The Platinum Award is given to projects that the judges deem are written, produced, shot, and/or edited in an exceptional manner. Since 1994, the Viddy Awards have recognized the best and most creative work of video creators worldwide. The awards are administered by the Association of Marketing and Communications Professionals (AMCP), an international organization of several thousand marketing, communication, advertising, public relations, media production, and freelance professionals.

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ABOUT IMPERIAL

Imperial Clinical Research Services, based in Grand Rapids, Michigan, provides best-in-class support for the clinical trial industry through creating branding and research protocol-based content and design for study and site materials, print and digital production, ancillary trial supplies and equipment management, translation services, and patient engagement. Imperial is owned by 5THGEN, a closely held investment group with a family history of five generations in business. [Contact us](#) for more information on how we can help with your clinical trial.