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DAC Patient Recruitment Services Honored with Hermes Creative Award

DALLAS (May 17, 2016)—DAC Patient Recruitment Services, an Imperial company and leader in patient recruitment and retention for global clinical trials, was honored by the Hermes Creative Awards, an international competition for creative professionals.

DAC received a Gold Award for its magazine ad created to promote clinical research studies and encourage the general public to consider volunteering to take part. It features a photograph of a mother interacting with her young child, and the headline reads: "Clinical Research—for your future, and hers." The ad communicates the importance of research for present and future generations. Click [[here](#)] to view the ad.

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, DAC director of creative services, directed the writing, photo selection, and design of the ad. He said, "DAC's creative team is honored to receive this award, which is our third consecutive Gold Award in the annual Hermes competition. Our creative team has now earned a dozen international awards, and we are inspired by this recognition."

Brandon Bissell, director of marketing at Imperial, said, "We provide support for sponsors and research organizations with their clinical research trials, and DAC plays a critical role in marketing those trials. Reaching the public with an effective message is part of our mission, and we thank the Association of Marketing and Communications Professionals for honoring our work."

This is the second time the ad has been singled out for an award. DAC created the ad for MAGI's Rethink Research competition in October 2015 and won the award for best headline. MAGI, based in San Francisco, is a 10,000-strong member organization made up of clinical trial professionals.

About DAC

DAC Patient Recruitment Services is proud to be part of the Imperial family of companies—a clinical research support organization also comprising ClincaLingua 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 its sister companies, Imperial provides 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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