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**INTER/MEDIA ADVERTISING® AND INTERIMAGE PRODUCTIONS®
ROUND UP A HALF DOZEN HERMES AWARDS IN INTERNATIONAL
JUDGING**

***The Organizations Take 3 Top Honors in the Prestigious Awards Presented
by The Association of Marketing and Communication Professionals***

ENCINO, CA – Adding to an impressive recent haul of glittering awards for its creative vision and execution, Inter/Media Advertising® and its subsidiary Inter/Image Productions® have earned six more with the announcement of the prestigious *Hermes Creative Awards*.

Inter/Media, a \$400-million advertising agency and media organization that uniquely blends direct response advertising with general market techniques, received three “Platinum Awards” the highest honor in the international competition, plus two “Gold Awards” and an “Honorable Mention.”

The *Hermes Creative Awards* is a competition for creative professionals involved in the concept, writing and design of traditional and emerging media. The *Hermes Creative Awards* recognize outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals. The *Hermes Creative Awards* are administered and judged by the Association of Marketing and Communication Professionals (AMCP), an international organization that consists of several thousand marketing, communication, advertising, public relations, media production and free-lance professionals.



Inter/Media Advertising and Inter/Image were lauded for the following campaigns:

Bret Saberhagen's Make A Difference Foundation: "Pitch" – Inter/Media received the Platinum Award for the campaign on behalf of spots promoting the former major leaguer's charitable foundation. Platinum winners are judged to be among the most outstanding entries in the competition and are recognized for their excellence in terms of quality, creativity and resourcefulness.

Storage Barn: "Storage Lesson" – Also granted a Platinum Award was this spot on behalf of a new company, The Storage Barn, which provides to its customers a self-contained storage compartment on a truck to be filled up *just once*. Then customers load the 10-foot-deep, 7-foot-high locker, and drive the truck back to the headquarters, where the container is offloaded and placed into storage.

Auto Insurance Specialists (AIS) : "Instant Quote" – The third Platinum Award was presented for a TV commercial that utilized posterized animation of a telephone to graphically communicate the technological "instant" that customers can get a quote from AIS... just by picking up the telephone. The hero telephone contorts and gyrates in its search for rates and auto coverage and ultimately produces an instant quote that pops out of the top of the phone. This technique was chosen for its simplicity and breeziness of style.

GMAC Insurance: "Puzzle Pieces" – Honored with a Gold Award, the "Puzzle Pieces" spot demonstrated how Good Sam VIP Insurance "fits into the lifestyle" of the RV owner.

Enhansulin: "Class Room" – The second Gold Award went to a spot for Enhansulin, a product for nutritional support of blood sugar levels. The spot features testimonials and a simple, uncomplicated classroom chalkboard instruction on the ups-and-downs of blood sugar levels.

It's Just Lunch: "Surprise," "Taunt," and "412 People" –The two agency units were awarded an Honorable Mention for their humorous campaign on behalf of the 50-franchise It's Just Lunch, billed as the Dating and Matching Service for Busy Professionals. The campaign pokes fun at the humiliation men experience with the standard online dating routine.

The winning campaigns were directed by Oscar Bassinson, Creative Director of Inter/Media Advertising and President of InterImage Productions, the award-winning and results-oriented film and video production company specializing in radio and TV commercials, infomercials, corporate videos, and print advertising.

"Our creative team is on quite a roll," noted Robert Yallen, President of the Inter/Media Group of Companies. "Credit goes to the inspirational leadership and unceasing quest for quality by Oscar Bassinson. We are extremely grateful to have such tremendous recognition for our efforts by prestigious organizations such as AMCP—and we are especially grateful for our clients that entrust us with their award-winning campaigns."

About Inter/Media Group of Companies

Inter/Media Advertising is a fully horizontal integrated \$400-million advertising agency and media organization that uniquely blends direct response advertising with general market techniques. Founded in 1974 and recognized as a major force in the direct response advertising industry, Inter/Media also specializes in retail brand building and advertising support. Inter/Media's proprietary and precedent-setting lead/sales tracking system AccuTrak[®] provides clients with statistical data on the specific origin of each customer response, enabling clients to maximize the value of vanity phone numbers. The company is comprised of seven business units--Inter/Media Advertising[®] (strategy, planning and research), Inter/Media Time Buying Corp[®] (offline media execution), Inter/Media Interactive (online planning, buying and creative), Mediapoint Network[®] (Performance-based advertising), Inter/Image Productions[®], Inter/Post Productions[®] Editorial, and InterQuantum, LLC (retail brokering, marketing consulting)--which operate interactively to service client needs. For more information, go to <http://www.Intermedia-Advertising.com>.

**EDITORS NOTE: 300 dpi downloadable photos are available at
www.intermedia-advertising.com/media.html**