

Siren Interactive Wins Hermes Gold Award

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Siren Interactive earns a Hermes Gold Award for their innovative WinRho[®] SDF Animation.

Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing, and design of traditional materials and programs, and emerging technologies. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies, web-based innovators, and freelancers.

The WinRho SDF/ITP Animation was bestowed a Gold Award for its outstanding portrayal of the Immune System and the mechanism of action of WinRho SDF[®]. The animation explains the processes of the Immune System and the effect ITP has on those processes. The animation concludes by describing the proposed mechanism of action of WinRho SDF. Key members of the Siren creative team were Su Jang, Kyle Crumrine, and Pamela Todd.

Siren was also awarded Honorable Mention for the WinRho[®] SDF website (www.winrho.com) the company produced for Baxter Healthcare Corporation. The project includes animation, video, audio and text that educates patients and healthcare providers about treatment options for Immune Thrombocytopenic Purpura (ITP). Key members of the Siren creative team were Su Jang, Kyle Crumrine, and Pamela Todd.