

PRESS RELEASE

FOR IMMEDIATE RELEASE

Corporate Translations places silver at the Advertising Club of Connecticut's 58th Annual Award Show.

Corporate Translations "Punctuation Campaign" took home a silver pencil for the best B2B integrated marketing campaign, reinforcing their leading position in life science translation industry.

MERIDEN, CT. – (May 23, 2012) – At the recent award ceremony the Ad Club judges referred to the punctuation campaign as "a vibrant, clever, polarizing, yet smart campaign" that was "impossible to miss among the competitors in its industry." The Ad Club of Connecticut presented a total of 85 awards in more than 40 categories over the course of the awards ceremony, held at the Augusta Curtis Cultural Center in Meriden.

The campaign featured large punctuation marks over an intense blue backdrop. The headlines intelligently play off of each punctuation mark and speak directly to pharmaceutical professionals who are responsible for running global clinical trials. The campaign is featured in over 10 major print publications with global distribution. Corporate Translations has also contributed valuable editorial content, featuring their known expertise in the best practices for translating documents utilized in global clinical trials, to many of these publications.

The campaign was developed in-house by Corporate Translations' marketing team, under the direction of Jill Balcerzak. The team was single-handedly responsible for concept creation, creative direction, copy writing and media placement. The full campaign consisted of: 5 full page print ads, 2 brochures, a nifty language wheel reminiscent of a scientific scale, a corporate website, 3 sub-sites, banner advertising and a full tradeshow staging. View the full campaign on Facebook!



"We are very grateful to have received this award for our latest campaign," said Jill Balcerzak. "Marketing our organization has always been a challenge due to the industry's highly technical and specialized nature. That's why we believe in creating all of our advertising in-house. This Silver Award represents that our concepts are not only understood by our life science audience, but are also recognized by the advertising community. It is a great accomplishment!"

About the Advertising Club of Connecticut

The Advertising Club of Connecticut, founded in 1913, is the largest professional association in the state, serving advertising and marketing professionals. More than 500 members belong to the Advertising Club of Connecticut. For more information, visit www.adclubct.org.

About Corporate Translations

Corporate Translations is a Certified Woman-Owned Business Enterprise that was founded in 1990 to specifically answer the demand for high quality translation solutions in the pharmaceutical, biotech and medical device industries. With over 21 years of acquired knowledge in these highly regulated industries, the company has become a recognized expert in managing translation and linguistic validation projects for the world's top pharmaceutical and biotech companies, including Pfizer, Abbot, Merck, Novartis and many more. For more information about the company please call 860-727-6000 or visit www.corptransinc.com.