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Vidicom Strikes Hermes Gold with Designer Dish Live

New York, NY (May 12, 2011) – [Vidicom](#), the industry's leading video production and distributor for brands, earned top honors at the Hermes Awards, nabbing the Creative Gold Award for its [Designer Dish Live](#) interactive webcast with fashion moguls Isaac Mizrahi and Charlotte Ronson (Fashion Week, February 2011). Vidicom partnered with Pop Sugar, and USTREAM to offer the public the chance to ask questions and receive fashion advice directly from the designers.

"Receiving the Hermes Award is great recognition for us because Designer Dish was a first. The public got access to its favorite designers and both could communicate through Skype," said Christy Ferer, Founder, Vidicom."

Offering online viewers a live, face-to-face interactive web broadcast, Designer Dish Live reached more than 15,000 live unique viewers and received over 11 million combined television and web impressions, including visitors to Ustream and Pop Sugar.

The Hermes Creative Awards, presented by the Association of Marketing and Communications Professionals, is an international competition for creative professionals involved in the conception, writing and design of traditional materials and programs, and emerging technologies. The awards recognize outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals. This year, over 4,000 entries were received across 151 categories in 14 divisions from contest entrants spanning U.S. and international waters. Recipients of the 2011 Hermes Creative Awards were recently notified of their coveted honors.

Vidicom leads the PR multimedia industry in creating, building, and distributing marketing campaigns that cut through the clutter.

About Vidicom:

Vidicom, Inc. helped create the concept of branded content 30 years ago and is a pioneer in creating and distributing multi-media marketing campaigns. It leads in consumer engagement online and combines marquee talent with its client brands. Vidicom owns place based media networks (hotels, airlines, cruise ships), creates and distributes content through the web, social media, television and radio, and delivers unique viewers with proprietary distribution vehicles Citybuzz and News2Know. This is where brands come to embed their message in editorial content and target an audience through unique and exclusive distribution they can't find anywhere else.

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