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Ensemble Media wins 2021 Hermes Creative Platinum Award for Amar's Story Award for Nonprofit Electronic, Interactive and Social Media and Video

July 23, 2021 (Chicago, IL) – Creative Agency Ensemble Media, Inc. won a 2021 Hermes Creative Platinum Award for Nonprofit Electronic, Interactive and Social Media and Video for “Amar’s Story” an animated non-fiction account of a child survivor of domestic violence’s journey. Amar and his family received services from Apna Ghar and he remains in touch with the agency giving of his time and expertise.

The Hermes award is an international awards competition of approximately 6,000 entries for creative professionals involved in the concept, writing, and design of traditional and emerging media. Hermes Creative Awards recognizes outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals. The Platinum award is the highest-level designation.

“The award is a wonderful acknowledgement of the power of storytelling to help us relate to others, even those with experiences different from ours. We wanted to make sure we captured Amar’s story in his own words, and with integrity,” said Stephanie Foerster, President of Ensemble Media. “We’re extremely proud of this award and the chance to shine a light on the amazing work Apna Ghar is doing to help end gender- based violence.”

The Hermes Awards recognized the creative production, which was produced using voice recordings by Amar, combined with original animation and an original score. Amar’s Story has been used to raise awareness about the importance of psycho-social care, advocacy and support for survivors of gender-based violence. Apna Ghar’s service model is a socio-ecological framework that takes micro and macro level issues into account. The program and services are solutions-focused, survivor-centered, and innovative.

“We are honored to have partnered with Ensemble Media and so glad that Amar’s story is being recognized and honored. We are truly privileged to have played a part in his journey of healing and empowerment and are so heartened to see his own very thoughtful and loving approach to fatherhood despite everything he experienced,” said Neha Gill, Executive Director of Apna Ghar. “Gender-based violence is a global human rights violation and public health concern, and at Apna Ghar, we are committed to empowering survivors, engaging communities and elevating the issue to engender change.”

Watch Amar’s Story here: <https://vimeo.com/451658924>

ENSEMBLE MEDIA - Ensemble Media, Inc. provides empowered communications for a better world. It works with nonprofit, cultural and educational institutions on strategic creative tools to expand their reach and deepen their impact.

APNA GHAR – Apna Ghar provides critical, comprehensive, culturally competent services, and conducts outreach and advocacy across communities to end gender violence. Apna Ghar has reached over 100,000 survivors and community members over the last 30 years, and is dedicated to amplifying the voices of immigrant, refugee, and other marginalized and vulnerable survivors, and to working towards gender and racial justice

ABOUT THE HERMES AWARD

The Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (AMCP). The international organization consists of several thousand marketing, communication, advertising, public relations, media production, and freelance professionals. AMCP oversees awards and recognition programs, provides judges, and rewards outstanding achievement and service to the profession.

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